



NEWS RELEASE

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Good Leadership Enterprises Grows Leadership Consultancy with Acquisition of Pennsylvania Leadership Firm

Kevin Sensenig Named First-Ever President of Good Leadership Enterprises

MINNEAPOLIS – [Good Leadership Enterprises](#) (Good Leadership), a Minnesota-based leadership development firm, has expanded its team through the acquisition of Interaction Dynamics Group (IDG), a Pennsylvania-based leadership consultancy. IDG founder Kevin Sensenig, a 30-year leadership consulting and business veteran, joins Good Leadership as the firm’s first-ever president.

In his new role with Good Leadership, Sensenig will oversee the firm’s marketing and new client acquisition, as well as strengthen and expand current client relationships. He will also directly oversee leadership development on behalf of the firm’s national and international clients, as they seek to align their teams to thrive and work more effectively together.

“As most executives and employees know from prior or current experience, when their teams are not aligned, everyone suffers, creating friction, burnout and turnover,” Sensenig said.

“Good Leadership helps teams become better-aligned and improve their performance through a proven, team-based coaching approach that reinforces a ‘win together’ mindset. I was attracted to Good Leadership by its ‘goodness pays’ foundation – how goodness happens when people thrive together. It’s that special mission that separates Good Leadership from any other consultancy I’ve seen.”

“Having worked with several Good Leadership clients over the past several years, Kevin immediately knows our firm, our array of top-tier clients and our better approach to leadership

development,” said Paul Batz, CEO and Founder, Good Leadership. “Kevin excels at the art and science of getting teams to work better together to achieve great results, and helping clients better understand their current and future talent-related business needs. We are thrilled to have Kevin join us as Good Leadership’s first president.”

After leading one of the nation’s highest-performing Dale Carnegie Leadership franchises for several years, Sensenig founded IDG in 2013 to address and resolve what he saw as a critical gap in alignment, commitment and accountability within many organizations. He is a highly regarded business strategist, executive coach and public speaker who consistently weaves together new insights in industrial and organizational psychology with a pragmatic, inspirational blend of business acumen and people skills.

Sensenig, who resides with his family in Hollidaysburg, Penn., earned his A.S.B. in Marketing Management from Central Pennsylvania College, a B.S. in Business, Management and Marketing Education from Temple University, a M.Ed. in Business Education from Bowling Green State University, and a Ph.D. in Organization Development from Penn State University.

About Good Leadership Enterprises

Founded in 2009 and with headquarters in Minneapolis, [Good Leadership Enterprises](#) is a leadership consulting boutique with world-class strategies to help executive teams exceed their personal and professional goals. Eighteen senior executive coaches serve an array of domestic and international clients, with processes and programs based on the art and science of working together to create great results. The firm’s mission is to spread goodness, through proof that goodness pays.

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