



Center for
Creative
Leadership®

| VIRTUAL LEADERSHIP DEVELOPMENT |

START YOUR JOURNEY ANYWHERE, ANYTIME

Discover our online leadership development solutions designed to fit your schedule, your style, and your organization.

YOUR TRANSFORMATION STARTS NOW

At the Center for Creative Leadership (CCL)[®], we believe that leadership is a journey. For 50 years, we've helped ignite transformational change in individuals, organizations, and communities all over the world, delivering results that matter to Fortune 500 companies and first-time leaders alike. We've supported our partners through challenges both big and small, personal and collective, and watched them transform into greater versions of themselves. So, what's our secret? **Cutting-edge research, fresh insights, and human-centered experiences** that are always evolving to fit your needs.

Access Our Expertise from Virtually Anywhere

Our expansive portfolio of innovative online learning experiences immerses participants in compelling conversations, peer-learning exercises, and personalized attention from the best leadership experts in the world (fact: we hire the top 1%). Whether you're looking for a customized online program, live online courses, virtual executive coaching, assessment certification, or a mix of self-directed and moderated options, we offer easily accessible, scalable solutions tailored to you.

**CONNECTION.
CONVENIENCE.
RESULTS.**

That's what our online learning solutions bring to the table. No matter where you are — in the world or on your leadership development journey — we're here for you. So let's get started.



This virtual experience was a tremendous opportunity for me to reflect on past experience, analyze current leadership situations, and determine how I want to lead in the future.

– Frontline Leader Impact Participant

A LEADERSHIP JOURNEY BUILT FOR YOU

If you're ready to make a difference in your life and in your organization, then you're already on the right path. Our decades of experience have shown us that leadership development — the real, transformative kind — is much more effective and sustainable when you **embark on a journey of related learning experiences**, allowing you to build skills and capability as you move along your own leadership path. This is even truer in the virtual learning realm.

Your learning journey is built with you in mind. We offer face-to-face and online leadership solutions that allow for flexibility in determining what's right for your needs. **Journeys can be developed as exclusively virtual or blend both face-to-face and online delivery methods.** Let us create a curated, data-driven, and structured learning journey centered on what matters most to you and your organization so you can find the success you're looking for.



**NO to boring
online lectures**



**YES to dynamic and
collaborative virtual
experiences**

ONLINE LEARNING SOLUTIONS



LIVE ONLINE PROGRAMS



MODERATED ONLINE PROGRAMS



SELF-DIRECTED LEARNING



VIRTUAL COACHING









ASSESSMENTS



LICENSE CCL CONTENT

LEADERSHIP SOLUTIONS AT A GLANCE

<p>Leading Self</p> 	<ul style="list-style-type: none"> • Lead 4 Success 17 hours over 5 days • Frontline Leader Impact 18 hours over 6 weeks • Burn Bright: The Resilience Advantage 12 hours self-paced over 4 weeks • The Leadership Conversation 18 hours self-paced, with one-year access • Virtual Coaching Determined by need
<p>Leading Others</p> 	<ul style="list-style-type: none"> • Lead 4 Success 17 hours over 5 days • Frontline Leader Impact 18 hours over 6 weeks • Burn Bright: The Resilience Advantage 12 hours self-paced over 4 weeks • CCL Boost™ for New Leaders 6 hours self-paced, with one-year access • The Leadership Conversation 18 hours self-paced, with one-year access • Virtual Coaching Determined by need • Maximizing Your Leadership Potential 17.5 hours over 5 days
<p>Leading Managers</p> 	<ul style="list-style-type: none"> • The Effective Leader 18 hours over 5 days • Burn Bright: The Resilience Advantage 12 hours self-paced over 4 weeks • Virtual Coaching Determined by need
<p>Leading the Function</p> 	<ul style="list-style-type: none"> • Leading Across the Organization 18 hours over 5 days • Leading Strategically Experience 24 hours over 7 weeks • Virtual Coaching Determined by need
<p>Leading the Organization</p> 	<ul style="list-style-type: none"> • Leading Strategically Experience 24 hours over 7 weeks • Executive Coaching Determined by need
<p>Specialized</p> 	<ul style="list-style-type: none"> • Assessment Certification Course 10 hours self-paced over 90 days • Better Conversations Every Day™ 9 hours over 3 days • Better Conversations & Coaching Level 1 25 hours over 5 days

Custom Online Leadership Training

These days, disruption is a constant. And you need leadership development not only to keep up but also to position your leaders to innovate and build a culture that thrives in any environment, whether you're navigating a crisis or planning for the future.

We'll work with you to identify your leadership development objectives and design an online customized leadership training program that's specifically tailored to bring your organization's strategy to life and enact real change.

You can work with us to design your own program based on our decades of world-class research.

Bring leaders together online in a dynamic, collaborative experience — anywhere, anytime.

Drive business outcomes by creating a series of topics that are specifically customized to enact real change for your organization.

Select from our 25+ topic modules to build a customized online program that meets your organization's unique needs.

Our most popular modules cover a diverse variety of topics such as:

- Communication
- Embracing Change
- Leading Virtual Teams
- Strategic Thinking, Planning, and Execution
- Leading With Agility
- Resilience
- Equity, Diversity, and Inclusion

And, just like our in-person engagements, we build real connections in an online environment. A CCL expert instructor guides participants to provide human connection through live interactions in the full class, and with smaller groups in virtual breakout rooms.

Sample Leadership Learning Journey

Putting Your People First While Leading Through Change and Transition

Organizational Need: Internal restructuring, reductions in force, changes in strategy, and the impact of COVID-19 within a highly competitive landscape have been putting tremendous stress on middle managers. The organization needed its leaders to create psychologically safe environments to not only survive the high degree of ambiguity and uncertainty but also to thrive in the face of it.

CCL Solution: A customized learning journey designed to build the skills and capability needed in times of disruption through a series of four related experiences: 1) Leading Through Change, 2) Emotional Intelligence, 3) Risk-Taking, and 4) Resilience. The program delivered virtually, with guided cohorts, to ensure human connection with CCL faculty and with peers.

Format: Live Online, Small Group Cohorts

Total Participants: 150

Cohort Size: 25

Length Per Cohort: 4 months

Learning Journey Outcomes:

- Understand and recognize the process of change
- Learn how to harness the emotional response to change
- Demonstrate courageous vulnerability
- Enhance and broaden resilience approaches with research-based practices





LIVE ONLINE PROGRAMS

Our interactive, online classrooms bring people together from all over the world to learn, support each other, and grow as leaders and as people. With our virtual open-enrollment programs, you have the opportunity to connect with both your peers and our leadership experts for an immersive and intimate experience that allows you to focus on building the critical skills you need as a leader.

Compelling conversations, eye-opening insights, and actionable strategies for addressing the real-world challenges that matter most to you are just a click away.

SMALL CLASSES. BIG RESULTS.



Ideal for high potentials preparing to advance and new or experienced managers of people and projects

1:12 faculty-to-participant ratio

Interactive, hands-on format with intense personalized coaching

Maximizing Your Leadership Potential

Successfully shifting from individual contributor to effective manager is one of the most difficult transitions. [Maximizing Your Leadership Potential](#) cultivates a shift in mindset from "me" to "we" and emphasizes the four essential roles needed to manage people and projects: player, coach, manager, and leader.



Ideal for experienced leaders who lead other managers or senior professional staff

1:12 faculty-to-participant ratio

Hands-on exercises and virtual breakout rooms

The Effective Leader

More and more leaders are leading in environments of rapid disruption — and they're leading teams who aren't co-located. Today, with increased travel restrictions and reduced budgets, that has intensified. [The Effective Leader](#) prepares mid-level leaders for the ever-changing needs of the new world of work by developing the critical skills needed to succeed: leading virtual teams, building resiliency, collaborating with others, and solving complex challenges.

**Ideal for new and emerging leaders**

1:12 faculty-to-participant ratio

Safe environment to try out new behaviors

Available as a licensed program

Lead 4 Success™

Want to make sure you stand out as a leader? There are 4 core skills that you need to master. We call them the Fundamental 4: **self-awareness, learning agility, influence, and communication.** Through immersive practice, peer-based learning, and personalized attention, [Lead 4 Success™](#) shows you how to harness these 4 essential skills and adapt them to your own real-world challenges and context.

**Ideal for anyone in your organization**

1:4 coach-to-participant ratio

Personalized experience with a mentor coach

Available as a licensed program

Better Conversations Every Day (BCE)™

Our [Better Conversations Every Day \(BCE\)™](#) program starts with a simple yet transformative premise: that better culture starts with better conversations. No matter the size of your organization, BCE helps build coaching skills, drive business outcomes, and create lasting change at scale. Working in virtual groups of 4, each led by an experienced, certified executive coach, you'll take a deep dive into communication as you explore best practices for building trust, how to have effective conversations, and techniques for achieving results in a virtual environment.

**Ideal for HR professionals and any leader who wants to improve their coaching skills**

1:4 coach-to-participant ratio

Small group practice and 1:1 sessions with an ICF-Certified Mentor coach

Better Conversations & Coaching Level 1

Every conversation — whether it's over email, video conference, or in the office — matters. It may seem small, but we've found that this is the foundation on which your organization's culture is built. Our virtual [Better Conversations & Coaching Level 1](#) program takes our highly effective BCE course and goes one step further. If you want to improve your coaching confidence and develop a personal communication and coaching style that works for you and your team, then this specialized program is for you.

**Ideal for executives and senior leaders whose work has strategic implications for their organization**

1:12 faculty-to-participant ratio

Smaller class sizes for higher impact through personal connections

Leading Strategically Experience

The difference between great success and failure as leaders is the collective ability to lead strategically in the midst of disruption and complexity. [Leading Strategically Experience](#) helps improve strategic leadership skills to achieve goals, drive performance, and align short-term action with long-term direction.

“Organizations that build coaching cultures are those that invest in their people first and will exceed their competition. Big supporter of CCL's Better Conversations Every Day program!”

– BCE Live Online, Director of Talent Development



MODERATED ONLINE PROGRAMS

Our online moderated programs allow you to learn on your own schedule, but with the added support of an expert CCL moderator and a network of fellow participants to further enhance your experience.



Ideal for managers and supervisors of individual contributors, first-level or first-time managers who are newer to their roles, or anyone who is preparing to move into a first-level manager role

1:24 moderator-to-participant ratio

Guided by a leadership expert who inspires and facilitates the exchange of ideas

Frontline Leader Impact

Almost 60% of frontline managers never receive training for their first leadership role. And [Frontline Leader Impact](#) is here to do something about that. Over the course of 6 weeks, this interactive, virtual experience gives first-time managers the confidence and skills they need to become successful and effective leaders now and in the future. Our Frontline Leader Impact program is available in English and Spanish.



Ideal for any level, but more so for individual contributors, those leading others, and leading managers

1:24 moderator-to-participant ratio

Employs peer connection and gamification to fully engage participants

Burn Bright: The Resilience Advantage

Being a leader in a complex, ambiguous, and fast-paced world can be draining. Especially when it feels like there is no off-switch. [Burn Bright: The Resilience Advantage](#) takes a practical, scientific, and application-based approach to practicing tools and techniques that can help you show up as your best self in your organization, community, and personal life, no matter what's going on.



Ideal for executive coaches, training & development professionals, consultants and human resource managers

Certification through interactive content and video-based learning

Assessment Certification Course

Assessments are a powerful tool that can provide invaluable data and insights for any organization. Make sure you're making the most of it with our online [Assessment Certification](#) Course. This self-paced program is designed to certify participants to administer CCL's unique suite of 360-degree assessments.



In a recent moderated online Frontline Leader Impact program, 99% of participants said the program made a positive impact on their leadership skills.



SELF-DIRECTED LEARNING

Some people are most productive at 5:00 in the morning; others experience their biggest breakthroughs well after midnight. Whatever your style, our collection of self-directed learning solutions lets you take full control of your learning schedule, no matter where you are in your leadership journey — or what device you're on.

The Leadership Conversation

Spread out over a 4-week period, [The Leadership Conversation](#) blends the best of self-directed learning with an online, team-driven approach to benefit and engage leaders from across generations and levels within an organization. The Leadership Conversation includes 4 structured, research-driven programs: Creating Leadership, Elements of Leadership, Virtual Leadership, and Leading Innovation. This flexible, adaptable program provides structure without rigidity.

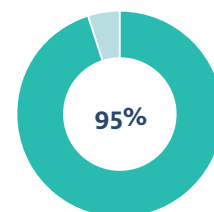
CCL Boost™ for New Leaders

Making the jump from individual contributor to manager is a transition that every leader must make. [CCL Boost™](#) for New Leaders helps you flip your mindset from “me” to “we” as you learn 6 tactics you can use while on the job to attain immediate success in your new role.

eBooks

A Leadership Library at Your Fingertips

As a leadership library at your fingertips, our [eBooks](#) put relevant, proven, and actionable ideas directly into your hands. Our expansive collection of nearly 200 essential leadership topics can be purchased via annual digital subscription or by individual titles that can be downloaded and accessed from a variety of devices.



In recent end-of-program evaluations, 95% of participants said they would recommend CCL online programs to a colleague.

2020 Live Online End-of-Program Evaluations



VIRTUAL COACHING

For decades, our world-class coaches have been delivering high-impact coaching virtually. Our highly trained, experienced professionals provide more than 20,000 hours of coaching per year to Fortune 1000 leaders all over the world — and more than 90% of those hours are [virtual coaching](#) sessions that happen over the phone, or via video, or via a web platform. At CCL, virtual never means impersonal.

We offer virtual coaching services for executive coaching, integrated coaching, team coaching, developing coaching skills, and building a coaching culture.



Available Anytime, Anywhere

Your time is valuable. In a virtual environment, leaders can access their coach anytime, anywhere — even outside of traditional business hours — for a short check-in or a longer coaching session to dive in deep.



Global Network of 700 Coaches

Representing a variety of industries, fields, diverse languages, and cultures, our coaches undergo a rigorous selection and training process, with oversight provided by our global coaching team. We continually monitor the effectiveness of our coaches and their value to clients, ensuring an excellent fit between the coach and the coachee.



Personal and Confidential

Our 1:1 virtual coaching sessions are completely confidential and tailored to your individual needs. Need a safe space to test new ideas? Or some help navigating tough decisions with significant consequences? Our coaches are here for you.



Structure and Clarity

Coupled with world-class assessments, interactive goal planning, and development tools with comprehensive resources through CCL Compass™, our coaches can help provide some much-needed clarity, structure, and focus to you and your organization.



[My coach] has been a much needed positive perspective for me in a transitional time. And it's effortless. The key to this is trust — trusting myself to be totally honest with what I'm feeling & thinking; and trust that the other person holds your confidence and has the best intentions designed to meet you where you're at. I'm incredibly grateful for the opportunity to make such a connection."

– Virtual Coaching Participant



ASSESSMENTS

Decades ago, we pioneered the use of assessments and feedback in leadership development. And we're still at the top of the game. Our world-class [assessments](#) provide useful, reliable, and well-rounded results that help you turn data into insight, and insight into action.

Our assessments are flexible, user-friendly, and give you information you can count on, all supported by our dedicated staff, 50 years of cutting-edge research, and proven development expertise. CCL assessments are so much more than just data — they can help you unlock the potential of your people and your organization. Together, we can bring that data to life so that it can ignite the change you're looking for.

Why are our assessments the top choice of industry-leading organizations?

- Revealing of complex leadership issues that may be easy to miss
- Superior-quality normative data from one of the world's largest leadership assessment databases
- Numerous customization options for maximum flexibility and ease of use
- Multiple language availability
- Strict confidentiality for more accurate feedback

Benchmarks[®] 360 Assessment Suite

Powered with CCL Compass[™]

Our [Benchmarks 360 Assessment Suite](#) includes 4 research-based, 360-degree instruments with a consistent reporting format to help you create a common leadership language and feedback process at multiple levels throughout your organization.

- **Benchmarks[®] for Executives[™]** — developing top-level leaders
- **Benchmarks[®] for Managers[™]** — assessing the lessons of experience
- **Benchmarks[®] for Learning Agility[™]** — discovering the ability to learn from experience
- **Benchmarks[®] by Design[™]** — tailoring the assessment and feedback process

Skillscope®

Powered with CCL Compass™

Ideal for organizations new to the 360-degree skill assessment process, [Skillscope](#) provides straightforward and practical feedback on job-related strengths and weaknesses. Easy to complete and simple to interpret, Skillscope can be used with supervisors, managers, as well as individual contributors, as a leadership assessment test to provide a true picture of their skills and how they use them.



What is CCL Compass™?

We're glad you asked. CCL Compass is an innovative online tool that gathers and analyzes all assessment data, interprets it, and recommends what to do next, making it easy to create clear and immediate action plans.

Prior to 2020, 55% of organizations already used live online courses, 48% had used online conferences and events, and 45% had used self-paced online courses.

"Leadership Development Spending in a Recession"
2019 study of 300 HR decision-makers

live online courses | 55%

online conferences & events | 48%

self-paced online courses | 45%



LICENSE CCL PROGRAMS & CONTENT

CCL licensing provides the convenience and independence you want in an in-house leadership development program, while always assuring you have the support you need. We know leadership inside and out — but no one knows your people better than you. Together, that’s a powerful combination.

Licensing CCL's proven content takes many forms to meet different needs. Our solutions can range from simple, all-inclusive options to a fully customized program linked to your specific goals, strategies, and needs. Master Trainer Certifications and train-the-trainer options are also available. Our licensing solutions span a variety of time commitments.

Licensing Options

½-day Workshop Kits: Single-topic leadership development materials for targeted initiatives that can be used to build learning journeys.

All-Inclusive 1 & 2-day Programs: Scalable in-house development solutions to embed leadership skills at an enterprise level.

Model, Module & Experiential Licensing: Proven, experience-tested tools that enable internal training professionals to design their own programs.

CCL Compass™ Competency License: Access to CCL’s research-based content to be embedded into internal systems. This licensing model enables the creation of derivative work tailored to the organization’s needs.

Custom-Designed Program Licensing: Through our data-driven discovery and design process, we can design a recommended journey, license the components, and train you to deliver them.



**On average,
organizations use 7
different modalities for
leadership development.**

*“Leadership Development Spending in a Recession”
2019 study of 300 HR decision-makers*

We selected the Center for Creative Leadership (CCL) because we thought that they had the best programs and their ratings have been consistently in the top on a global level. CCL trained our team on how to run the Lead 4 Success program to really make the training relevant and impactful for our employees .”

— Amy Keyser, SVP of Human Resources, Arch Mortgage Insurance

How CCL Licensing Helps You Get Results

- Quickly provides proven content to deliver for immediate impact
- Allows you to implement an internal leadership development initiative in record time
- Leverages the talent of your internal facilitators and business leaders
- Increases the scale and expands the abilities and impact of your in-house leadership development training

In addition to offering fully-customized licensed leadership solutions, we also offer a variety of scalable all-inclusive programs such as our workshop kits that boast a variety of popular topic modules and widely-known culture change agent programs Better Conversations Every Day and Lead 4 Success.



WORKSHOP KITS

Equip your internal training team to provide engaging learning experiences, virtually or in-person. Our single-topic modules are built on proven CCL content and cutting-edge research. Simple to implement and no certification required, our [Lead-It-Yourself workshop kits](#) help you scale up leadership development.



BETTER CONVERSATIONS EVERY DAY™

Our [Better Conversations Every Day™](#) (BCE) program starts with a simple yet transformative premise: that better culture starts with better conversations. No matter the size of your organization, BCE helps build coaching skills, drive business outcomes, and create lasting change at scale.



LEAD 4 SUCCESS™

[Lead 4 Success™](#) moves leaders from average to high-performing by developing the 4 fundamental skills (self-awareness, learning agility, influence, and communication) that leaders at any level need to master for success.



A recent analysis of Better Conversations Every Day participant evaluations comparing face-to-face and live online delivery show that overall satisfaction scores were the same, suggesting that **CCL is able to deliver the same levels of satisfaction and impact online as it can in a face-to-face setting.**

Better Conversations Every Day face-to-face and live online end-of-program evaluations from October 1, 2019 to February 20, 2020

CCL LOCATIONS

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The Center for Creative Leadership (CCL)[®] is a top-ranked, global, nonprofit provider of leadership development. Over the past 50 years, we've worked with organizations of all sizes from around the world, including more than 2/3 of the Fortune 1000. Our cutting-edge solutions are steeped in extensive research and our work with hundreds of thousands of leaders at all levels.