



# 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*