

**WORK THAT
CHANGES LIVES.
LEADERS THAT
CHANGE THE
WORLD.**



Center for
Creative
Leadership®

Join the **Channel Partner Network** and
grow your business and your impact.



IN A WORLD WHERE DISRUPTION IS THE ONLY CONSTANT, LEADERSHIP — THE KIND THAT IGNITES TRANSFORMATIONAL CHANGE — IS WHAT MATTERS MOST

On behalf of the entire CCL team, including our multiple campuses spanning the globe, I am thrilled to bring you an opportunity decades in the making. Through the Channel Partner Network (CPN), we're putting the world's most respected and tested leadership development resources directly in your hands and inviting you to partner with us on an urgent mission: leadership development for all. Our vision and hope is that you will leverage 50 years of inspiring thought leadership to significantly grow your work and to transform more lives.

We believe in the work that you do — because we've lived it. We've been in the room. We've seen it and felt it. Good leadership is the common denominator for positive change. It asks tough questions, seeks understanding, and rallies others to take steps forward. As a member of the Channel Partner Network, you'll be an important part of what we set out to do each day at CCL: ignite transformational change. For individuals. For organizations. For communities. Everywhere.

We need you with us on this charge. Take a look at the many ways we can support you, and let's chart a path to the next frontier of access and impact.

Chad Merritt

Global Director, Channel Strategy and Support



**The Channel Partner Network is
the next step in providing access to
leadership development for all.**

**EVERYONE.
AT ALL LEVELS.
WORLDWIDE.**

We're preparing leaders at all levels to navigate today's challenges while getting ready for the changed world that comes next. But the kind of impact we want to make cannot be carried out alone.

As a member of the Channel Partner Network, you become a critical part of our mission to develop great leaders for every workplace and every community while tapping into an extensive library of world-class leadership resources that will help you expand your reach and deepen your impact.

When you join the Channel Partner Network, you're enhancing your role as a consultant, coach, executive education administrator, or professional association leader. You're also building something bigger than yourself: a growing network of committed, compassionate people doing transformational work.

**This is the kind of network that will
elevate your work for the long term.**

THE CHANNEL PARTNER NETWORK MEMBER EXPERIENCE

Ready-to-use assessments, courses, workshops kits, and programs that you can integrate into your content

Materials built on more than **50 years of research** and experience

Dedicated **support team**

Help with **product selection and content integration**

Guidance from **subject matter experts**

Inspiring **thought leadership** resources

HighSpot sales enablement tool

Downloadable **marketing collateral**

Business development resources to help you scale

Special incentives for eligible products

An expanding and diverse **network of partners**

The opportunity to learn from other members in **forums and panels**



LEAD 4 SUCCESS® (L4S)

Lead 4 Success® moves leaders from average to high-performing by developing the 4 fundamental leadership skills — self-awareness, learning agility, influence, and communication — that leaders at any level need to master for success.



BETTER CONVERSATIONS EVERY DAY™ (BCE)

Create a feedback culture where people have the courage and skill to unearth truth, grapple with difficult issues, unlock collaboration, and create a liberating space for discovery and action. Scale coaching skills and create with a foundation for better conversations.



ASSESSMENTS

Expand your ability to scale with a pioneering suite of research-based 360-degree assessments designed to help you do more by transforming data into opportunities for change.



LEAD-IT-YOURSELF WORKSHOP KITS

Access more than 11 critical competencies that are proven for success. Empower your clients by targeting specific skills in real time based on their needs while you integrate leadership content into your own solutions based on the way you like to work.



SELF-DIRECTED LEARNING PROGRAMS

Choose from powerful, self-paced programs that help you guide and shape people who are ready to be the leaders we need. Rooted in research, best practice, and CCL's long history of trusted and globally-recognized work, these transformational leadership development programs bring change for new and experienced leaders.



FACILITATOR & COACHING TOOLS

Enrich your working sessions with an extensive library of research-based card sort experientials we call Leadership Explorer™ tools. Designed to spark creative, collaborative conversations in leadership, learning, and life, the Leadership Explorer tools can be a part of every working session with leadership teams.



**WE WANT
LIFE-CHANGING
LEADERSHIP TOOLS
IN AS MANY HANDS
AS POSSIBLE —
STARTING WITH
YOURS.**

UNPRECEDENTED ACCESS. UNFALTERING SUPPORT. UNLIMITED IMPACT.

Leadership is a journey. This is how we'll help you be a leading navigator.

A library of world-class solutions — ready to use.

Our ready-to-go, world-class leadership development products and solutions are based on more than 50 years of research and experience. To support your critical work, we're giving you access to our extensive library of well-known, deeply trusted courses, programs, workshop kits and assessments that you can pull right off the shelf and integrate directly into the meaningful work you do each day to develop great leaders for every workplace and community — along with thought leadership to keep you inspired.

A name known worldwide.

CCL is more than a brand — our name means something. We are industry leaders in building leaders with proven experience in developing solutions that change lives across industries and across the globe. When you partner with the Channel Partner Network, you are able to leverage the credibility of a brand known worldwide as the industry's top-ranked nonprofit provider of leadership development resources.

Independence when you want it, support when you need it.


We've designed the Channel Partner Network so you can lead it yourself — but you won't have to. When you need help deciding which tool to use or how to achieve a specific goal for a specific group, you'll have our support, along with guidance from subject matter experts on content integration. During the onboarding process, you'll be given access to HighSpot, our sales enablement tool, where you can download helpful, ready-made marketing material. CPN empowers you to dramatically expand your ability to scale your business — and your impact.

A network that brings partners together.

We're forging a growing network of people — consultants, coaches, executive education administrators, professional association leaders — who share a common vision to open the door to effective leadership for more clients or organizations. By bringing you together, we're giving you ways to connect, share what you've learned and bring value to one another. You'll benefit from and contribute to thought leadership sharing, forums that represent a breadth of industry, sales, facilitation and leadership development experience, panels, and more — all while growing something bigger than yourself.

A shared mission.

We know this is transformative work because we've lived it. We've asked a lot of the same questions you're asking: What's the best way to lead change? How do we sharpen understanding around leadership so that we become more effective, more self-aware, more empathetic? In the five decades we've been tackling pressing issues, we've been through many of the same challenges you and your clients, members or students are facing — but we've also experienced the powerful impact of life-changing leadership development, one leader, one group, one organization at a time. CPN positions you to carry out this mission alongside us, making an impact in your own corner of the world.



To be part of the CCL's Channel Partner Network means more than easy access to world-class leadership development resources that you can pull right off the shelf when you need them.

**IT MEANS
YOU ARE A PART
OF SOMETHING
MEANINGFUL
AND IMPORTANT,**

an ever-growing collective of leaders fostering leaders, with the uplifting vision that we're doing something every day to make our world a better place to live, work, and pass along to the next generation.



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**WE'LL NEVER STOP DOING
THE KIND OF WORK THAT
CHANGES LIVES —
AND NEITHER SHOULD YOU.**

**JOIN THE NETWORK THAT
SHARES YOUR MISSION.**

Channel Partner Network

ccl.org/channel

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.