



Center for  
Creative  
Leadership®







# The Fundamental 4 Skills of Leadership

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

*Lead 4 Success™* is a robust 16-hour training program representing the essence of the Center for Creative Leadership's (CCL®) leadership content. Using CCL's time-tested approach to leadership development we incorporate:

- **Experiential activities** to learn through doing
- A **safe environment** for all participants to practice new behaviors
- **Peer-based learning** to encourage collaboration and drive engagement
- **Proven leadership models** from the top-ranked Center for Creative Leadership

## Key Features:

- **Key Leadership Challenge:** Real-world application of fundamental four skills to a leadership challenge
- **Personal Leadership Map:** Drives self-awareness and goal attainment throughout the program
- **Lead 4 Success Assessment:** Benchmarks 48 behaviors across fundamental four skills and encourages reflection and increased self-awareness critical to leader development
- **Interactive Role Play:** Practice applying the fundamental four skills with other leaders in realistic, challenging scenarios
- **Experiential Exercises:** Learn more and faster using collaborative team activities to build self-awareness, learning agility, influence and communication

## Teaching the Fundamental Four:

No matter the intelligence, experience, or drive, there are four core skills that are important for every leader at every level. The Center for Creative Leadership calls them the Fundamental 4: **self-awareness**, **learning agility**, **influence**, and **communication**. The Fundamental 4 have endured the test of time and are the basis for the *Lead 4 Success™* program, where participants immerse themselves in development, adapt these skills to their own leadership contexts, participate with peers in learning, and share ideas to apply to their leadership lessons to their real world.



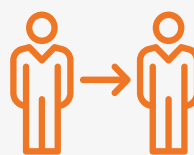
### **SELF AWARENESS**

Understand your behavior's impact on organizational outcomes.



### **COMMUNICATION**

Effectively communicate goals and inspire trust.



### **INFLUENCE**

Be comfortable persuading, promoting, and delegating.



### **LEARNING AGILITY**

Know when to change course, and help others to do so.

# Three Phase Process: Prepare–Engage–Apply

To support the learning process, our programs are designed using the framework of CCL's 3x3x3 Model™.

**PREPARE:** Prior to attending this program, participants complete the Lead 4 Success™ Assessment and articulate their Key Leadership Challenge

**ENGAGE:**

Leading Yourself	Engaging Others
<b>Self-Awareness:</b> How do I use the principles of self-awareness to make conscious decisions about my leadership behavior?	<b>Influence:</b> How do I increase my leadership influence by building trust and leadership networks to lead others?
<b>Learning Agility:</b> How do I continuously seek, make sense of, internalize and apply lessons from a variety of resources?	<b>Communication:</b> How do I use active listening, feedback and vision to provide sound direction, firm alignment, and dedicated commitment?

**APPLY:** Continued work with Accountability Partners, Access to additional CCL resources, and Membership into CCL's exclusive Alumni community

This program is ideal for:

- Emerging leaders without direct reports, but on the path to leadership in the next 12 to 18 months
- First-time managers who have been in the role for 6 to 12 months
- Leaders with 3 to 5 years of experience leading others

## Levels of Partnership

Experience Lead 4 Success™ in **three convenient ways**.

You can come to us, we can come to you, or you can take our expertise and deliver it internally! Whether you are looking to extend your current portfolio of leadership development programs or scale best-in-class leadership development initiatives, CCL gives you the freedom to select the delivery method.

### Custom Delivery



We can come to your location to train your team

### Find a Program



You can participate in a live online program led by CCL experts

### License CCL Content



We can train your team leaders, who can then facilitate the program at your location

## LICENSEE OPTIONS

Exclusive Licensee	Non-Exclusive Distributor
The sole representative of CCL's <i>Lead 4 Success</i> <sup>TM</sup> program in a specific business segment(s) and/or industry sector(s) in the territory as identified by CCL.	A non-exclusive representative of CCL's <i>Lead 4 Success</i> <sup>TM</sup> program who can use, market, promote and deliver the program in specific business segments or industry sectors in the territory as identified by CCL.
<p><b>We offer two ways to invest in leadership development:</b></p> <ul style="list-style-type: none"><li>• <b>Volume License:</b> charges per program participant</li><li>• <b>Enterprise License:</b> charges an annual fee that lets you train an unlimited number of company participants.</li></ul> <p>We can help you decide which option best suits your needs and goals.</p>	

### Licensees of the *Lead 4 Success* program are provided with a turn-key program that is easy to implement including:

- Train-the-Trainer and Master Trainer Certification that teach CCL's developmental philosophy as well as the best practices on teaching CCL's Fundamental 4 leadership skills
- Lead 4 Success marketing playbook to set you up for success right away
- Facilitator Guide supporting trainers with step-by-step instructions
- Online or print assessments that provide critical insight into the 16 sub-skills in Lead 4 Success
- Complete, ready-to-use Participant Materials in English with options for translation and localization
- Membership into a Network of Licensees to share best practices for delivery, sales and marketing

## Train-the-Trainer

### A process that maximizes your leadership investment:

**STEP ONE:** Your designated trainer will experience the program as a participant and engage with the content as a learner (2 days)

**STEP TWO:** They will learn CCL's Philosophy, best practices for delivery, and then teach course modules and receive feedback from CCL. (3 days)

**STEP THREE:** After an interactive "practice session" in their new teaching role, your trainer will have the skills and the confidence to conduct the program on their own.

## Community of Practice

In the following year, they'll have an opportunity to attend a day-long debriefing session with a CCL instructor, to fine-tune their training.

After the debriefing session, additional CCL services will be available including content customization, extra materials, operational support, translations, and additional practice sessions.



To learn more about this program visit [www.ccl.org/L4S](http://www.ccl.org/L4S) or email us at [info@ccl.org](mailto:info@ccl.org).