

**LEADERSHIP
NEVER STOPS.
LEADERS HAVE
THE POWER TO
EVOLVE, ADAPT,
AND THRIVE
IN THE FACE OF
DISRUPTION.**

**Our human-centered experiences
ignite transformational change
for leaders around the world.**



Center for
Creative
Leadership®



WE LIFT LEADERS WHO LIFT THE WORLD.

No matter how much or how quickly the world changes — how automated or disrupted work and life become — one constant and absolute fact remains: outstanding leaders create a positive path forward for us all.



Center for
Creative
Leadership®

At the Center for Creative Leadership, we work with individuals, organizations, and communities looking to turn today's challenges into opportunities to lead — with confidence, with clarity, and with a sense of optimism. As one of the world's top providers of experiential leadership programs, we're driven to lift leaders who lift the world. This mission is part of the fabric of who we are as a nonprofit.

In a world where change and disruption are constant, how will you, your organization, and your community survive and thrive?

Decades of research and practice have shown us exactly how. Leadership is the critical lever for igniting positive, transformative, and sustainable change at a time when the world requires new thinking and vision to solve both local and global challenges. This holds true now more than ever. We customize our research-backed leadership solutions to best fit your needs. And we draw from a world of experience — across cultures, industries, and disciplines — to apply a global perspective to your real-world challenges. The result:

**MEANINGFUL,
REAL, AND
LASTING IMPACT.**

**The leaders of the future are being
forged now, in this moment.**

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AT CCL, WE'VE EARNED A REPUTATION WORLDWIDE AS THE PREMIER LEADERSHIP DEVELOPMENT ORGANIZATION.

Mission Driven

As a nonprofit, we're guided by purpose and fueled by passion. Our work focuses on the areas where leadership has the most potential to improve lives and create lasting change — from bottom-line business results to improved societal outcomes. **Together, we lift the leaders who lift our world.**

Client Focused

Your growth is at the center of everything we do. We take a deep dive into who you are and where you want to be — because **your leadership journey** should be as unique as you are.

Our many talented employees and associates are dedicated to the **partnerships we create** with clients. One way or another, we're all with you on your journey.

Proven Solutions

Assessing impact and achieving client ROI are at the forefront of our partnerships.

96% of our participants say they are stronger leaders.

98% of participants rated our live online solutions as equally or more engaging compared to other online programs.

For more than 50 years, our **human-centered solutions** have developed talent, increased engagement, and grown bottom-line results.

Global Perspective

We've conducted programs in **160+ countries**.

We have the largest **globally managed network** of faculty and coaches in the industry.

Our diverse work with global corporations, educational institutions, and nonprofit organizations gives us privileged insight into leadership best practices that **transcend boundaries of industry and geography**.

Our engagements with organizations and nations allow us to address **pressing social challenges**.

A black and white photograph of a man in a white V-neck sweater standing in a meeting room, gesturing with his hands as if speaking. He is looking down at his hands. In the foreground, the back of a person's head and shoulders is visible, looking towards the man. The room has large windows and modern lighting.

STEEPED IN RESEARCH

We've been at the forefront of the field for 50 years — studying, living, and honing what it means to lead well and to lead for good.

As a pioneer of leadership research and development, we've created a reliable set of best practices and forged new directions for leaders and for what leadership can achieve.

BUILT ON HUMAN-CENTERED EXPERIENCES

Leadership is a social process and requires human connections. The personalized, intuitive, relevant, and caring way we deliver our programs creates “psychologically safe” conditions for human connections that enable action and change on a truly personal level.

POWERED BY INNOVATION

Finding new and creative solutions to leadership challenges is in our name and in our DNA. We never stop researching, learning, and asking ourselves how we can help you unlock your potential. For that reason, leadership is a journey for us as well. Together, we can forge new paths and better approaches.

It isn't about what we can do. It's about what we can help you do — today and into the future.

Leaders have the power to navigate challenges while preparing their organizations and communities for the transformed world that comes next. We know how to make that happen.

LEADERSHIP IS ALL WE DO.

**UNMATCHED EXPERIENCES
THAT IGNITE
TRANSFORMATIONAL AND
SUSTAINABLE CHANGE.**

**TOP LEADERSHIP EXPERTS
TO HELP CONNECT STRATEGY
TO BUSINESS RESULTS THAT
MATTER TO YOU.**

These pillars reinforce each other in valuable ways — and together create sustainable organizational transformation that translates to real business results.

A portfolio of powerful leadership solutions: the building blocks for a holistic strategy to meet your goals.



LEADERSHIP PROGRAMS

Experience transformational change through a diverse selection of face-to-face and virtual experiences that match the right learning at the right time for each leader.



CUSTOMIZED SOLUTIONS

Our dedicated design faculty members are skilled at understanding the unique needs of your organization and work to customize a leadership solution that drives the greatest impact.



ASSESSMENTS

At CCL, we pioneered the use of 360-degree assessments and remain a leader in the field. We have the largest executive-level 360 database in the world.



COACHING

Our coaches use a variety of formats to help individuals, teams, and organizations unlock powerful insights and build a coaching culture that leads to more candid conversations and better business outcomes.



LICENSING

Licensing our content takes many forms to meet different needs. Take our expertise and deliver training your way with the convenience and independence you want and the support you need.



STRATEGIC PARTNERSHIP

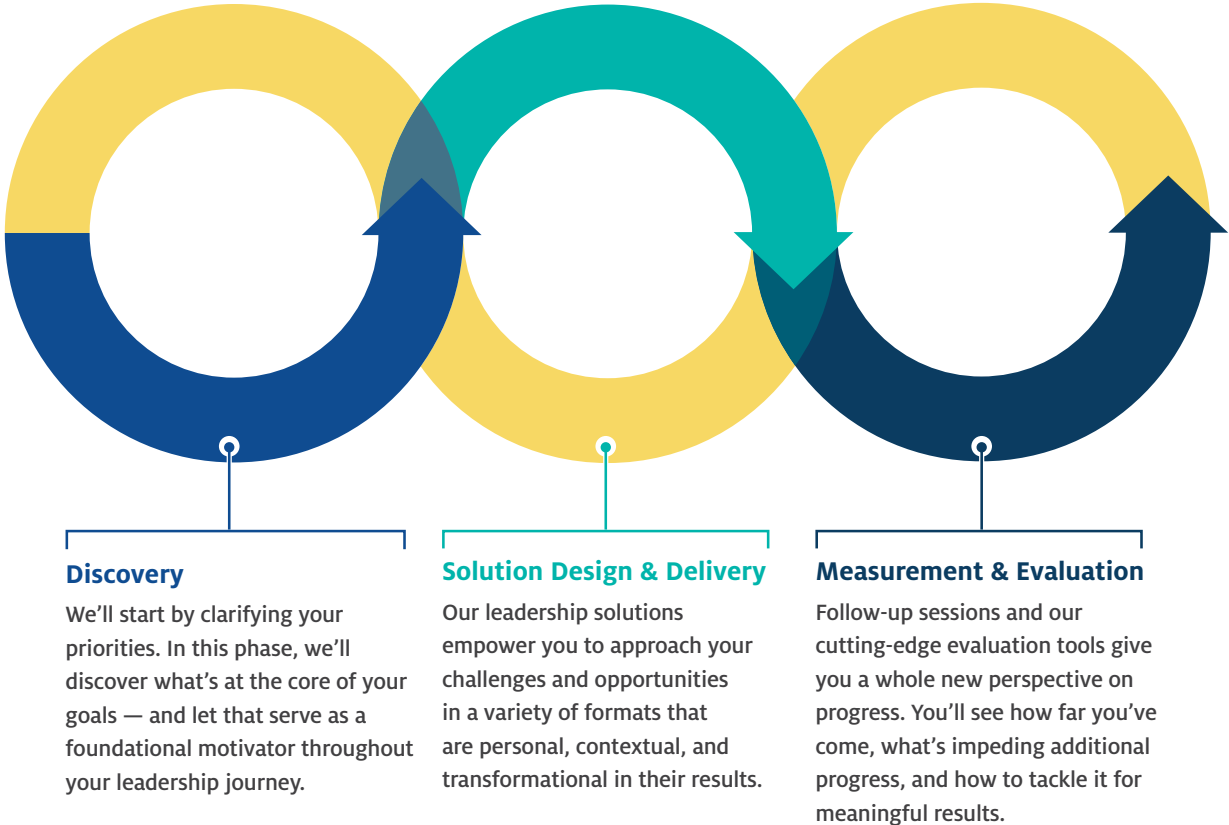
Expertise to lead discovery, strategic planning, delivery, and evaluation of your leadership development journey — ensuring the right combination of solutions to drive lasting transformation for your organization.

**INDIVIDUAL IMPACT
IS ONE PIECE
OF THE PUZZLE.**

**BUT SOLUTIONS TO
IMPACT THE MANY —
MEANS A
BETTER WORLD.**

At CCL, we're committed to helping individual leaders at all levels navigate today's most challenging moments, drawing on our deep well of world-class leadership research, insights, and hard-won expertise. The other piece is creating scalable but personalized results that matter to your organization — and to the world. We ask smart questions to uncover what's most important to you and the future of your organization. Then, we help your people achieve transformational change in their leadership effectiveness with a combination of innovative tools, assessments, experiential training, and coaching. Finally, given our commitment to impact, we measure at critical points along the way to ensure we're on track to meet and exceed your goals.

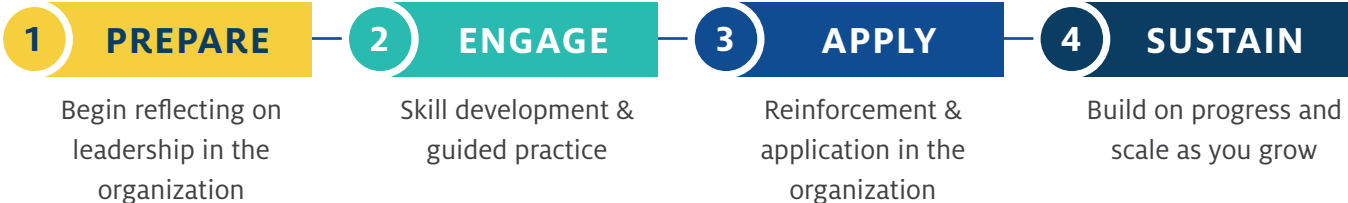
Our leadership development method is applied to the design of every solution — transforming lives and creating measurable, sustained impact.



For every step of your leadership journey, CCL will be there.

You, your organization, and your community will have different needs at different, critical junctures. Whether you're working to develop better financial performance, greater organizational agility, a team that works more effectively, or looking to improve a particular set of leadership skills, we deliver results that truly matter and that build strong performance cultures with enduring value.

The 4 phases of our learning approach move you through leadership development in a way that sticks. Our human-centered experiences ignite change that both transforms and lasts. We're in the business of change, and leadership development is how CCL helps create change in the world.



LEADERSHIP SOLUTIONS FOR EVERY JOURNEY

Individuals who want to evolve, adapt, and thrive

Whether you're a senior-level leader or just starting out, our research-based programs will move you forward in your leadership journey. You'll be able to choose the right experience for where you are, whether that's one of our time-tested courses that have transformed thousands of leaders or a customized program addressing a specific need or goal. Our human-centered experiences will help you develop core leadership competencies, reimagine your own talent, and thrive in an era of uncertainty.

Organizations looking to face challenges in innovative ways

No matter the size or focus of your business, we can help you find your way forward. For decades, we've partnered closely with small businesses, nonprofits, Fortune 100 to 1000 companies, and teams of all sizes, industries, and sectors. We make lasting connections with organizations seeking culture change, strategic leadership goals, or an enhanced talent pool. All of our clients share the desire to face challenges in innovative ways — and as the world continues to change, we continue to adapt our curriculum to prepare for the future that comes next.

Communities that are ready for transformational change

Some of the greatest and most important leadership change work is happening in communities all over the globe. Our leadership development work spans boundaries, going beyond boardrooms and reaching diverse communities facing unique problems with confidence. Leaders turn to us — from small towns, inner cities, villages in developing countries, anywhere leadership is needed for transformational change — and together, we make change happen that benefits their community and the world.

We have over **750K** alumni in our **50+** years of experience.

We engage with **80k** leaders annually, at all leadership levels.

2/3 of the Fortune 1000 have worked with us.

We've delivered solutions in **160+** countries.

60+ virtual leadership experiences to meet the needs of individuals and organizations.

Our content is available for delivery in **50** languages.

We award **\$800K** in scholarships annually.

96% of our participants say they're stronger leaders.

THEIR SUCCESS STORIES DEMONSTRATE THE POWER OF LEADERSHIP IN ACTION.



CCL's partnership on the Youth Leadership Development for Reforms Project helps prevent political and ethnic violence in Kenya.

Elections and the transfer of power in countries that have recently adopted democratic processes can prove challenging, with the potential for conflict high in nations with a history of political violence.

That's part of the reason CCL implemented the Youth Leadership Development for Reforms Project (YLDRP) in Kenya, alongside the Center for Transformational Leadership.

In response to inter-ethnic violence that often erupted after general elections, the Kenyan government instituted wide-scale reforms, including youth development, as young people made up 50% of the nation's population at the time. The YLDRP played a role in that societal transformation.

The project reached more than 2,000 young Kenyans, equipping them with leadership skills and increasing their knowledge of the reform agenda. The program had a powerful impact on the community, with notable success in increasing self-confidence among students, progressing diverse views and perspectives, and helping youth discover they're able to make a difference in their own communities.



“In just over a year of work together, CCL has given us a theoretical framework for dramatically rethinking our organization and how we get the work done, as well as the tools and strategies for translating that framework into action. They do not have a ‘canned’ approach. They know us and our challenges, tailor their programming, and shift as we need them to with speed and consistently high-quality delivery. The gold standard for executive education and professional development.”

PAUL LEBLANC

President
Southern New Hampshire University



“There used to be a hard separation between home and work. Now we’re at a day and age where home and work are blending more and more together. The Better Conversations Everyday content isn’t just about having business conversations, it’s about having conversations in general. I think the ability to apply those learnings to both a home environment as well as a business environment made it more engaging and gave me the ability to apply it right away. What I learned can be taken into the workplace, and I can also apply it to how I’m talking to my family and to people around me every day. I think CCL has done a great job of utilizing the knowledge that they have and the technology that’s out there and leveraging that together in a way that allows engagement for participants and advocates for the learner’s perspective.”

EDWIN MOY

Better Conversations Every Day Live Online participant
Learning and Development Manager, Alteryx

WITH CCL, THE COACHEES OFTEN BECOME THE COACHES.



A coach pays it forward by volunteering to help develop the next generation of coaches in the Coca-Cola Scholarship Foundation in partnership with CCL.

Krystal Kappeler has long been volunteering with the Coca-Cola Scholarship Foundation (CCSF) in various capacities. When CCSF introduced a leadership and transition coaching program in partnership with CCL, Krystal jumped at the opportunity to join their second cohort of coaches. After a rewarding couple of years coaching freshman Coke Scholars, Krystal volunteered to help develop the next generation of CCSF coaches.

Krystal's CCL-led coach training has been instrumental to her coaching style, her career, and even her personal life. Through the program, she learned the value of curiosity and asking powerful questions in order to develop deeper connections with people. For Krystal, the program has become an integral part of how she pays forward the scholarship foundation's investment in her to all the communities she is a part of.



Leadership development from CCL showed a mental health advocate how to find strength in herself by seeing strength in others.

For **Gayla Olvera**, Direct Clinical Care Staff for Pride in North Carolina, leadership isn't just about managing a team. As a clinical mental health professional and advocate, effective leadership is critical to helping adults and children receive the treatment they need — and the dignity they deserve.

Through CCL, Gayla learned how to look within herself to identify both strengths and weaknesses and how they influenced her style of leadership. In addition to showing Gayla how to look inward for strength, the program also taught her how to see leadership qualities in others and empower them to use their unique style to greater success. Leaving with more than just concepts, Gayla has been able to apply her newfound knowledge directly in her everyday life.



A nursing school's dean discovers one of our most powerful tools — the ability to foster collaboration.

When Marion E. Broome was appointed dean of Duke University School of Nursing (DUSON), she set her intentions on an impressive goal: to become the premier nursing program in the country. Dean Broome and members of the DUSON executive team understood that to be successful, greater collaboration and integration would be needed across the school's faculty and staff. They also knew that setting direction and enacting change could not be a top-down approach or one that would rely on just a small group of "the usual" decision makers.

"Who could better help us than CCL?" Dean Broome says. "I took one of their senior strategic leadership courses, and I was so impressed. Because of the fast growth in the organization, we needed to come together as a community. We used the formal leaders on the steering committee, but then we bolstered that with the people who showed up as influencers."

Understanding the patterns of interactions helped DUSON senior leadership address the dynamics within the organization. It also solidified the priority to reorganize effectively to better address needs and goals moving forward.

"I have no doubt that the network analysis helped the process of change tremendously."



"We spend a lot of time formulating and implementing our strategy. Our time with CCL allows the senior leaders to step back and reflect on the human impact of our strategic decisions and the implications for the leadership culture necessary to achieve our aims."

WALTER BAYLY, CEO

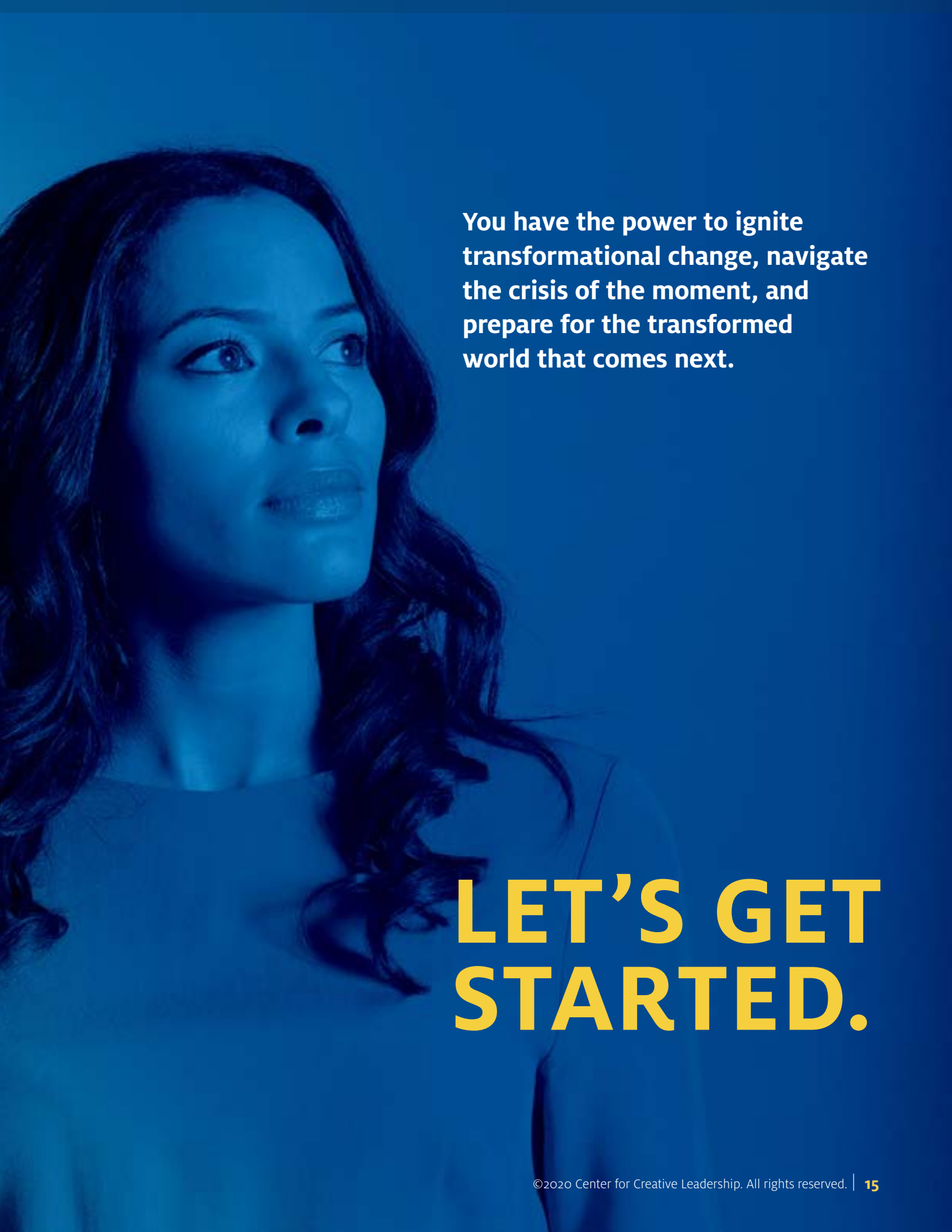
Credicorp, Financial Holding Company

GREAT LEADERSHIP CAN BE TAUGHT; WE CARRY OUT THIS MISSION AND SEE THE EFFECTS OF IT EVERY DAY.

For us, great leadership is the kind that improves bottom lines — and lives. Our human-centered leadership experiences produce transformational and sustainable impact for every leader level, across industries and communities — from the boardroom to the classroom to societal sectors around the world.

AT CCL, WE MEASURE SUCCESS BY LIVES TOUCHED.

We've cultivated a **fourfold increase in promotion rates** for women at a major global corporation. We empower **more than 10,000 adults and children** at the grassroots level each year in countries like Chile, Cambodia, Ethiopia, and Jamaica. And in our years of studying and teaching leadership, we've shown **750k+ leaders across all kinds of industries and levels** how to build core skills, unlock their potential, and remain resilient. Great leaders inspire people, advance organizations, build cultures, and enable communities — and for that reason, we're not just there for you throughout your journey, we're proud to be a part of it.



You have the power to ignite transformational change, navigate the crisis of the moment, and prepare for the transformed world that comes next.

**LET'S GET
STARTED.**

CCL LOCATIONS

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Center for
Creative
Leadership®

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.