

# Custom Solutions

Innovation. Integration. Impact.



## Engage your organization in a dynamic process of building and extending leadership capacity.

### Innovation. Integration. Impact.

The Center's custom solutions are about the future of leadership development. Our custom initiatives involve:

- Creativity *and* results
- Depth *and* breadth
- Long-term strategy *and* present-day challenges

We address individual leader development needs while establishing systematic, integrated leadership development practices within organizations.

We apply a unique perspective — an unwavering focus on developing leaders and organizational leadership — to our clients' business challenges, strategies, cultures and people.

Much of our custom work stems from collaborative relationships with our client organizations and involves initiatives that evolve over time. Clients often build on the experience and results of initial programs by engaging CCL in multi-phase, multi-year, intensive solutions.

Ultimately, our custom work is about engaging clients in a dynamic process of building and extending leadership capacity throughout the organization.

### The Benefits of a Custom Solution

The Center's custom initiatives are meant to connect with your specific business challenges. Throughout the process, your organization benefits from a fluid, tailored approach. Advantages of CCL's custom approach include:

**Organizational focus.** The format of the initiative, as well as specific techniques and tools, are selected based on your organization's objectives and the issues you face.

**More complete in-house programs.** The Center's custom offerings can be used to complement leadership development strategies and practices in your organization. We help you enhance your in-house training efforts (even collaborating with your other valued learning partners) to create a cohesive, strategic development initiative.

**Collective learning.** A large-scale custom initiative accelerates organizational change by establishing a shared experience. A common framework for learning and leading can go a long way toward implementing change. This approach is especially effective for strengthening or changing your organization's culture.

**Development over time.** Custom initiatives extend far beyond a single event, maximizing effectiveness and providing a development experience that keeps pace with the changing needs of your organization.

**Greater flexibility.** Our integrated, process-oriented approach gives you maximum flexibility in how you approach leader and leadership development. Your needs — not our routines — determine the format, focus, location, timetable and technology.

**Design and Evaluation.** Utilizing our unique and proven process, we design and deliver development experiences tailored to your organization's challenges. To evaluate your initiative, CCL offers several levels of assessment to report on impact.



### Experience

"The Center put together an intricate web of leadership and teamwork programs that worked with every associate in our global company, regardless of education, background or experience."

— Loyal Peterman  
President  
Abrasive Technology

Individuals and organizations often look to us to apply our research and leadership development experience to the current and future issues they face. To read a few examples of how our custom solutions have been used to address the leadership component of our clients' challenges, visit [www.ccl.org/casestudies](http://www.ccl.org/casestudies).



“Integrating individual leader development needs with long-term, system-wide leadership practices is a critical piece of organizational development. The Center’s custom initiatives help organizations make that connection in a way that addresses both current challenges and future direction.”

– Deborah Torain  
Strategic Business Partner  
Center for Creative Leadership

## The CCL® Difference

**Broad knowledge, focused impact.** CCL combines a heritage of research and development with 35 years of working with managers and executives from around the world. Our faculty has experience with the leadership issues faced by industry, government, military, nonprofit and educational organizations. The common denominator: an unwavering focus on developing leaders and organizational leadership.

**An integrated approach.** The development of individual leaders and organizational leadership capabilities takes time. At CCL, we view our work in the context of organizational systems, processes and long-term needs. We integrate the use of assessment, classroom training, individual or team coaching, action learning, and evaluation to create your customized development experience.

**Collaboration.** CCL expects to work closely and collaboratively with you, building from your critical business and strategic challenges. Together, we identify the competency areas that, if improved upon, could positively impact leaders’ ability to meet the organization’s most pressing challenges. Over time, much of our knowledge and capability will be transferred over to you.

**Global scope, personal touch.** CCL routinely works with leaders from around the world from facilities in: North America, Europe and Asia. No matter where you are, CCL designs and delivers solutions sensitive to cultural differences. Our work is adapted to different cultures, creating a consistent message and building a critical mass of leadership capability.

**Results.** CCL uses a range of evaluation techniques to assess leadership development impact. Our evaluations address the effectiveness of the program or initiative in meeting stated objectives. Impact assessments may look at individual learning, goal accomplishment or behavior change; group- or team-level results; or organizational-level impact.

## Learn More

If your organization is committed to the long-term development of staff and seeks enduring, effective organizational leadership, our custom group has solutions for you.

**Current clients —** Considering another way to develop your leaders? Wondering how best to extend leadership capacity for the long-term? Ready for more? Bring up your ideas and issues with your custom solutions associate.

**New and returning clients —** Creating a powerful, relevant custom program for your organization begins with the right questions. You’ll want to know more about CCL and what we can do for you — and we need to understand the business and leadership challenges you face. To begin, please call **+1 336 545 2810** to discuss your development needs with a Client Services representative.

## Working Together

For each organization, our approach is the same but the outcome is one-of-a kind. As a framework, we employ our “D6” process:

**Discover** your business challenge.

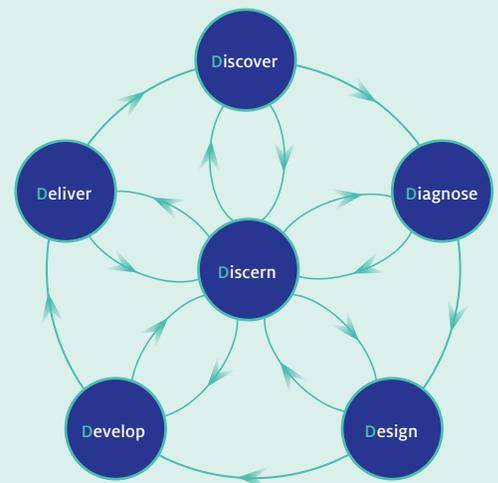
**Diagnose** your leadership need.

**Design** your customized initiative.

**Develop** the training and materials.

**Deliver** your solution.

**Discern** the impact.



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## To learn more, contact:

**CCL– North America**  
+1 336 545 2810  
info@leaders.ccl.org

**CCL– Asia**  
+65 6854 6000  
cclasia@leaders.ccl.org

**CCL– Europe**  
+32 (0) 2 679 09 10  
ccl.europe@leaders.ccl.org

Or visit, [www.ccl.org/custom](http://www.ccl.org/custom)