

Evaluation Services

CCL's experts partner with you to evaluate and communicate the impact of your leadership solution for your continued success.



Center for
Creative
Leadership®



What if . . . you had timely and credible evidence of the impact of your leadership development investment?

CCL generates evaluation reports that range from complex analyses to brief, powerful impact studies charting success “on the ground.” Evaluation results are delivered as scalable modules that can easily fit into a PowerPoint or a company’s annual report.

What if . . . your organization created a culture of learning that continuously shares and uses knowledge?

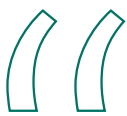
CCL helps you to use findings and knowledge throughout your organization, designing custom solutions for using evaluation findings to drive learning and improve impact.

What if . . . you could help build the future through leadership?

As an organizational leader, one who values innovation and understands leadership, you can use evaluation to guide learning and ensure that you see the results your organization needs.

Why Assess Impact?

- **Understanding the impact of your leadership development efforts**
Your leadership investment is a major commitment, and can have big payoffs. A robust evaluation protocol can help you know what is happening as the end result, and what value it is bringing to your work.
- **Aligning results with actions**
An effective evaluation can measure results; and provide a continuous check on progress and tell you what you need to do, when you need to do it, and how it will bring about the change you want to see.
- **Engaging stakeholders**
Evaluation results can give everyone, from the boardroom to the classroom, the information they need to become engaged and remain committed through the life of an initiative.
- **Investing in knowledge**
In today's organizations, knowledge is the most important asset. Evaluation of your leadership initiative helps build the organization's knowledge through customized metrics, reflection, and continuous learning.



The people who have been through the program have a maturity and a resilience that we've needed to get through tough times, and we will continue to rely on. Their perception of the organization is broader; they ask different questions. We're seeing better planning and better execution."

James Prior, Head of Executive Development
Barclaycard

What We Do

For decades, CCL's Evaluation Center has designed and conducted evaluations for clients in the corporate, government, nonprofit, and educational sectors on six continents. Its evaluations of programs in youth development, women's leadership, and developing countries complement its work in the business sector, and mirror CCL's dual commitment to build a better business and a better world.

Our Services

The Evaluation Center offers a complete range of services, including initial consultation and design, data collection, analysis, reporting, and post-engagement follow up to ensure usefulness and satisfaction.

Standard Evaluation

Included with all custom engagements, our End of Session survey and Return on Leadership Learning survey includes participant feedback at two points in time, going beyond common industry practice.

Customized Impact Survey

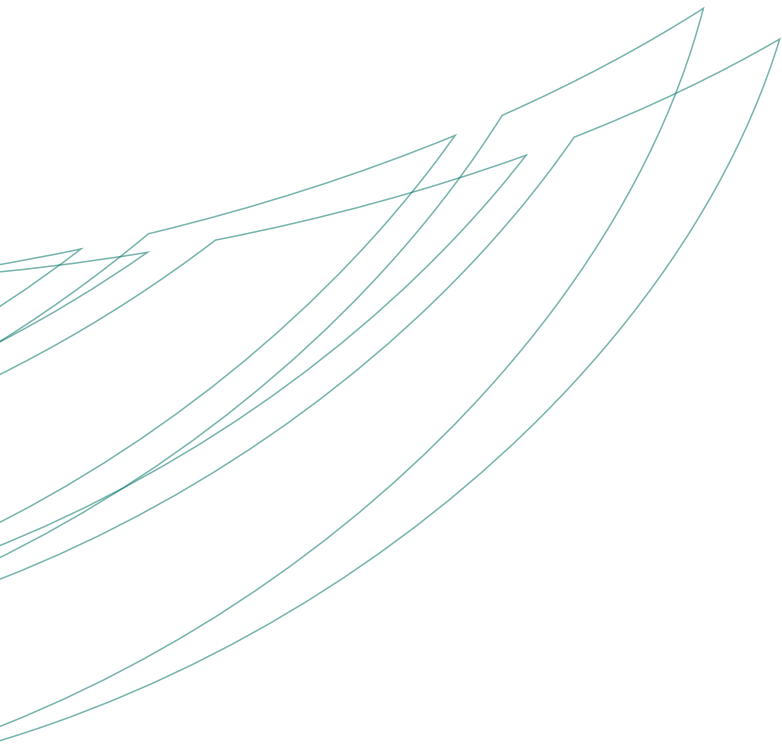
In addition to the End of Session survey, this service provides a more in-depth measurement of individual and organizational impact and organizational context.

Customizable Multi-Rater Impact Assessment

In addition to the End of Session survey, this service includes our Reflections® assessment which gathers feedback on behavior change, individual and organizational impact and organizational context from participants and their raters. Group reports are available by program and combined for multiple programs. Individual reports are provided to participants for their continued development.

Comprehensive and Customized Evaluation

A completely customized design and delivery evaluation solution tailored to specific needs of clients to ensure high relevance and use of findings for complex solutions. This customized evaluation design is likely to include a variety of data collection methods to capture multiple perspectives and metrics over time.



How We Work

- **Custom evaluation designs that meet your needs**
A custom design is tailored to your specific needs to ensure high relevance and use of findings. We will work with you to identify clear connections between your leadership development initiative and relevant business metrics.
- **Tools and metrics that deliver accurate findings**
CCL's industry-standard set of evaluation tools includes rigorous 360° assessments, End of Session surveys, customized impact surveys, focus groups, interviews, and creative approaches. Data is collected, analyzed, and reported using a state-of-the-art survey platform.
- **Reporting and dashboards that give you on-time knowledge**
CCL uses both standardized and custom report templates and dashboards to provide you with the information you need, when you need it, in ways to help you use it. The Evaluation Center also prepares customized reports to communicate knowledge to a variety of audiences as needed.

Visit www.ccl.org/evaluation

The CCL Advantage

Given the importance of leadership to organizational viability and competitiveness and the significant resources that are being devoted to developing leaders, it is critical to understand the impact of your leadership development efforts.

You can be confident with CCL customized evaluation services that you are getting the best of decades of experience and expertise. Our evaluation team includes Ph.D. and Master's level evaluation specialists and consulting evaluators with extensive experience in evaluation design, quantitative and qualitative methods, and reporting oriented toward uncovering results and impact.

We will help you:

- Identify key metrics
- Determine the value and impact of specific leadership development efforts
- Highlight strengths and identify areas for improvement





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About CCL

For more than 40 years, the Center for Creative Leadership (CCL®) has devoted itself exclusively to the study and practice of leadership development. We annually serve more than 30,000 individuals and 3,000 organizations around the world, including more than 80 of the Fortune 100 companies across the public, private, nonprofit and education sectors. CCL is consistently ranked among the world's Top 10 global providers of executive education by *Bloomberg Businessweek* and the *Financial Times*.

About the Evaluation Center

The Evaluation Center at CCL is a global leader in the evaluation of leadership development. The Center designs and implements evaluations of leadership development for businesses, nonprofits, government agencies, and school systems around the world. Through presentations and publications, Evaluation Center faculty also carry out an ongoing research program that seeks to advance knowledge in the field of evaluation. For more information about our evaluation services visit www.ccl.org/evaluation.

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