Results That Matter:
Sustained Impact For You, Your Business And The World.
WE HELP INDIVIDUALS TRANSFORM THEIR INTERPERSONAL SKILLS AND BETTER LEAD OTHERS.
WE HELP TEAMS DRIVE ORGANIZATIONAL SUCCESS AND SUSTAINED PERFORMANCE.
WE HELP COMMUNITIES THRIVE, ENABLE LIVES AND ADVANCE FUTURES.
About the Center for Creative Leadership

CCL’s 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. We invest in state-of-the-art research to create new solutions from proven successes. We continually accelerate the practice of leadership so that you and your organization can do more, and do better.

Our approach is distinct. We work with you to discover your priorities, and customize our unique leadership solutions to best fit your needs. Then we draw from a world of experience – across cultures, industries, and disciplines – and show you how to apply this universal perspective to your real world concerns. We measure the effects of our work and yours to ensure meaningful impact.

And we know there will be a real and lasting impact. Each year, Businessweek and the Financial Times rank CCL among the world’s top providers of executive education, based almost entirely on client feedback.

From cultivating a fourfold increase in promotion rates for women at a major global corporation to empowering more than 10,000 adults and children annually at the grassroots level in countries from Chile and Cambodia to Ethiopia and Jamaica through our Leadership Beyond Boundaries initiative, we are results-driven and reality-focused.

We believe leadership can enable both a stronger bottom line and better lives. This ‘best of both worlds’ philosophy guides our actions and stirs our passion. We know great leaders inspire people, advance organizations, build cultures, and enable communities. We deliver results that matter – sustained impact for you, your business and the world.

“The power of CCL’s approach to leadership development can not be underestimated. People are taking the initiative to connect with others in their group, across the organization and outside the company.”

Eva Vandro,
Barclaycard Academy
Delivering Results That Matter.  
Transforming Lives.

Lots of organizations try to develop leaders. Our approach is different. And more effective. Whether an organization needs enhanced financial performance, greater organizational agility, a team that works more effectively, or improve individual’s leadership skills – we deliver results that truly matter and build strong performance cultures with enduring value.

How do we ensure you achieve what matters most to you?

Our methodology includes three important components – Discovery, Leadership Solutions, and Measurement and Evaluation. We always ask smart questions to uncover what’s most important to you and your organization, and then apply development and evaluation techniques that are both proven and cutting edge to deliver meaningful results.

**Discovery**
CCL will work with you to clarify your priorities so we can customize a unique experience to best fit your needs. But discovery doesn’t stop there. It’s a critical and ongoing element that is foundational throughout your journey.

**Leadership Solutions**
CCL will work with you to determine which tailored mix of our Leadership Solutions will deliver the most meaningful results for you. We created many of the industry’s best practices and we also invest in research to continually evolve new approaches from proven successes. This means our portfolio of products, services and custom engagements is fresh, smart and cutting edge.

**Measurement & Evaluation**
CCL will help you measure the impact of our work – and yours – at critical points along with way, to ensure you are achieving your goals.
CCL’s Approach to Delivering Results That Matter
We deliver results that matter – sustained impact for you, your business and the world.
CCL’s Levels of Impact

A Guide to Our Capabilities

As organizations grow in complexity, you need strategies that integrate with, and advance, your business objectives. And you are looking for partners who know how to make that happen. We have earned our client’s trust — and look forward to earning yours — with our unparalleled research, the quality of our offerings and our talented and passionate faculty who link our leadership solutions directly to our clients’ organizational goals.

These various levels reinforce each other in valuable ways. An organization needing to increase productivity, achieve its vision, or optimize its leadership culture, for example, would likely combine several resources and solutions across the individual, team and organizational levels. The common thread? These solutions are all tied to business objectives and organizational goals — and they deliver results independently and as a whole. You determine how much impact you desire. We can help you understand the tools, process and investment needed to get there.

A Leadership Solution for one client might simply include some books and a few programs. Another client may need to create entirely new global leadership capabilities to compete in a rapidly changing environment. A third client may want to tackle a major social issue like health care or education reform. All three can turn to CCL to achieve the results that matter most to them. And we will measure the impact of our work together.

<table>
<thead>
<tr>
<th>Levels</th>
<th>LEADERSHIP RESEARCH &amp; RESOURCES</th>
<th>INDIVIDUAL DEVELOPMENT</th>
<th>TEAM PERFORMANCE</th>
<th>ORGANIZATIONAL TRANSFORMATION</th>
<th>SOCIETAL ADVANCEMENT</th>
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<tbody>
<tr>
<td>Key Attributes</td>
<td>Support learning with CCL knowledge and tools</td>
<td>Develop a pipeline of successful leaders at all levels</td>
<td>Build effective teams to maximize performance</td>
<td>Accelerate bold strategies that drive excellent performance</td>
<td>Enable interdependent leadership to address pressing social challenges</td>
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<tr>
<td>Leadership Solutions</td>
<td>Publications, webinars, e-learning, assessments, and tools</td>
<td>Competency-based development including open enrollment and custom programs, coaching, and assessments</td>
<td>Engagements for team leaders, intact teams and senior leadership teams</td>
<td>Transformation engagements, boundary spanning leadership, and action development</td>
<td>Engagements within and across organizations and systems to meet pressing social challenges</td>
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CCL’s Levels of Impact

Leadership Research & Resources

- Individual Development
- Team Performance
- Organizational Transformation
- Societal Advancement
Why CCL?

Our Solutions are Proven

Our clients report a 98% satisfaction rate
- We were the first to develop customizable
- 360-degree feedback tools to measure change
- from leadership development
We have the largest leadership assessment
database in the world

Our Solutions are Cutting Edge

We pioneered the use of psychometric assessments
for developmental purposes
- We are actively advancing the role of the brain and
neuroscience in leadership
- We are evolving the role of leadership development
in work-life balance

We Draw from a World View

Our diverse work with global corporations, educational
institutions and non-profit organizations gives us
- privileged insight into leadership best practices that
transcend boundaries of industry and geography
We have the largest globally managed network of
faculty and coaches in the industry

We Focus on You

Our proprietary Assessment-Challenge-Support
model enables highly personalized experiences
- We can often provide feedback in participants’
native language with a network of 600 coaches
- who speak 48 languages

We Enable Better Business

Our strategic approach improves bottom-line
financial performance
- We position you to attract, retain and inspire
great leaders
- We help create organizational alignment and
increase agility

We Enable a Better World

- Our Leadership Beyond Boundaries initiative empowers
more than 10,000 women, men and children annually
at the grassroots level
- Last year, we were entrusted with $5.8 million in grants
from 26 foundations to build leadership capacity for
nonprofit and NGO leaders and those they serve

“Leadership is like a muscle. The more intelligently you
train, the stronger you get.”

John Ryan,
CCL President and CEO
More About the Center for Creative Leadership

The Center for Creative Leadership (CCL®) is a top-ranked, global provider of executive education that accelerates strategy and business results by unlocking the leadership potential of individuals and organizations. Founded in 1970, CCL offers an array of research-based programs, products and services for leaders at all levels. Ranked among the world’s Top 10 providers of executive education by Businessweek and the Financial Times, CCL is headquartered in Greensboro, NC, with offices in Colorado Springs, CO; San Diego, CA; Brussels, Belgium; Moscow, Russia; Singapore; Gurgaon, India; Addis Ababa, Ethiopia; Johannesburg, South Africa; and Shanghai, China.

We look forward to partnering with you on your leadership challenges and developing the creative leadership that will lift you and your organization to new levels. To get started, contact us at one of our regional headquarters or visit www.ccl.org.