

# Discovery Process

*What if... You could help build the future through leadership?*



Center for  
Creative  
Leadership®



# HOW DO YOU CHOOSE WHERE TO FOCUS?

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Organizations and leaders are seeking ways to rise to new levels of success. Investing in leadership talent and building leadership capacity throughout the organization is increasingly a top priority. But there are many ways to approach developing leaders and leadership.

The Center for Creative Leadership's discovery process enables organizations to identify and focus on what is most important, target development efforts, and achieve results that matter faster and more effectively.

We optimize your investment in leadership development by uncovering not only what you know about your leadership challenges, but what you don't.

## Why do Discovery?

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By working with your organization's senior leaders and key stakeholders, CCL will guide leaders through a process of uncovering and spotlighting organizational needs and development objectives, as well as exploring a full range of possibilities for effective leadership development initiatives.

By clearly connecting the broad, organizational perspective with a leadership development agenda, you will be able to:

- Introduce new, effective leadership development processes and/or programs.
- Make informed decisions about emphasizing, re-focusing or removing efforts that aren't in alignment.
- Optimize your investment in Leadership Development to ensure you don't over-invest, under-invest or invest in the wrong places.
- Align with and drive the successful implementation of your objectives and strategy.
- Build increased readiness to move from current to future state. Employees at all levels will be prepared and motivated for the forthcoming leadership solution work.

# HOW WE DO DISCOVERY

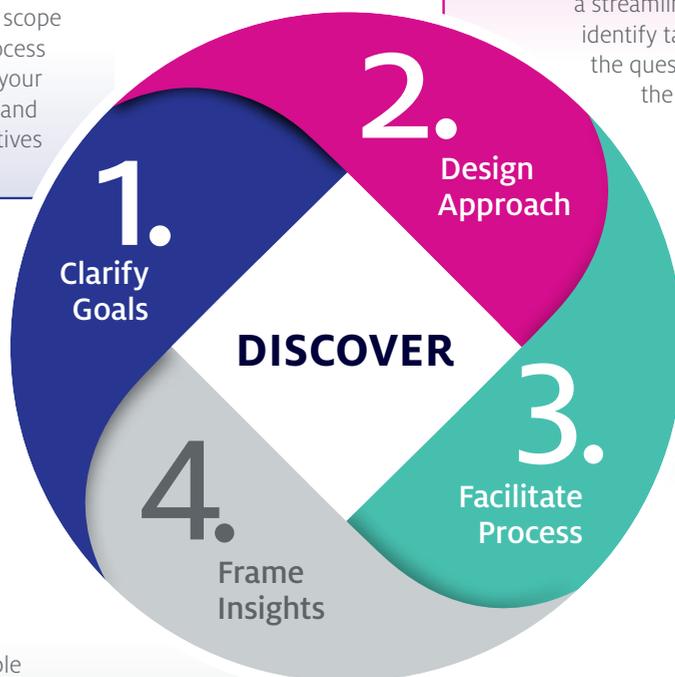
The Center for Creative Leadership begins with a multi-layered discovery process involving skilled experts in all aspects of leadership development. We apply our simple, yet effective, four step process in uncovering and understanding your development needs:

## Clarify Goals

Whether determining the appropriate e-learning tools or achieving organizational transformation, the scope of the discovery process varies according to your organization needs and development objectives

## Design Approach

Minimize time and effort while maximizing insight by using a streamlined approach to identify target audiences, the questions to ask and the methods to use



## Facilitate Process

Guide your organization through the discovery process in a way that builds support and increases readiness

## Frame Insights

Generate actionable insights for the development of a range of leadership solutions customized for your organization

## Questions addressed in discovery may include:

- What are your major challenges and opportunities?
- What is your strategy to address your challenges and opportunities?
- What leadership behaviors and skills are needed to successfully implement the strategy?
- What are the gaps in leadership and organizational capabilities that need to be addressed?

## Discovery Outcomes

Through our collaborative discovery process we achieve the following:

### Determine the Results that Matter.

If this leadership development initiative is successful, what could happen in your organization that has never happened before?

### Analyze stakeholder needs.

Who are the stakeholders for this initiative? What do you expect of them? What kind of support will they require for this work?

### Assess the delivery environment.

In what kind of environment does your target audience best learn?

Develop a shared — and realistic — view of the organizational context.

What are the internal and external factors that influence and impact development within your organization?

Determine the competencies and capabilities needed for success.

What do you need to change, improve or learn to do in order to successfully navigate your challenges, advance your business strategy and achieve results that matter?

### Generate possible solutions.

From there, we can offer our proven and research-based solutions — programs, custom engagements, assessments, coaching, research, resources — to precisely meet your needs. We are experts in evaluation and can partner with you to measure impact to ensure we are driving the most important outcomes. We know what it means to deliver results that matter.

Determine areas of focus to achieve goals



Tailor development for targeted results

Understand the impact and decide next steps



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**Results that Matter:**

Sustained impact for you, your business and the world

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