Leading Strategically
We deliver results that matter – sustained impact for you, your business and the world.
Bridge the Strategy / Performance Gap

Having a strategy is not enough.

Strategic leadership is needed to achieve goals, drive performance and align short-term action with long-term direction. Leaders face the challenge of getting everyone from the executive team to the front lines moving in the right direction together. A leader’s effectiveness is helped – or hindered – by the ability to:

- **Lead change.** Strategic leaders foresee and drive changes that bring increased complexity and new tensions to the organization.

- **Shape culture.** Strategic leaders influence culture and set leadership strategies to support the business strategy.

- **Leverage polarities.** Strategic leaders address conflicting priorities and balance short-term and long-term pressures.

- **Span organizational boundaries.** Strategic leaders facilitate interdependent decision making and collaboration.

Leading Strategically is for Executives and Senior Leaders whose work has strategic implications for their organization

CCL’s Leading Strategically program gives senior leaders new skills to effectively align the organization and execute strategy.

**Leading Strategically is a five-day program that helps leaders:**

- **Understand** – their strategic leadership strengths and weaknesses.

- **Learn** – skills and tools to improve strategic leadership.

- **Plan** – to leverage new skills to address specific work challenges.

We’re committed to delivering **Results That Matter**. visit www.ccl.org/is.
Leading Strategically focuses on the skills needed to align the organization and execute strategy.

Strategic leadership requires a clear understanding of pressing challenges and three core skills: thinking, acting and influencing strategically.

Participants in Leading Strategically learn to apply these skills as they balance the complex aspects of leadership while managing day-to-day operations.

By applying the ideas and practical skills taught in Leading Strategically, senior leaders will be able to:

1. Ensure that leadership strategies align with business strategies.
2. Identify the drivers that are key to the organization’s business and leadership strategies.
3. Maximize leadership effectiveness through strategic thinking, acting and influencing skills.
4. Understand the implications culture has on strategic leadership and performance potential.
5. Successfully leverage organizational priorities that may be in conflict.
6. Implement leadership strategies to create direction, alignment and commitment across organizational boundaries.
Choosing a Program

CCL programs target the real-world challenges unique to each level of leadership. Our Leader Development Roadmap steers leaders to the right development at the right time.

CCL’s Leadership Programs are grouped into five leader levels, making it easy to choose one that will match the needs, challenges and expectations of each participant.

- **Leading Self**: Individual contributors, professional staff and emerging leaders
- **Leading Others**: Leaders of individual contributors
- **Leading Managers**: Experienced leaders who lead other managers or senior professional staff
- **Leading the Function**: Senior leaders of organizational functions or divisions
- **Leading the Organization**: Top executives leading the enterprise

Leading Strategically falls within the Leading the Function and Leading the Organization levels and is designed for any leader whose work has strategic implications for their organizations. This is a specialized skills program that supports the core competencies needed for leadership at these levels.

By focusing on the skills critical for success at each level, your organization can see faster results.

Why Leading Strategically?

- A focus on each participant’s current strategic challenge personalizes the program.
- An intensive business simulation that mirrors a realistic experience of leading strategically.
- In-depth assessments provide insight to personal leadership and organizational dynamics.
- Take-home tools allow knowledge to be readily applied to the individual, team and organization.
- Executive coaching solidifies learning and fosters action.

<table>
<thead>
<tr>
<th><strong>Tuition</strong></th>
<th>$7,800 USD</th>
<th>7,500€</th>
<th>$10,680</th>
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<tbody>
<tr>
<td><strong>Length</strong></td>
<td>5 days</td>
<td></td>
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<tr>
<td><strong>Average Class Size</strong></td>
<td>24</td>
<td></td>
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<tr>
<td><strong>Instructor/Participant Ratio</strong></td>
<td>1:12</td>
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<td><strong>Coaching</strong></td>
<td>1 pre-program call; 1 session during program; 2 follow-up calls</td>
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<tr>
<td><strong>Locations</strong></td>
<td>Colorado Springs, CO; Brussels, Belgium; Singapore</td>
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<td><strong>Language</strong></td>
<td>English</td>
<td></td>
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<td><strong>Scale-up Option</strong></td>
<td>Send multiple managers to CCL or run a full Leading Strategically program at your location.</td>
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* Tuition price is based on regional point of delivery and is subject to change.

We’re committed to delivering Results That Matter: Sustained Impact for You, Your Business and the World.
Leading Strategically gives senior leaders the tools to develop and sharpen their strategic leadership skills. In order to receive the most from this program, leaders should:

**Prepare:**
A comprehensive assessment of strategic leadership skills is a powerful component of the program.

*Pre-program assessments:*
- Give a detailed picture of leadership strengths, behaviors and preferences.
- Identify and clarify development needs.
- Establish a foundation for significant personal and professional growth.

An equally important element is the focus on individuals' specific situation throughout the program experience. Prior to the program, participants identify a Strategic Leadership Challenge and have a 60-minute phone call with an executive coach to discuss and clarify.

**Engage:**
For five days, participants are focused on their Strategic Leadership Challenge and CCL’s framework for leading strategically.

*The week includes:*
- A business simulation to experience the creation, implementation and executing strategy.
- Experiential activities and practice sessions and deeper learning.
- A personal session with a certified CCL coach to clarify thinking and plan next steps.
- Peer learning groups to provide feedback, insight, suggestions and support.

**Apply:**
After the classroom experience, CCL helps participants apply and sustain their development experience by providing:
- Two 60-minute phone coaching sessions with a certified CCL coach.
- Access to myCCL designed to reinforce lessons from the program, including White Papers, e-newsletters, forums, webinars, podcasts, articles and quick-reference checklists and tools.
- Optional, fee-based learning and support, such as extended coaching engagements, additional eLearning packages and custom initiatives to connect individual development to organizational needs.
Why CCL’s Leadership Programs?

• **Personalized Attention** – Using a blend of in-depth assessments, feedback and experiential learning, participants engage in development that is focused on their unique leadership needs – which many call “life-changing.”

• **Leadership at All Levels** – Constantly refreshed content tailored to the unique needs of each level of leadership – from individual contributor to senior executives. Programs provide tools for immediate and practical application.

• **Global Availability and Flexible Schedule** – Offered worldwide, providing you with more choices and locations to meet the needs of busy managers and executives.

• **Peer Power** – Participants will network and learn from fellow leaders with comparable real-world experiences and familiar challenges.

• **Continual Learning** – Sustainable learning is a process – not a one-time event. CCL’s programs offer coaching sessions, resources such as webinars, white papers and eLearning to apply and sustain their learning experience.

• **Continuing Education** – CCL’s leadership programs meet the criteria for many professional certifications requiring ongoing training and education. Visit www.ccl.org/ceu to learn more.

CCL’s Leadership Programs can be customized or delivered at your place of business to best fit the goals of your organization, department or team. When you invest in Leadership Programs for multiple managers and executives on an annual basis, you will receive additional tools and resources to develop your talent. As an added benefit, we pass on the savings to you.

**Call us today to learn about registering multiple participants, customization or on-site delivery.**
Leading Strategically
Registration

To speak with someone immediately, register by phone or learn about customized options, call us:

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Register online: www.ccl.org/ls

The Center for Creative Leadership (CCL®) is a global provider of leadership development and research. Ranked among the world’s Top 10 institutions for executive education by Financial Times and Bloomberg Businessweek, it helps clients leverage leadership to drive results that matter.