Maximizing Your Leadership Potential
We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world. We deliver results that matter – sustained impact for you, your business and the world.
It’s a big deal. We know.

Front-line managers don’t have it easy.

Making the shift from successful individual contributor to effective manager is the hardest transition – and getting the best performance out of others is an ongoing challenge.

Successful front-line managers need to shift their mindset and their role depending on the task at hand. Sometimes they have to be a:

**Player.** The person executing the work in service of organizational objectives.

**Manager.** The person planning, resourcing, coordinating and measuring the work of others in service of the organization’s objectives.

**Coach.** A person who has formal or informal conversations with others intended to develop clarity, capabilities, and confidence.

**Leader.** A person who engages in and supports a social process that produces direction, alignment, and commitment.

The Center for Creative Leadership (CCL) understands the changes that come with increased responsibility.

Maximizing Your Leadership Potential is for Front-line Managers

- Experienced managers and supervisors of individual contributors.
- First-time managers who are preparing to advance to the next level.

Maximizing Your Leadership Potential helps front-line managers develop the following skills in alignment with these roles:

- **Developing Self-Awareness**
- **Giving and Receiving Feedback**
- **Performance Conversations**
- **Active Listening**
- **Coaching and Developing Others**
- **Influencing With and Without Authority**
- **Learning Agility**

Maximizing Your Leadership Potential is a hands-on, feedback-rich development experience designed to help front-line managers shift from successful individual contributors to effective managers.

**Maximizing Your Leadership Potential**

is a personalized and engaging,

**2.5 day program that provides:**

- **Perspective** needed to become an effective leader of others.
- **Knowledge** to improve the ability to get things done.
- **Practical Skills** to put to work right away.

We’re committed to delivering **Results That Matter**. Visit www.ccl.org/mlp.

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Maximizing Your Leadership Potential focuses on the skills that are most challenging for front-line managers.

Four key competencies are vital to all leaders, but play out in unique ways when leaders step into this role:

- Self-awareness
- Learning agility
- Communication
- Influence

Through assessment and feedback from peers and instructors, participants gain a detailed picture of their personal strengths and challenges. In small groups, they learn practical tactics and begin to strengthen key skills. With guidance from a coach, they create a plan for immediate action and identify longer-term goals.

By applying the lessons of Maximizing Your Leadership Potential, managers will be able to:

1. Understand how their personality impacts their role as a member of a team.
2. Align intention and impact to become more effective communicators.
3. Formulate and deliver effective feedback, and manage conflict and resistance.
4. Improve their ability to listen to understand.
5. Use CCL’s Assessment-Challenge-Support™ model to increase the effectiveness of their performance and development conversations.
6. Use a variety of influence styles to scale their impact.
7. Use CCL’s Direction-Alignment-Commitment™ framework as a tool to help facilitate better conversations.

Who will be joining you in Maximizing Your Leadership Potential?
Program participants come from a wide variety of industries, organizations and backgrounds:

**Participant Mix**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sector</td>
<td>68%</td>
</tr>
<tr>
<td>Private/Nonprofit Sector</td>
<td>20%</td>
</tr>
<tr>
<td>Business Sector</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Organization Size**

<table>
<thead>
<tr>
<th>Size</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>1-99</td>
<td>10%</td>
</tr>
<tr>
<td>100-999</td>
<td>35%</td>
</tr>
<tr>
<td>1,000-4,999</td>
<td>19%</td>
</tr>
<tr>
<td>5,000-9,999</td>
<td>11%</td>
</tr>
<tr>
<td>10,000+</td>
<td>24%</td>
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</table>
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

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Maximizing Your Leadership Potential prepares front-line managers to achieve lasting results through people.

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### Why Maximizing Your Leadership Potential?

- Rich, research-based content is focused on what matters most for front-line managers.
- Intense, personalized feedback gives participants an assessment of important competencies and a plan for learning.
- The interactive, hands-on format prepares participants to take action back at work.
- Coaching and take-home tools support newly enhanced skills of influencing, giving and receiving feedback, communicating, and facilitating effective performance and developmental conversations.
- Low instructor/participant ratio: 1:14.
- At least 30 sessions are offered globally each year at locations in North America, Europe, Asia, and around the world.

<table>
<thead>
<tr>
<th>Tuition*</th>
<th>$4,400</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>3,900€ **</td>
</tr>
<tr>
<td></td>
<td>$55680</td>
</tr>
</tbody>
</table>

| Length | 2.5 days |
| Average Class Size | 28 |
| Instructor/Participant Ratio | 1:14 |

| Coaching | 1.5-hour, 1:1 session plus 2 follow-up calls |
| Locations | Greensboro, NC; San Diego, CA; Washington DC; Brussels, Belgium; Singapore |
| Language | English |

| Scale-up Option | Send multiple managers to CCL or run a full Maximizing Your Leadership Potential program at your location. |

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* Tuition price is based on regional point of delivery and is subject to change.

** Excluding VAT.
Prepare...Engage...Apply...

Maximizing Your Leadership Potential develops the perspective, knowledge, and practical skills that front-line managers need to effectively lead others.

Prepare:
Prior to the face-to-face portion of the program experience, participants will complete a comprehensive suite of leadership assessments allowing Maximizing Your Leadership Potential to be tailored to participants’ needs.

Pre-program assessments provide:
- Insights to broaden leadership perspective.
- A detailed picture of leadership strengths, behaviors, and preferences.
- Clarity about development needs.
- A foundation for significant personal and professional growth.

Participants, plus selected direct reports, peers and superiors, will complete several web-based surveys, including a customized multi-rater assessment of 8 critical leadership competencies for front-line leaders. Participants will then receive their assessment data one-week before attending the program giving them time to absorb the data and come to the program better prepared to use it in application.

Engage:
The 2.5 day face-to-face classroom portion of the program experience enables participants to engage in experiential learning, deep discussion and discourse, just-in-time learning, and hands-on repetitive practice so participants will build both confidence and competence in their new skillset.

They will:
- Focus on a current, key leadership challenge to connect leadership lessons to real issues.
- Participate in experiential activities and practice sessions tailored to provide deeper learning.
- Receive feedback from expert coaches, faculty, and their classroom peers to provide deeper insights, suggestions, and support.

Apply:
After the Maximizing Your Leadership Potential program ends, participants apply and sustain their learning with a package of resources.

Ongoing support includes:
- Two 30-minute phone coaching sessions with a certified CCL coach.
- A “toolkit” of tools to aid in application of their learning back on the job.
- Access to CCL Compass™, a digital development tool designed to aid in achieving development goals identified in the program.
- Optional, fee-based learning and support, such as extended coaching engagements, 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.**
Maximizing Your Leadership Potential Registration

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

**CCL - Americas**
www.ccl.org
+1 800 780 1031 (U.S. or Canada)
+1 336 545 2810 (Worldwide)
info@ccl.org

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**CCL - Europe, Middle East, Africa**
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+32 (0) 2 679 09 10
ccl.emea@ccl.org

Register online: www.ccl.org/mlp

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.