SUCCEEDING AS A MANAGER REQUIRES A NEW SET OF SKILLS.

To understand and motivate others, leaders must be able to shift from a mindset of “me” to “we.” Changing from the role of successful individual contributor to effective manager of people and projects is one of the most difficult transitions for any leader. Shifting focus from individual performance to team performance presents new challenges and requires new skills.

We’re here to help. Maximizing Your Leadership Potential is an in-depth skill-building training for new leaders to grow their first-level manager effectiveness. Participants practice mastering the 4 key roles every leader must play: player, manager, coach, and leader — and how to choose the right role in the moment. Through coaching and experiential practice in a dynamic, peer-based learning environment, participants learn the skills they need to thrive at the next level.

Managing people and projects requires more than a new skillset. It requires leadership versatility.
**What Participants Learn**

- How to leverage the 4 essential roles of leadership (player, manager, coach, leader) to improve leadership effectiveness
- Strategies to increase performance using the role of manager
- Influence tactics to maximize impact in the role of leader
- How to align intentions with impact to become a more effective communicator
- Techniques to deliver effective feedback, manage conflict, and influence others
- How personal strengths and weaknesses affect leadership styles

**LEARN THE 4 ESSENTIAL ROLES OF LEADERSHIP**

**SUCCESSFUL MANAGERS MUST PLAY**

**PLAYER**
Does the work to produce direct value

**MANAGER**
Directs the work to drive performance and problem-solving

**COACH**
Develops others to grow capabilities over time

**LEADER**
Inspires others within teams and organizations

**Challenges Addressed**

We understand the challenges faced by today’s first-time managers, and this program tackles them head on:

- Managing people and competing priorities
- Establishing credibility when moving from peer to boss
- Influencing others with and without authority
- Building and developing engaged teams
- Increasing engagement and commitment among diverse groups and within challenging contexts
**Why Choose Our First-Level Manager Training?**
- Research-based content that focuses on the issues that matter most for frontline managers
- Intense, personalized feedback and coaching
- Interactive, hands-on format utilizes experiential learning to prepare 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
- Ongoing support through CCL's exclusive alumni community

**What Participants Say About Maximizing Your Leadership Potential**

- **98%** would recommend this program to others
- **97%** have been able to apply program lessons at work
- **95%** say they’re more effective as a leader

“This program provided a comprehensive look at how you can truly maximize your leadership potential. It helped me assess my role and contribution as a player, manager, coach, and leader. I feel more equipped to serve my team and organization in all 4 of those capacities and look forward to continual personal growth as I continue to reach my leadership potential.”

Nicole Caliri, Manager of Talent & Organizational Development, Serco Inc.
PREPARE — GETTING STARTED
In the weeks prior, participants work independently to prepare for their live intensive experience by completing required pre-work including assessments, micro-lessons, and reviewing assessment results to build insights and make the best use of synchronous time.

ENGAGE
Live Online Delivery Format:
4 hours each day

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<thead>
<tr>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
<th>DAY 5</th>
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<tbody>
<tr>
<td>Leadership</td>
<td>Role of Manager</td>
<td>Role of Coach</td>
<td>Role of Leader</td>
<td>Making Your Leadership</td>
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<td>Versatility</td>
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<td>Happen</td>
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In-Person Delivery Format:
2.5 consecutive days

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<thead>
<tr>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
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<tbody>
<tr>
<td>Leadership Versatility &amp; Role of Manager</td>
<td>Role of Coach &amp; Role of Leader</td>
<td>Making Your Leadership Happen</td>
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APPLY — SUSTAIN YOUR LEARNING
Following the live learning experience, application of learning continues through leadership micro-challenges, 3 one-on-one coaching sessions, our Everyday Leadership Learning Assistant (ELLA™) digital guide, and induction into the CCL Connect alumni community.

How to get in touch
First-level managers and high-potentials need support in order to succeed. We’re here to provide it. Give us a call at +1 336 545 2810 or visit ccl.org/MLP