

Leadership Program for Core Development  
Front-line Managers

# Maximizing Your Leadership Potential



Center for  
Creative  
Leadership®





We deliver

results that matter

sustained impact for you,

your business

and the world.

# It's a big deal. We know.

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First-time and front-line managers don't have it easy.

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

First-level managers and supervisors are working through key leadership challenges, in their day-to-day work. They seek better ways to:

## **Lead a team.**

Being “in charge” is different than being a contributor.

## **Get the work done.**

New skills are needed to get results through others.

## **Deal with conflict.**

Interpersonal issues and disagreements can jeopardize teams, departments and projects.

## **Solve problems.**

Bigger, more complicated issues are part of the job.

The Center for Creative Leadership (CCL<sup>®</sup>) understands the changes that come with increased responsibility.

## Maximizing Your Leadership Potential is for Front-line Managers

- Managers and supervisors of individual contributors.
- First-level managers who are facing new pressures.
- People who have been recently promoted to a management role.

Maximizing Your Leadership Potential helps first-time and front-line managers address their specific leadership challenges and achieve results by leading others.

## Maximizing Your Leadership Potential is a personalized and engaging, three-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.

# Maximizing Your Leadership Potential

focuses on the skills that are most challenging for most first-level 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.

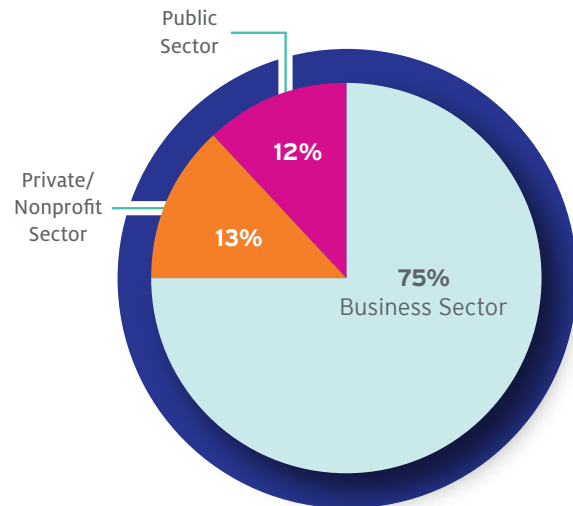
By applying the lessons of **Maximizing Your Leadership Potential**, managers will be able to:

- 1 | Increase commitment and engagement to improve team effectiveness.
- 2 | Build and strengthen relationships in ways that allow for better performance, effective delegation and contribution of others.
- 3 | Find constructive responses to conflict by understanding self and others.
- 4 | Adjust their leadership style and draw on others to understand and solve problems.

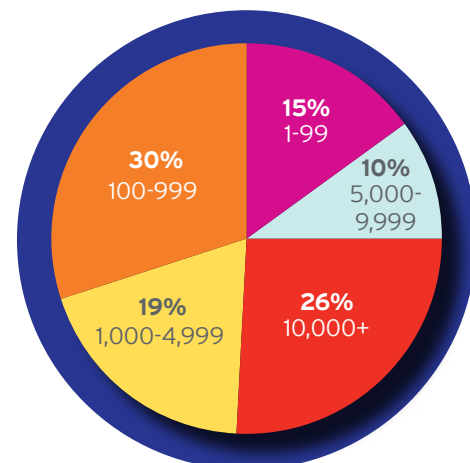
## Who will be joining you in Maximizing Your Leadership Potential?

Program participants come from a wide variety of industries, organizations and backgrounds:

### Participant Mix



### Organization Size



## 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

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

**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

## Why Maximizing Your Leadership Potential?

- Rich, research-based content is focused on what matters most for first-time and 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, conflict resolution and communication.
- Low instructor/participant ratio: 1:12.
- At least 50 sessions are offered globally each year at locations in North America, Europe and around the world.

|                                  |  |
|----------------------------------|--|
| Tuition*                         | \$4,400<br>3,900€ **<br>S\$5,680   |
| Length                           | 3 days   |
| Average Class Size               | 24   |
| Instructor/<br>Participant Ratio | 1:12   |
| Coaching                         | 1.5-hour, 1:1 session plus 1 follow-up call  |
| Locations                        | Greensboro, NC; San Diego, CA;<br>Brussels, Belgium; Singapore<br>(Additional program locations are offered through network associates.) |
| Language                         | English  |
| Scale-up Option                  | Send multiple managers to CCL or run a full Maximizing Your Leadership Potential program at your location.                               |

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

\*\* Excluding VAT.

We're committed to delivering Results That Matter: Sustained Impact for You, Your Business and the World.

# Prepare...Engage...Apply...

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

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## Prepare:

Detailed, personal leadership assessments allow 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.

Before the program week, participants, plus selected direct reports, peers and superiors, complete several web-based surveys, including a customized multi-rater assessment of 13 critical leadership competencies for first-level leaders.

## Engage:

For three days, participants are focused on the skills that will help them achieve the results they need back in the workplace. Led by highly qualified faculty, Maximizing Your Leadership Potential is a safe – but challenging – context for learning, practice and goal setting.

### The week includes:

- A focus on a current, key leadership challenge to connect leadership lessons to real issues.
- Experiential activities and practice sessions tailored to provide deeper learning.
- Faculty and peer feedback to provide insight, 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:

- One 45-minute phone coaching session with a certified CCL coach.
- A job aid to help participants utilize tools introduced in the program.
- Access to eLearning designed to reinforce lessons from the program, including courses, books, 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?

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- **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](http://www.ccl.org/ceu) to learn more.
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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

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

## **CCL - Americas**

[www.ccl.org](http://www.ccl.org)

+1 800 780 1031 (U.S. or Canada)

+1 336 545 2810 (Worldwide)

[info@ccl.org](mailto:info@ccl.org)

## **CCL - Asia Pacific**

[www.ccl.org/apac](http://www.ccl.org/apac)

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## **CCL - Europe, Middle East, Africa**

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[ccl.emea@ccl.org](mailto:ccl.emea@ccl.org)

Register online: [www.ccl.org/mlp](http://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.



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