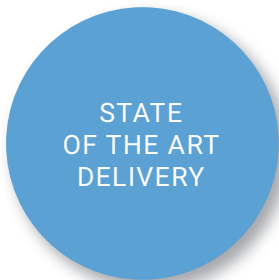


FRONTLINE LEADER IMPACT



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Leadership effectiveness is the #1 concern for organizations of all sizes, across industries and around the world. While executives overwhelmingly agree that leadership development of their new and recently promoted managers is critical to future success, almost 60% of frontline managers never receive any training for their first leadership role. With first-level managers comprising almost 40% of the leadership population, the need to prepare these managers to effectively lead others is critical. The challenge? Companies have traditionally been forced to compromise between quality, cost, and flexibility when considering leadership development solutions. Until now.

Introducing **Frontline Leader Impact**, an 18-hour, online leadership experience developed by the Center for Creative Leadership (CCL). **Frontline Leader Impact** brings together CCL's world-class, research-driven content and experienced faculty with an intuitive online learning platform that engages participants and delivers a leadership development experience that has been completely reimaged to serve organizations developing their frontline managers.



Frontline Leader Impact provides 18 hours of learning over 6 weeks:

<p>WEEK 1</p> <p>Starting your leadership development journey</p>	<p>WEEK 2</p> <p>Developing the foundations of strong leadership</p>	<p>WEEK 3</p> <p>Getting your message across</p>	<p>WEEK 4</p> <p>Accomplishing goals through influence</p>	<p>WEEK 5</p> <p>Building the support you need</p>	<p>WEEK 6</p> <p>Motivating your team to greatness</p>
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THE COURSE

Frontline Leader Impact focuses on the needs of managers using the proven techniques, experienced faculty, and world-class content that have enabled **CCL** to successfully develop more than one million leaders worldwide.

The course is organized around six key competencies that CCL researchers have identified as essential for all frontline managers to master:

- › Self-awareness
- › Learning agility
- › Communication
- › Political savvy
- › Influencing outcomes
- › Motivating others

Built with the team in mind, participants experience the course together, with small group activities providing a more intimate context for learning and gaining personal insights.

A CCL-trained online moderator serves learners to inspire, engage, and facilitate the exchange of ideas.

Through the use of self-assessments and feedback from peers and the moderator, participants gain a detailed picture of their personal strengths and challenges.

Every lesson is designed to connect course topics directly to the business and career challenges identified by the learner. This is achieved via two unique activities:

- › The **Key Leadership Challenge** inspires learners to view the content through the lens of a business or career issue that can be addressed in the near term.
- › The **Leadership Growth Plan** ensures a course of action for long-term leadership development.

With the support of the moderator, these activities provide participants an authentic opportunity to apply the learnings in their work, helping them become better leaders and create a lasting impact on the organization.

REIMAGINE LEARNING

CCL's leadership course experience is a proven approach to course design, development, and delivery with the goal of changing the status quo for online learning: to make learning fun, engaging, and effective. Among the dynamic features are:



This approach to learning online has been shown to boost both engagement and completion rates compared with traditional online learning formats.

ABOUT CCL