



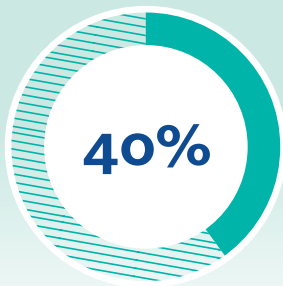
Center for
Creative
Leadership



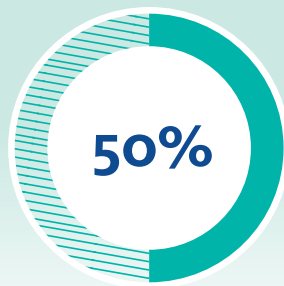
CCL BOOST™

Flip Your Script for New Leader Success

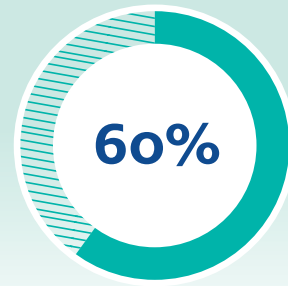
Equip new managers with the leadership skills, confidence and support needed to effectively transition into a management role.



New leaders who fail within the first 18 months



New leaders who are ineffective at work



New leaders who receive no development

It takes an average of 143 days for employees to conclude a new leader has failed making the transition.

New leaders need to rethink the way they think about success. The skills, knowledge and perspectives that helped them get the new leader job are not necessarily the ones that will help them keep the job or advance in their careers. But they need support and help.

CCL Boost™ Flip Your Script for New Leader Success is an online leader support tool based on the deep research done at CCL by William (Bill) Gentry, Ph.D. This online tool equips new managers with the leadership skills, confidence and support needed to effectively transition into a management role. It provides six flips or tactics that new managers can use while on the job to attain immediate success in their new role.





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Why CCL Boost?

- Built on Bill Gentry's research, experience and the six flips in his book *Be the Boss that Everyone Wants to Work For: A Guide for New Leader Success*
- Effective, dynamic bite size learning
- Flexible – Follow the path or choose your own
- Actionable tips, tools and tactics to make the shift from individual contributor to new leader

What is in a flip?

- Quick self-assessment
- Assignments for practice
- Success video case studies
- Actionable tips and tools
- Over 45 years of CCL research

We all have mental scripts that tell us how the world works. Your old script was all about "me" — standing out as an individual. But as a new leader, you need to flip your script from "me" to "we" and help the group you lead succeed.

CCL's Boost™ can show you how with actionable, practical, evidence-based advice and examples.



Know a first-time manager? Help them flip their script to success!

Get started today.

+1 336 545 2810 | www.ccl.org/cclboost



Bill Gentry, Ph.D. serves as the Director of Leadership Insights and Analytics. As a researcher, Bill uses his quantitative and qualitative research skills to examine what leaders, particularly first-time managers, can do to be successful in their work and life, and to avoid career derailment. As a facilitator, he facilitates programs to help leaders be their best, particularly entry- and first-level managers on the frontlines who are leading for the first time in their lives.

Be the Boss that Everyone Wants to Work For: A Guide for New Leader Success is based on the rigorous research and real world experiences of Bill Gentry.