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.

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

New leaders who fail within the first 18 months: 40%
New leaders who are ineffective at work: 50%
New leaders who receive no development: 60%

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.
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.
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