



# Selling Your Ideas: Moving from Concept to Reality

## CCL Lead-it-Yourself Workshop Kit



### Challenge

How can our leaders create organizational momentum and commitment for their ideas? How can they make their best ideas a reality?

### Solution

CCL's *Selling Your Ideas: Moving from Concept to Reality* workshop kit equips your leaders with the knowledge, techniques, and tools to effectively create buy-in for their ideas across the organization.

Good leaders generate new ideas to improve performance, create positive change, and drive financial results. Great leaders make those ideas happen.

CCL can help.

### Who would use this workshop kit?

- **Internal HR and Training & Development Professionals** who want leaders to successfully build momentum, commitment, and action for their ideas throughout the team or organization.
- **Business Unit Leaders, Team Leaders, or Project Leaders** tasked with improving performance of their teams by helping them successfully champion their ideas and create positive results.

### What are the benefits for those participating?

- Develop a robust plan to sell an idea to the organization
- Assess their organization's environment to support their idea
- Identify key stakeholders for success
- Apply impactful tactics to influence individuals and groups

### CCL Workshop Kits

#### *At a Glance*

CCL's Lead-it-Yourself Workshop Kits let your HR professionals or experienced team leaders scale up leadership development in simple, pre-packaged modules, all now located in one convenient place—yours!

#### Key Benefits:

- Built on proven CCL research and experience
- Effective, dynamic half-day workshops
- Everything you need is included
- Simple to implement
- Flexible – Choose one or multiple relevant topics
- Trainer support and service available
- No certification required



Center for  
Creative  
Leadership®

## What's Included?

### Facilitator Kit Includes:

- Facilitator Guide:
  - » Guidelines for teaching Selling Your Ideas
  - » Talking points for each slide
  - » Helpful tips for participant engagement
  - » Breakdown of timeframes required for delivery
- Flash drive that includes:
  - » PowerPoint slides
  - » Video clips integrated for use in the workshop
  - » Two support videos:
    1. How to use CCL's workshop kits
    2. Overview of the course and the Selling Your Ideas content
  - » Internal Marketing Support
    - Editable email message to invite employees to participate in the workshop
    - Editable flyer for organizations to inform participants about the workshop
- One Complete Participant Kit

### Participant Packages include:

- Participant Workbook complete with content and guided practice exercises
- CCL's Guidebook – *Selling Your Ideas to Your Organization*

## Get Started Today!

**No certification.**

**Scalable options.**

**Affordable development.**

<b>\$171 per participant</b> Standard Class <b>25</b> Includes 1 Facilitator Kit, CCL Content License, and 25 Participant Kits <b>\$4275</b>	<b>\$135 per participant</b> Large Class <b>50</b> Includes 1 Facilitator Kit, CCL Content License, and 50 Participant Kits <b>\$6750</b>
<b>\$107 per participant</b> Multiple Classes <b>100</b> Includes 1 Facilitator Kit, CCL Content License, and 100 Participant Kits <b>\$10,700</b>	<div style="position: relative;"> <div style="position: absolute; top: -10px; left: -10px; background-color: white; border-radius: 50%; padding: 2px; font-size: 8px; color: #004a7c;">AS LOW AS</div> <b>\$69 per participant</b>            Enterprise Pricing and Specific Quantities Available  <b>CALL TODAY</b> </div>

**To order, or to learn more:**

**email [info@ccl.org](mailto:info@ccl.org) or call +1 336 545 2810.**

*\*Note: Quantity discounts apply to each purchase and are not cumulative.*