

Specialized Skills Leadership Program
Human Resource Professionals, Executive Coaches, & Independent Consultants



Assessment Certification Workshop



Power Up 360 Potential

360-degree assessments are widely used for leadership and talent development.

Through 360s, employers, coaches and consultants can help talent at all levels:

Identify skill gaps and create development plans.

Recognize strengths and ways to leverage them.

Prepare for next steps and new opportunities.

CCL's suite of research-based 360s and our approach to facilitation and feedback are fundamental to our work with leaders.

The Assessment Certification Workshop prepares Executive Coaches, Consultants and Human Resource Managers to administer CCL's 360-degree assessments.

- Human resource professionals.
- Executive coaches.
- Independent consultants.

Organizations can tap into this expertise with CCL's Assessment Certification Workshop, a program that prepares professionals to design, implement and facilitate feedback using CCL's 360-degree assessments.

The Assessment Certification Workshop is a two-day program that provides:

Knowledge – information about the research, the tools and the processes.

Experience – practice sessions to ensure skills are solid.

Certification – the required know-how to administer CCL's suite of six 360s.

The Assessment Certification Workshop prepares HR professionals to design, implement and deliver 360 feedback.

The Assessment Certification Workshop gives participants an understanding of ways 360s are used for development, as well as specific how-to's:

- 1 Reading and interpreting reports.
- 2 Facilitating a feedback session.
- 3 Connecting feedback to goal setting.
- 4 Customizing assessments based on competencies and organizational needs.
- 5 Successfully implementing a 360 process with your organization or client

During the workshop, participants practice both giving and receiving feedback. In fact, each participant completes a customized Benchmarks® assessment to ensure practice feedback sessions are realistic – not just role play. So, in addition to learning new facilitation skills, each attendee gains personal insight on key competencies such as building collaborative relationships, sound judgment and composure.

Comprehensive online resources and other publications are also included – after the workshop participants can access an abundance of digital supporting materials including refresher video clips about each of the CCL 360s.

Ready to Go: Participants receive a free Benchmarks® for Managers™ set so they can practice feedback facilitation skills right away – a \$330 value.



Many Assessment Certification Workshop participants participate in CCL's Coaching for Greater Effectiveness or Coaching for HR Professionals program the same week. Find out more about how these programs can add to your experience. For more information about Coaching for Greater Effectiveness, visit www.ccl.org/cge. For more information about Coaching for Human Resource Professionals, visit www.ccl.org/chrp.

The World's Most Widely Used Leadership Assessments

CCL pioneered the use of assessments and feedback in leadership development decades ago. Since then, millions of users from thousands of organizations have relied on CCL assessments to produce valid, reliable and actionable results. The Center for Creative Leadership (CCL®) certifies participants to administer all 360-degree assessments in CCL's portfolio:

BENCHMARKS® FOR MANAGERS™ used by over 16,000 organizations and 200,000 leaders, Benchmarks® for Managers™ is a comprehensive 360-degree assessment for middle to upper-level managers that measures 16 competencies critical for success, as well as five possible career derailers.

BENCHMARKS® FOR EXECUTIVES™ was designed to address the specific leadership challenges faced by executives at the top levels in an organization. These challenges can differ a great deal from those at the middle management level.

BENCHMARKS® BY DESIGN™ can be tailored to reflect the competencies important to your organization. Choose from CCL's Benchmarks® by Design™ library of over 90 competencies and derailment factors to design a targeted feedback experience for any leader level.

BENCHMARKS® FOR LEARNING AGILITY™ provides feedback on two areas of behaviors: the skills most often found in successful leaders, and the learning behaviors needed to acquire those skills. Benchmarks® for Learning Agility™ can be used with high-potentials, individual contributors, and managers.

SKILLSCOPE® is a 360-degree assessment that provides individuals with straightforward, practical feedback on job related skills necessary for effectiveness in a management role. Skillscope®'s simplicity also makes it an ideal first step for organizations that are new to the 360-degree assessment process.

Why the Assessment Certification Workshop?

- Designed for HR professionals, coaches and consultants.
- Research-based assessments; 15,000 certified facilitators worldwide; frequently named provider of choice for global assessment deployment.
- Certifies participant in all CCL 360-degree assessments: Benchmarks® by Design™, Benchmarks® for Managers™, Benchmarks® for Executives™, Benchmarks® for Learning Agility™, Skillscope®.
- Opportunity to practice feedback facilitation with CCL's most widely used 360-degree assessment, Benchmarks® by Design™.
- Access to eModules to serve as a refresher source after you leave the program.
- Free Benchmarks® for Managers™ set (valued at \$330) for use after the program.

Tuition*	\$2,100 USD 1,900€**
Length	2 days
Average Class Size	24
Instructor/ Participant Ratio	1:12
Locations	Greensboro, NC; San Diego, CA; Brussels, Belgium
Language	English
Scale-up Option	Send multiple managers to CCL or run a full Assessment Certification Workshop at your location.

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

** Excluding VAT.

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

The Assessment Certification Workshop gives human resources professionals, consultants, talent management and coaches the knowledge and experience they need to administer CCL's 360-degree assessments. In order to receive the most from this program, leaders should:

Prepare:

Prior to the program, participants are required to complete a Benchmarks[®] by Design[™] assessment customized for the workshop. The personal assessment is needed for participating in realistic practice feedback sessions and getting to know how the user interface operates is an important part of the credentialing.

Engage:

For two days, participants are immersed in the promise and practice of 360 feedback.

The workshop includes discussions and interactive sessions that address:

- Choosing and using 360-degree assessments.
- The mechanics of assessment and interpretation.
- Facilitating feedback.
- Understanding CCL's suite of 360-degree assessments.
- How to customize a 360-degree assessment to fit your needs.
- Successfully implementing a 360 process and avoiding the common pitfalls.

Apply:

After the program ends, participants have ongoing access to online resources. Each 360 has a video clip that provides:

- General information about the assessment.
- Research background.
- Overview of user interface.
- Guide to read and interpret feedback report.
- Overview of supporting resources and ordering information.

In addition, the online resource site provides sample feedback reports, sample group reports, development planning guides and technical manuals.

Why CCL's Leadership Programs?

- **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 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.

Assessment Certification Workshop Registration

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

CCL - Americas

www.ccl.org

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

+1 336 545 2810 (Worldwide)

info@ccl.org

CCL - Asia Pacific

www.ccl.org/apac

+65 6854 6000

ccl.apac@ccl.org

CCL - Europe, Middle East, Africa

www.ccl.org/emea

+32 (0) 2 679 09 10

ccl.emea@ccl.org

Register online: www.ccl.org/acw



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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