


A brighter  
future  
begins with  
the people who  
lead us there.



FOR ALL  
THINGS  
HUMANLY  
POSSIBLE





# There's nothing more powerful than people with purpose.

At the Center for Creative Leadership, we believe in the power of people to drive positive change. For us, that means all people — from CEOs and first-time managers to every leader in between. And when people are driven by a shared purpose, their potential becomes exponential.





# Leadership isn't a title — it's a collective process.

True leadership happens when teams have clear direction, alignment, and commitment to their organization's mission.

With the right tools and a shared purpose, you can equip individual leaders to grow and expand their potential to create a ripple effect of meaningful impact within their team, your organization, and our world.







We're more  
connected than  
ever before.

We're also more  
burned out.

#### THE CHALLENGE

While it's easier than ever to collaborate and communicate from anywhere at any time, it has also become harder to disconnect from the work on our screens — and connect with the people behind them.

Now, between increased workloads and a lack of resources for support, 72%\* of leaders report feeling burned out. That's where organizations face a critical choice: to invest in the growth and success of their leaders — or contribute to a negative ripple effect of burnout, disengagement, and turnover.

#### THE OPPORTUNITY

Research shows that for emerging leaders around the globe, purpose is one of the greatest predictors of whether they feel equipped to make a difference. With a purpose-driven culture that nurtures and expands their potential, your leaders — and your organization — can achieve all things humanly possible.



### Today's Top Leadership Tensions

**72%**  
of leaders report  
feeling burned out\*

**46%**  
of leaders say they  
need more resources to  
be effective at work\*

**41%**  
of leaders want more  
leadership development  
opportunities\*

### The Impact of Leadership Development

**41%**  
increase in retention\*

**17%**  
improvement in  
leadership effectiveness\*\*

**12%**  
boost in productivity\*

\* SOURCE: Lane, C., Leslie, J., Loignon, A., Brinegar, A., & Pixley, S. H. (2023). *3 tensions leaders should resolve in 2023*. Center for Creative Leadership. <https://doi.org/10.35613/ccl.2023.2053>

\*\* SOURCE: Young, S., Champion, H., Raper, M., & Braddy, P. (2017). *How bosses can make or break leadership development programs and what organizations can do about it* [White paper]. Center for Creative Leadership. <https://doi.org/10.35613/ccl.2017.1072>





# Let's expand potential together.

By cultivating your team's mindsets and skillsets, you'll show them you believe in their ability to make an impact — and they'll believe in it, too.

## WHO WE ARE

As the leading force in leadership development, CCL expands human potential by developing the mindsets, capacity, and capabilities people need to excel in this ever-changing world.

## WHAT WE DO

Backed by research and fueled by a fervent focus on innovation, we create transformational learning experiences that meet leaders where they are.

Our research-built programs develop the potential of the people in your organization to become leaders who make a meaningful impact on their teams, their communities, and our society.

That's the ripple effect of leadership development: When one person realizes their full potential, they shed light on the potential of everyone around them.







## We drive leadership forward with scalable, solution-oriented experiences.

For more than 50 years, we've pioneered solutions that prepare people to make better decisions, solve today's complex challenges, and seize tomorrow's critical opportunities.

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### 1 million leaders

From frontline aid workers to Fortune 500 CEOs, we've supported leadership development for more than 1 million of today's leaders — helping them understand and fulfill their inherent potential to impact their teams, their organizations, and the world for the better.

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### 3,000 organizations

Our leadership programs — built on our research, industry expertise, and deep understanding of today's organizational challenges — are used by 3,000 organizations annually, across a variety of industries and sectors.

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### 50 languages

Our programs support over 50 different languages to equip leaders at every level and across every region. We've conducted programs in over 100 countries and use what we learn to inform new methods, programs, and research to meet leaders where they are.

# A collaborative approach built with — and for — you.

Your organization deserves a leadership development strategy as unique as the people within it. Here's how we get there.

## Share your goals.

As you begin exploring leadership development options, tell us how we can better understand your organization, its culture and challenges, and the impact you want to achieve.

## Co-create your path.

From there, we'll partner with you to craft a development strategy that's personalized and contextualized. Using our multi-faceted portfolio as the building blocks, we work with you to architect a transformation journey that begins at your unique starting point.

## Expand potential.

Our partnership doesn't end there. We work with you to build on progress and scale growth across all levels so that the new mindsets and skillsets we forged are cultivated through everyday application.

## Measure your impact.

An investment in leadership is an investment in the future. We help you see the ripple effect of expanded potential, performance, and possibility.



## Let's get started. Tell us how we can help.

I need a tailored leadership development strategy that we deliver in-house to all leader levels in our organization.

I'm interested in leadership programs and coaching solutions — ideally hybrid — that will meet our leaders where they are, amplifying their potential to achieve better outcomes for their teams and our organization.

DELIVERY	AUDIENCE	SOLUTIONS	IMPACT
<input checked="" type="checkbox"/> WE DELIVER	<input checked="" type="checkbox"/> INDIVIDUAL CONTRIBUTORS	<input checked="" type="checkbox"/> LEADERSHIP PROGRAMS	<input type="checkbox"/> INDIVIDUALS
<input type="checkbox"/> YOU DELIVER	<input checked="" type="checkbox"/> FRONTLINE LEADERS	<input type="checkbox"/> CUSTOM DEVELOPMENT	<input checked="" type="checkbox"/> TEAMS
FORMAT	<input checked="" type="checkbox"/> MID-LEVEL LEADERS	<input checked="" type="checkbox"/> COACHING	<input checked="" type="checkbox"/> ORGANIZATION
<input type="checkbox"/> IN PERSON	<input checked="" type="checkbox"/> ORGANIZATIONAL LEADERS	<input type="checkbox"/> LICENSING & ASSESSMENTS	<input type="checkbox"/> COMMUNITIES
<input type="checkbox"/> ONLINE			
<input checked="" type="checkbox"/> HYBRID			





# Leadership is just the beginning.

When your organization makes the time and space to invest in your leaders, the ripple effect reaches far beyond the leaders themselves.

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## A healthier workplace

Purpose-driven teams can cultivate resilience and belonging, manage stress to avoid burnout, and attract and retain exceptional talent.

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## A stronger organization

Effective leaders build healthy teams that are better equipped to drive results. When your leaders thrive, your organization does, too.

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## A better world

From first-time managers to global decision-makers, leaders at every level can positively impact their organizations, their communities, and our world.



# We believe in the power of people, and people believe in us.


“For our core leader training program, we combined the powerhouse of the CCL name and **years of extensive research in the leadership field** to offer a distinguished, holistic program to our leaders — one we believe is definitely **‘Best in Class.’**”

**BUFFY MORRIS**  
DIRECTOR OF LEARNING & DEVELOPMENT  
ARCH MORTGAGE INSURANCE COMPANY



“CCL has given us a framework for dramatically rethinking our organization and how we get the work done. They do not have a ‘canned’ approach. They know us and our challenges, tailor their programming, and shift as we need them to with speed and consistently high quality of delivery. **The gold standard for executive education and professional development.**”

**PAUL LEBLANC**  
PRESIDENT  
SOUTHERN NEW HAMPSHIRE UNIVERSITY



“The whole experience has given us leadership muscle to do things we didn’t think were possible. CCL has been a part of this success by helping us **build leadership capabilities to take advantage of opportunities and create value** for the shareholders.”

**ROB VAN NUS**  
VP HUMAN RESOURCES  
& CORPORATE SERVICES  
GRAYMONT




“The process brings together all aspects of your life in a way that no other program does. **CCL has figured out a way to help you create more lasting change.**”

**ARCHANA GILRAVI**  
SVP LEAN IN PROGRAMS & PARTNERSHIPS  
SANDBERG GOLDBERG BERNTHAL FAMILY  
FOUNDATION



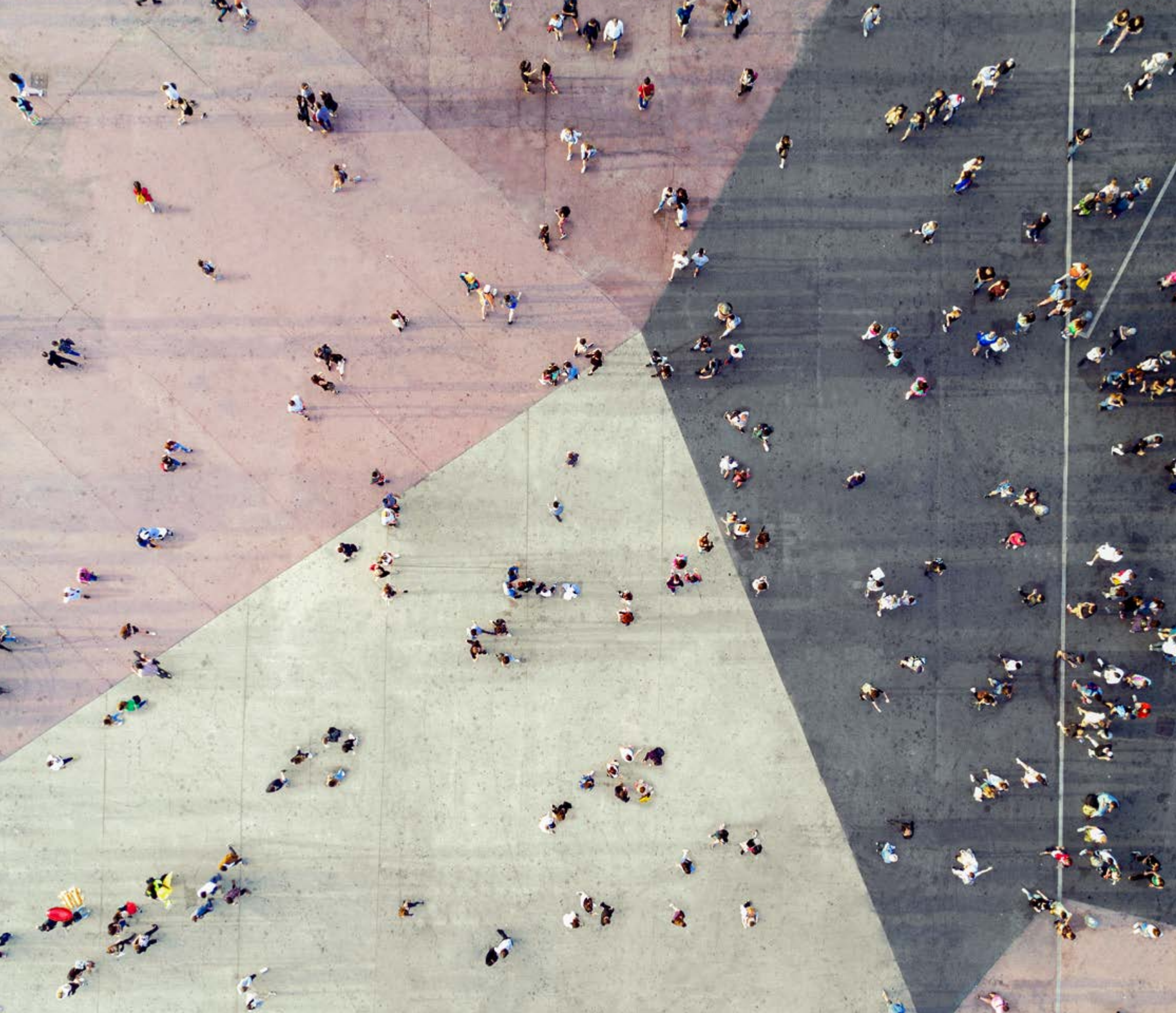


The image is a wide-angle shot of a bright, modern office. On the left, there are tall wooden bookshelves filled with books. In the center, three people are engaged in a conversation: two men are seated in office chairs, and a woman is standing and gesturing while holding a coffee cup. The background features large windows that let in plenty of natural light, showing a view of other buildings. In the foreground on the right, there are several desks with computer monitors, keyboards, and office supplies. A woman is seated at one of the desks in the background, working. The overall atmosphere is professional and collaborative.

A brighter future  
begins with the people  
who lead us there.

**Start a conversation today.**





At the Center for Creative Leadership, our drive to create a ripple effect of positive change underpins everything we do. For 50+ years, we've pioneered leadership development solutions for leaders at every level, from community leaders to CEOs. Consistently ranked among the world's top global providers of executive education, our research-based programs and solutions inspire individuals in organizations across the world — including 2/3 of the Fortune 1000 — to ignite remarkable transformations.

Meet our people where you are: [ccl.org/locations](https://ccl.org/locations)