CCL licensing provides the convenience and independence you want in an in-house leadership development program, while always assuring you have the support you need. We know leadership inside and out — but no one knows your people better than you. Together, that’s a powerful combination.

Licensing CCL’s proven content takes many forms to meet different needs. Our solutions can range from simple, all-inclusive options to a fully customized program linked to your specific goals, strategies, and needs. Master Trainer Certifications and train-the-trainer options are also available. Our licensing solutions span a variety of time commitments.

### Licensing Options

**½-day Workshop Kits:** Single-topic leadership development materials for targeted initiatives that can be used to build learning journeys.

**All-Inclusive 1 & 2-day Programs:** Scalable in-house development solutions to embed leadership skills at an enterprise level.

**Model, Module & Experiential Licensing:** Proven, experience-tested tools that enable internal training professionals to design their own programs.

**CCL Compass™ Competency License:** Access to CCL’s research-based content to be embedded into internal systems. This licensing model enables the creation of derivative work tailored to the organization’s needs.

**Custom-Designed Program Licensing:** Through our data-driven discovery and design process, we can design a recommended journey, license the components, and train you to deliver them.

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**On average, organizations use 7 different modalities for leadership development.**

“Leadership Development Spending in a Recession”
2019 study of 300 HR decision-makers

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**We selected the Center for Creative Leadership (CCL) because we thought that they had the best programs and their ratings have been consistently in the top on a global level. CCL trained our team on how to run the Lead 4 Success program to really make the training relevant and impactful for our employees.”**

— Amy Keyser, SVP of Human Resources, Arch Mortgage Insurance
How CCL Licensing Helps You Get Results

- Quickly provides proven content to deliver for immediate impact
- Allows you to implement an internal leadership development initiative in record time
- Leverages the talent of your internal facilitators and business leaders
- Increases the scale and expands the abilities and impact of your in-house leadership development training

In addition to offering fully-customized licensed leadership solutions, we also offer a variety of scalable all-inclusive programs such as our workshop kits that boast a variety of popular topic modules and widely-known culture change agent programs Better Conversations Every Day and Lead 4 Success.

WORKSHOP KITS
Equip your internal training team to provide engaging learning experiences, virtually or in-person. Our single-topic modules are built on proven CCL content and cutting-edge research. Simple to implement and no certification required, our Lead-It-Yourself workshop kits help you scale up leadership development.

 BETTER CONVERSATIONS EVERY DAY™
Our Better Conversations Every Day™ (BCE) program starts with a simple yet transformative premise: that better culture starts with better conversations. No matter the size of your organization, BCE helps build coaching skills, drive business outcomes, and create lasting change at scale.

LEAD 4 SUCCESS™
Lead 4 Success™ moves leaders from average to high-performing by developing the 4 fundamental skills (self-awareness, learning agility, influence, and communication) that leaders at any level need to master for success.

A recent analysis of Better Conversations Every Day participant evaluations comparing face-to-face and live online delivery show that overall satisfaction scores were the same, suggesting that CCL is able to deliver the same levels of satisfaction and impact online as it can in a face-to-face setting.

Better Conversations Every Day face-to-face and live online end-of-program evaluations from October 1, 2019 to February 20, 2020