CCL FUSION

DISCOVERY
Prioritize Objectives

SOLUTIONS
Pinpoint Solution

IMPACT
Demonstrate ROI

2018 global market for outsourced leadership development was $34.3 billion . . .

. . . but only 10% of global CEOs say leadership development has a clear business impact.

Leadership Investment = Business ROI

Predict the ROI of Your Leadership Investments

People initiatives that lack a clear, data-driven focus around desired results risk missing the target entirely - leading to lost time and money.

What if you could utilize a data-driven approach to pin-point leader behaviors that you need to amplify or curtail?
CCL Fusion focuses your leadership investments on business ROI by creating a predictive model that pinpoints:

1. The leader actions that matter most
2. The predicted and actual impact of improving those actions
3. How to improve prioritized actions

Leverage Your People Data

CCL Fusion can quickly gather your people data using our LCS90 (Leader Capabilities Scan) to create immediate insights and action steps by connecting your leader behaviors and organization culture with your mission-critical business outcomes. Our Subject Matter Experts (SMEs) works with you to create a measurement framework: *What business metrics do you want to improve—and how do you collect those today? What data do you have that can be used in a predictive model—and where are the gaps?*

Prioritize Your Leadership Development Roadmap

Heat Map (below) makes leadership investment decisions simple and objective.

Leadership behaviors and employee attitudes that exert the strongest impact on business outcomes appear in two quadrants: Focus and Promote.
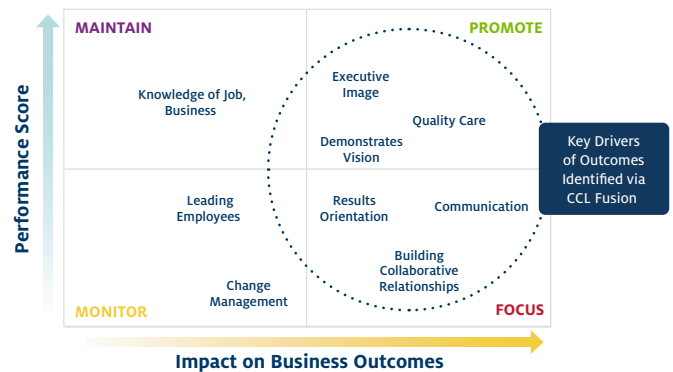
CCL Fusion Discovery Process

Combining both qualitative and quantitative inputs provide for the highest level of precision towards diagnosing your leadership capabilities and serve as crucial input for your next leadership architecture design.

Which leader competencies and/or organizational capabilities are most important to achieving our business goals?

If we invest in improving the most important capabilities, what is the predicted improvement in those business metrics?

What are the leadership development investments and actions we should make to optimize business results?

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Case Studies

1

Client Challenge

A worldwide fashion retailer has been using CCL's BMK360 competencies for 600+ of its Directors since 2013. Client wanted to design and validate a new High Performance Competency Model to predict competencies that identified high performance. This model was then used to develop a shorter business-focused 360 assessment.
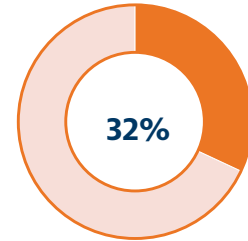
Outcome

CCL Fusion identified 8 among 18 of CCL's competencies captured that significantly impact Director performance at Client Organization.
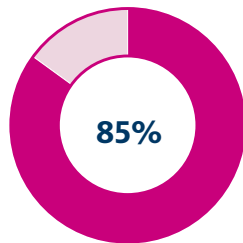
Further comparative analysis of Top20% vs. Bottom20% of leaders on these 8 drivers indicated significant differences (shown alongside):
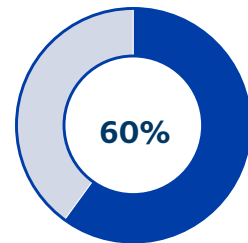
7%
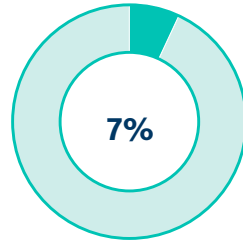
Higher annual performance rating

32%

Better 9 box scores

85%

More steps since 360 assessment

60%

Greater likelihood to be rated as a model director

2

Client Challenge

A large North American healthcare system experienced high rates of turnover and needed to improve their Value-Based Purchasing (VBP*) metrics. Client sought to identify leader behaviors and practices that linked to a measurable impact on employee engagement and VBPs.

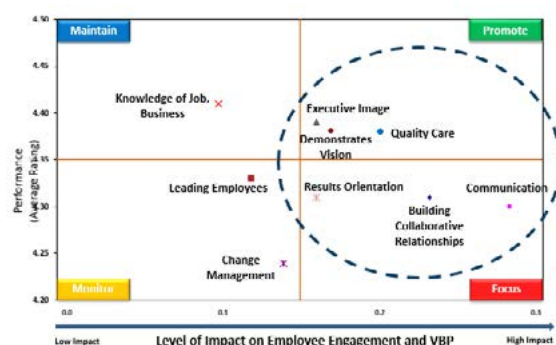Heat Map: CCL Fusion identified six leader behaviors that relate to employee engagement and VBP.

Outcome

6 prioritized actions

4% improvement in Employee Engagement

8.5% improvement in VBP

* VBP = Value Based Purchasing metrics are designed to hold healthcare providers accountable for cost and quality of delivery (e.g., patient satisfaction, readmission rates).

Six Key Drivers (Focus & Promote Area)	
Communication	2.1%
Building Collaborative Relationships	1.8%
Quality Care	1.6%
Demonstrates Vision	1.1%
Executive Image	1.0%
Results Orientation	0.9%

0.15 improvement in score for each behavior → **8.5%** improvement in VBP → **$4.22MM** increased reimbursement dollars

12 months of focused development on those six behaviors led to an increase in reimbursement of $4.22M.

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