

Lead 4 Success CCL® Licensing offering



Center for
Creative
Leadership®

THARWAH

CCL'S GLOBAL IMPACT



160
COUNTRIES



3K
ORGANIZATIONS



20K
INDIVIDUALS

12 OFFICES WORLDWIDE

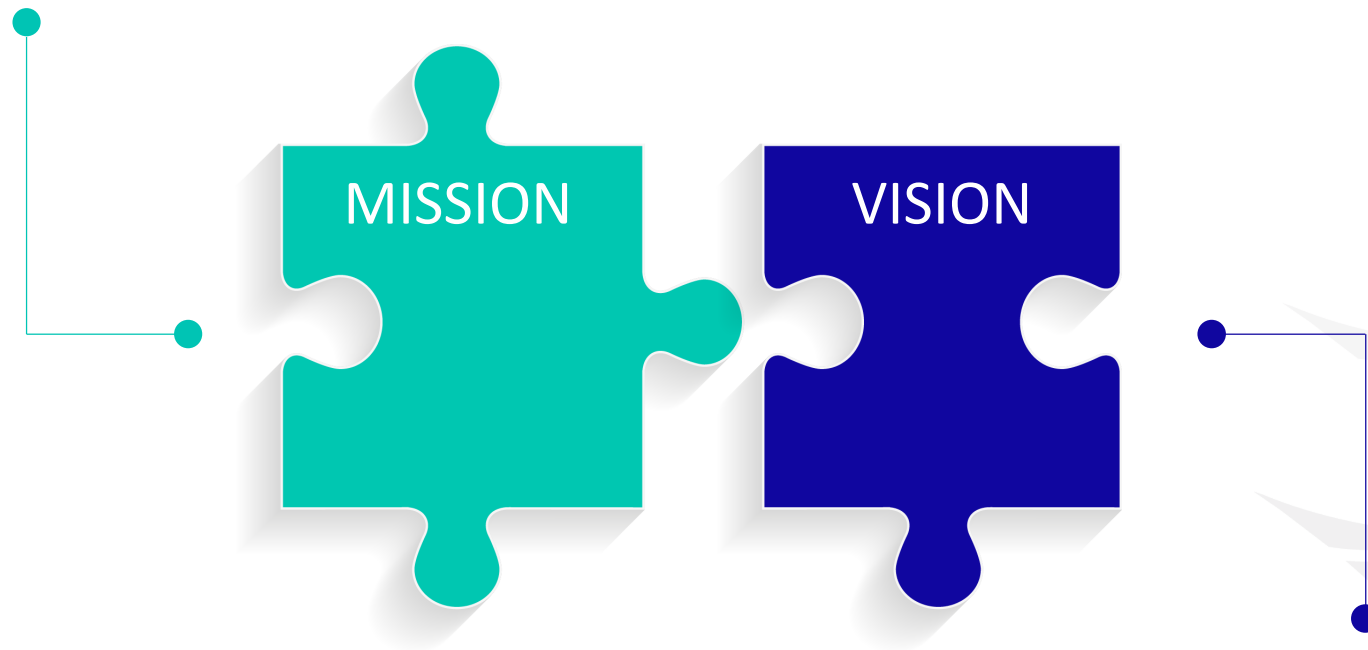


700+ FACULTY AND
STAFF MEMBERS



OUR MISSION AND VISION

To advance the understanding, practice and development of **leadership for the benefit of society worldwide.**



To **create new knowledge that advances our field and positively transforms** the way leaders, their organizations and their societies confront the most difficult challenges of the 21st century.

WHY WORK WITH US?

We transform lives and create sustained impact for you with the CCL difference.



EXPERIENCE

We have almost 5 decades of experience in leadership education and pioneered the field of leadership development. We continue to lead and innovate in the field with cutting-edge solutions that fit your needs.

Leadership development
is *all* we do



EXPERTISE

With the largest globally managed network of coaches and faculty in the industry and teams of full-time, dedicated researchers, we're committed to creating the results that matter for you.

We are a nonprofit company
committed to research-based
development



GLOBAL REACH

Our diverse work with organizations in every industry gives us a breadth of global understanding as we bring leadership solutions to 6 different continents in over 48 different languages.

Global reach with the largest,
most experienced faculty



PRESTIGE

As the only organization ranked in the Financial Times as one of the Top providers of executive education for 17 consecutive years, we offer proven results investing in leaders worldwide.

We help you achieve what
matters most to accelerate
your growth



LEAD

4

SUCCESS

WHAT IS THE GAP IN THE MARKET?

Leaders at different levels of the organization face different business challenges but according to CCL research, there are **four fundamental leadership skills** needed in each. The way you address each skill and what you need to learn or emphasize, will shift as you move to different levels and face new challenges. These 2-day program equips leaders with core skills needed to succeed, improving company performance.

Self Awareness | Learning Agility | Influence | Communication

These skills are called **fundamental** because they cannot be delegated—leaders have to be able to develop these components themselves.

4 FUNDAMENTAL LEADERSHIP SKILLS

THE FUNDAMENTAL 4 CORE LEADERSHIP SKILLS FOR EVERY CAREER



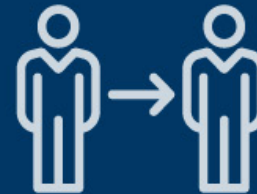
SELF AWARENESS

Understand your behavior's impact on organizational outcomes.



COMMUNICATION

Effectively communicate goals and inspire trust.



INFLUENCE

Be comfortable persuading, promoting, and delegating.



LEARNING AGILITY

Know when to change course, and help others to do so.



THE PROGRAM



Lead 4 Success™ is a **robust 2 day training** program representing the **essence** of the Center for Creative Leadership's (CCL®) **leadership content**. The program focuses on the **4 core competencies** required of all leaders

DAY 1	DAY 2
LEADING SELF	WORKING WITH OTHERS
<p>SELF AWARENESS How do I use the principles of self-awareness to make conscious decisions about my leadership behaviour?</p> <ul style="list-style-type: none"> • Key Characteristics of Self-Awareness • Assessing the Key Characteristics • Group Activities • Leadership Mapping • Key Challenge • Leadership Application 	<p>INFLUENCE How do I increase my leadership influence by building trust and leadership networks to lead others?</p> <ul style="list-style-type: none"> • Key Characteristics of Influence • Assessing the Key Characteristics • Group Activities • Leadership Mapping • Key Challenge • Leadership Application
<p>LEARNING AGILITY How do I continuously seek, make sense of, internalize and apply lessons from a variety of resources?</p> <ul style="list-style-type: none"> • Key Characteristics of Learning Agility • Assessing the Key Characteristics • Group Activities • Leadership Mapping • Key Challenge • Leadership Application 	<p>COMMUNICATION How do I use active listening, feedback and vision to provide sound direction, firm alignment and dedicated commitment?</p> <ul style="list-style-type: none"> • Key Characteristics of Communication • Assessing the Key Characteristics • Group Activities • Leadership Mapping • Key Challenge • Leadership Application

PARTICIPANT PROFILE AND BENEFITS



Target Audience Level

- Leading Self – Individual contributors
- Leading Others – Line Managers

Benefits for Participants

- ✓ **Real world application** of fundamental four skills to your leadership challenge
- ✓ Use of Frameworks that **drive self-awareness and goal attainment** throughout the program
- ✓ **Benchmarks of 48 behaviors** across fundamental four skills and encourages reflection and increased self-awareness critical to leader development
- ✓ **Practice applying fundamental four skills** with other leaders in realistic, challenging scenarios
- ✓ Learn more and faster using hands-on **collaborative team activities** to build self-awareness, learning agility, influence and communication

RESOURCES

LEAD 4 SUCCESS

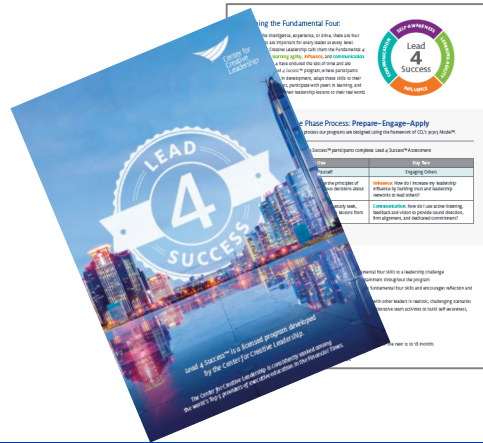


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BROCHURE

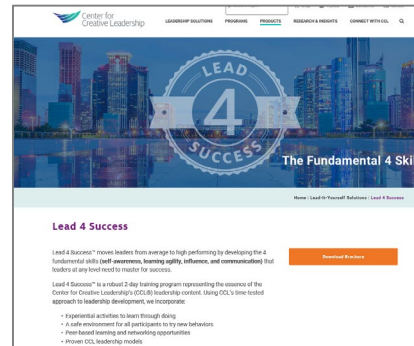
Marketing material available to promote the product



DOWNLOAD HERE

WEBSITE

From this website people can access to our product description, brochure, experiential video, alternative business models.



ACCESS WEBSITE HERE

VIDEO – PRODUCT

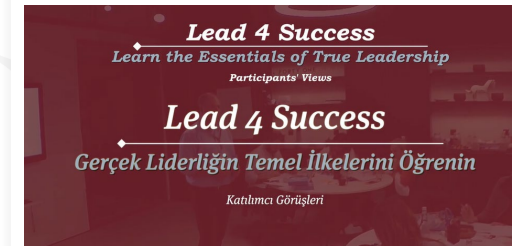
This video will help viewers to understand what is L4S all about, experience, materials, etc.



ACCESS VIDEO HERE

VIDEO - TESTIMONIAL

This video shows a client testimonial from participants attending a session delivered by one of our clients.



ACCESS VIDEO HERE

Thanks



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