

*The Center for Creative Leadership is consistently  
ranked among the world's Top 10 providers of  
executive education in the Financial Times.*



# Lead 4 Success™

*Licensed program developed  
by the Center for Creative Leadership*





# CCL At a Glance



*The Center for Creative Leadership (CCL®) is a top ranked, global provider of leadership development. CCL only focus on leadership research and development. By leveraging the power of leadership to drive results that matter most to clients, CCL transforms individual leaders, teams, organizations and society. CCL's array of cutting-edge solutions is steeped in extensive research and experience gained from working with hundreds of thousands of leaders at all levels over the last 50 years.*

***CCL is ranked Top-10 globally in executive education by Financial Times for 16years on arow and counts1600 staff members and associates around the globe.***

*CCL is the only institution — from more than 85 in the rankings — that focuses exclusively on leadership development. The rankings are based on direct feedback from organizational and individual clients who rated leading executive education providers including Harvard, Wharton, IMD, and Insead for quality and impact.*

# Center of Creative Leadership

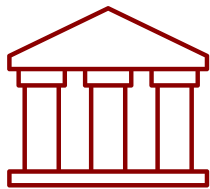
## “The Leading Global Leadership Institute”



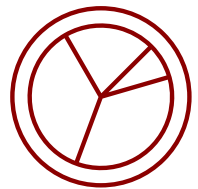
CCL is globally ranked Top-10 by Financial Times in executive education and only focuses on leadership research & development.



CCL uses proprietary models and assessments for leadership development, which are easy to apply and recognized around the world. All models are based on years of research by CCL and have become industry standards.



Many CCL facilitators and coaches have an extensive experience as top and senior leaders in international and regional organizations, are seen as role models, and are fluent in English.



CCL is leading edge in leadership development, e.g. vertical development, strategic thinking, influencing and boundaries, learning agility, team effectiveness.

# What has CCL Accomplished?

## Financial Times Executive Education Survey Rankings



Globally For  
Open Enrollment  
Programs



For Custom  
Programs



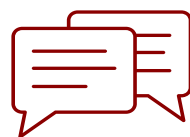
Overall In Financial  
Times Worldwide  
Survey Of Executive  
Education



# Program Overview



**Lenght**  
2 days of in-company  
program



**Language**  
Turkish



**Location**  
All Over Turkey



**CCL's partnership with 41 North Business School brings the best of leadership development program to Turkey**

## **LEAD 4 SUCCESS™** *2 -day Leadership Development Program*

A dynamic 2-day program that propels leaders from average to high performance by developing the four fundamental skills that successful leaders at any level need to master:

- ◆ Self-Awareness
- ◆ Learning Agility
- ◆ Communication
- ◆ Influence

In addition, participants explore critical concepts such as understanding and enhancing their leadership brand, delivering effective feedback, developing political organizational savvy and listening actively within the context of a real-life leadership challenge.



Center for  
Creative  
Leadership



**FORTY ONE • NORTH**  
A CURRENT BUSINESS SCHOOL

Lead 4 Success™, a 2-day instructor-led program that moves leaders to stronger performance by **developing the four fundamental skills** (self-awareness, learning agility, influence and communication) that leaders at any level need to master for success.



**160**  
Countries Impacted



**Ranked in Top 10**  
Financial Times Global  
Executive Education  
Rankings.



**500K**  
Alumni Over ~50 Years



**1600**  
Employees & Associates



**60K**  
Lives Touched Last Year





**Deniz Saral, PhD**  
41 North Founding Dean



## Welcome to 41 North Business School's Leadership Development Program.

Developing managerial talent and improving business practices are the two raisons d'être for all business schools. However, 41 North executes this mission differently. We first search for best training practices in a given area and then invite the institution with these standards into a collaborative partnership. This is what we did with CCL for leadership training and development.

CCL is a data-driven and evidence-based designer/developer of managerial leadership development programs. They are globally ranked at the top. I have personally tracked their development since the 70's when I was an assistant professor of business at The University of North Carolina at Greensboro where CCL's global HQ is located. They currently have operational and developmental centers in Brussels and Moscow as well.

Lead 4 Success™ is one of CCL's one of many with a proven track record. We are happy and proud to offer it to Turkish managers and executives.



## Welcome to 41 North Business School. We wish you a great learning experience with CCL's 'Lead 4 Success'™ program.

**CCL's partnership with 41 North Business School brings the best of leadership development to Turkey. We are happy to welcome you as a participant in 41 North Business School's flagship leadership program in collaboration with the Center for Creative Leadership (CCL®).**

Research by the CCL® proves that the quality of leadership has a direct correlation with the organization's performance. Investing in your leadership development regardless of your leadership level – as individual contributor, first line manager, team leader, functional leader or senior leaders – pays off. Better leadership results in better bottom-line financial performance, an improved strategy execution and increased success in leading change initiatives.

CCL's impact data – which includes feedback from thousands of leaders and their co-workers globally – shows that more than 90% of CCL program participants make major steps forward as leaders in the way they lead their teams, functions and organizations.

CCL's Lead 4 Success™ Program moves leaders from average to high performers by developing the four fundamental skills (self-awareness, learning agility, influence and communication) that leaders at any level need to master for success.

'Lead 4 Success'™ is a robust, 2-day training program representing the essence of the CCL's leadership content. Using CCL's time-tested approach to leadership development, it incorporates experiential activities to learn through doing, a safe environment for you as a participant to try new behaviors, peer-based learning and networking opportunities, and proven leadership models from CCL®.

Thank you for joining the program. We wish you a great learning journey!

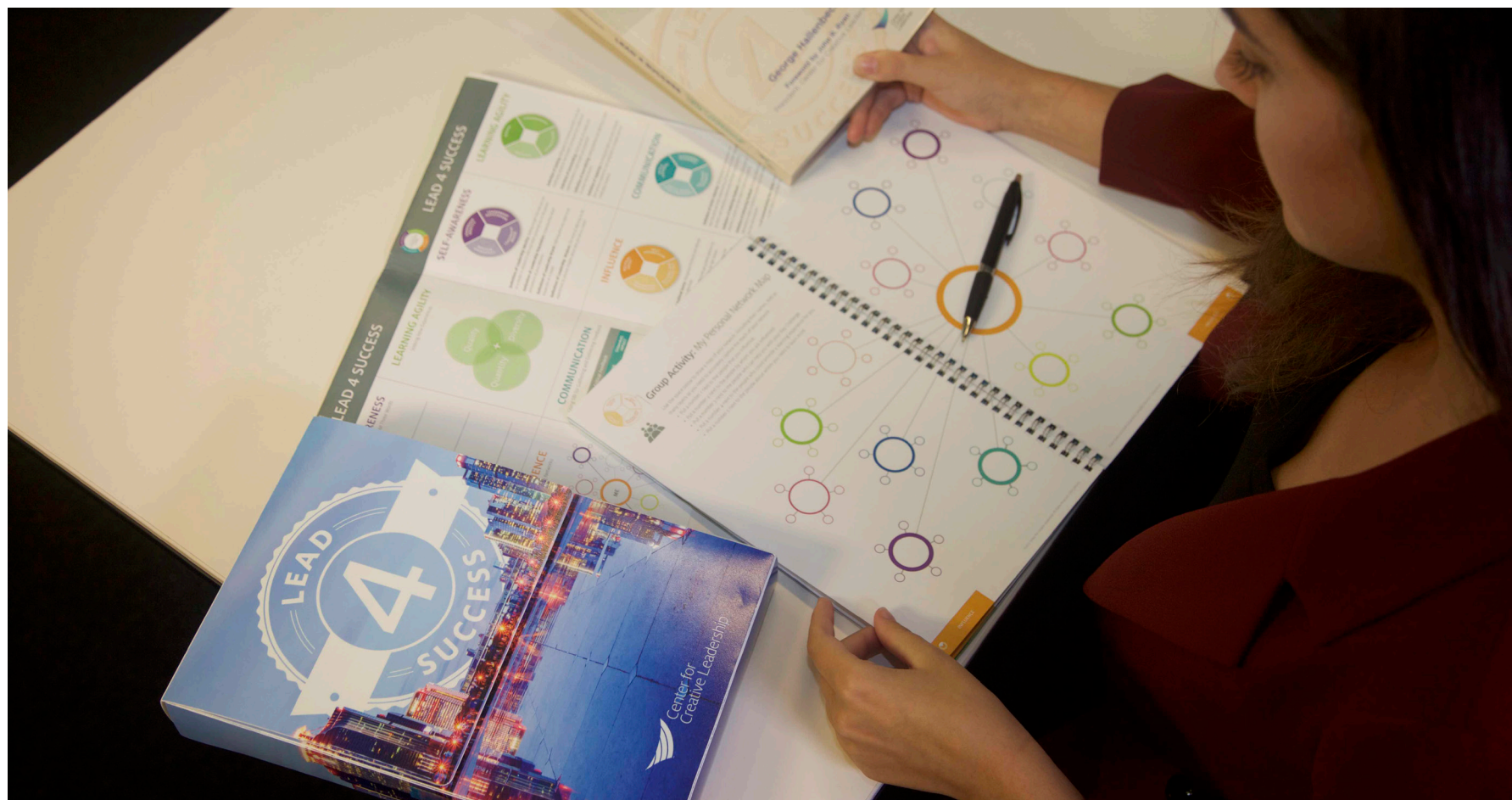


**Marc Dellaert**  
Managing Director Russia, Turkey, Ukraine and CIS Region  
Center for Creative Leadership





# Lead 4 Success™ 2-day program for all level leaders



## LEADERSHIP DEVELOPMENT DRIVES RESULTS WE CAN PROVE IT

This robust 2-day experience represents the essence of CCL's renowned leadership content. Using a time tested approach to leadership development, we incorporate:

- ◆ Experiential activities to learn through doing
- ◆ A safe environment for all participants to try new behaviors
- ◆ Peer-based learning and networking opportunities, and
- ◆ Proven leadership models from the top-ranked Center for Creative Leadership

## TEACHING THE FUNDAMENTAL FOUR:

No matter the intelligence, experience, or drive, there are four core skills that are important for every leader at every level. The Center for Creative Leadership calls them the Fundamental 4: *self-awareness, learning agility, influence, and communication*. The Fundamental 4 have endured the test of time and are the basis for the Lead 4 Success™ program, where participants immerse themselves in development, adapt these skills to their own leadership contexts, participate with peers in learning, and share ideas to apply to their leadership lessons to their real world.



## Three Phase Process: *Prepare–Engage–Apply*

To support the learning process our programs are designed using the framework of CCL's 3x3x3 Model™

**PREPARE:** Prior to attending Lead 4 Success™ participants complete: Lead 4 Success™ Assessment

### ENGAGE:

Day One	Day Two
Leading Yourself	Engaging Others
<b>Self-Awareness:</b> How do I use the principles of self-awareness to make conscious decisions about my leadership behaviour?	<b>Influence:</b> How do I increase my leadership influence by building trust and leadership networks to lead others?
<b>Learning Agility:</b> How do I continuously seek, make sense of, internalize and apply lessons from a variety of resources?	<b>Communication:</b> How do I use active listening, feedback and vision to provide sound direction, firm alignment, and dedicated commitment?

**APPLY:** Accountability partners sessions



## Key Features:



### KEY LEADERSHIP CHALLENGE:

Real world application of fundamental four skills to a leadership challenge



### PERSONAL LEADERSHIP MAP:

Drives self-awareness and goal attainment throughout the program



### LEAD 4 SUCCESS™ ASSESSMENT:

Benchmarks 80 behaviors across fundamental four skills and encourages reflection and increased self-awareness critical to leader development



### INTERACTIVE ROLE PLAYS:

Practice applying fundamental four skills with other leaders in realistic, challenging scenarios



### EXPERIMENTAL EXERCISES:

Learn more and faster using hands-on collaborative team activities to build self-awareness, learning agility, influence and communication

## Learning Outcomes:

### AS A RESULT OF ATTENDING THIS PROGRAM, THE LEADERS WILL BE ABLE TO:

- ◆ Using the principles of self-awareness to make conscious decisions about leadership behaviors that contribute positively to their brand and reputation
- ◆ Continuously identifying opportunities for growth through learning agility behaviors of seeking, sense-making, internalizing, and applying
- ◆ Effectively communicating through active listening, gathering and delivering feedback, and creating a vision that others hear and remember
- ◆ Increasing leadership influence by building trust and leveraging networks to lead others in your chosen direction

**THIS PROGRAM IS IDEAL FOR**  
all level of leaders as CCL's research shows that four skills are critical for every level leaders.



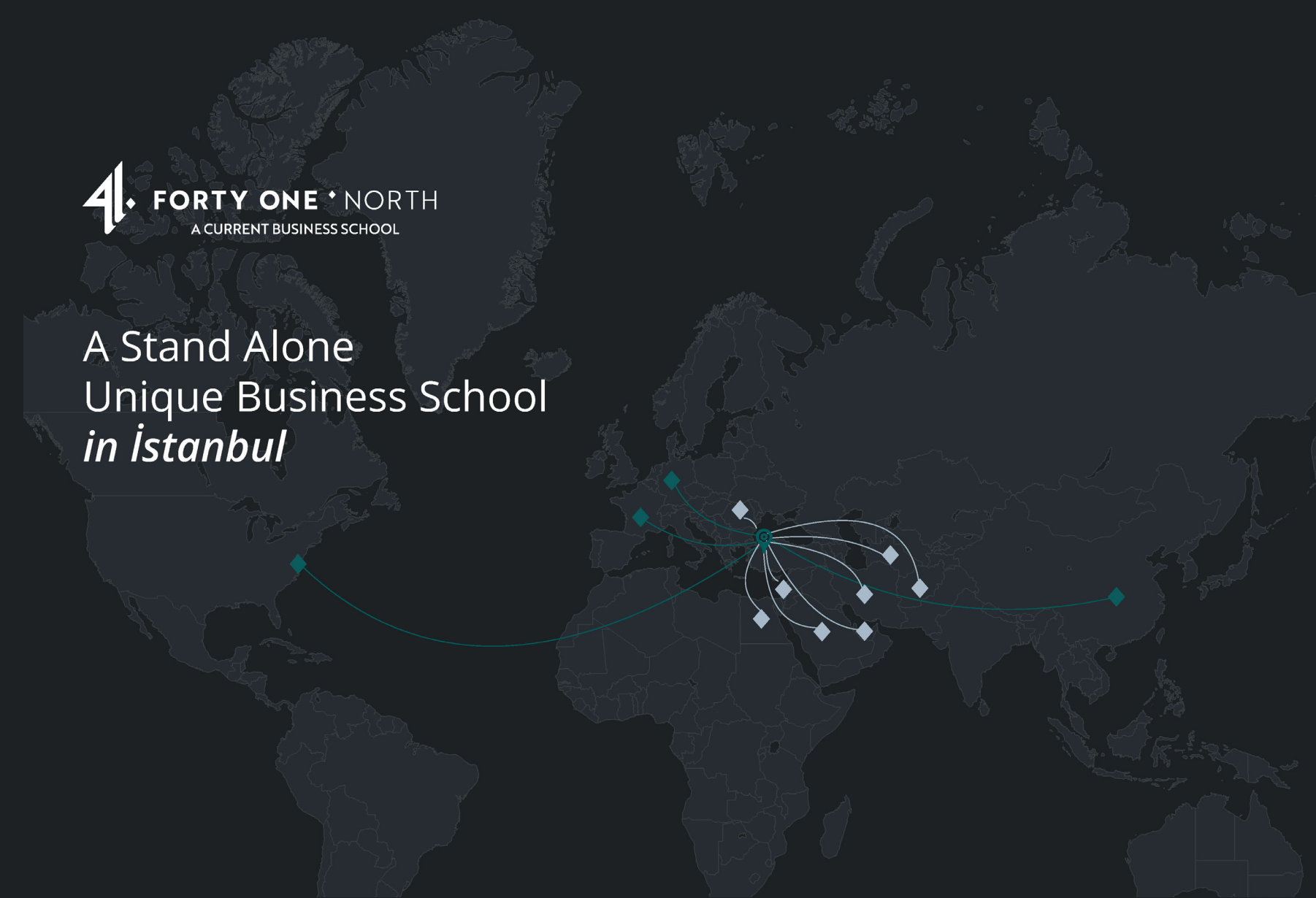


# Technical Passport



## HIGH-QUALITY, ASSESSMENT-BASED PROGRAM CONTENT

- ◆ 2 day program for all level leaders delivered in English/Turkish.
- ◆ Delivered by 1 or 2 senior level CCL faculty members
- ◆ Up to 24 participants
- ◆ Includes 1 CCL assessment for each participant
- ◆ Includes CCL International Certificate of Attendance for each participant



### For face to face application

41 NORTH BUSINESS SCHOOL  
Learning Hub  
Feko Signature  
Büyükdere Caddesi 175 - B4  
34394 Levent, İstanbul, TR



Click for a 360 discovery of 41 North  
Business School Learning Hub



### By phone:

Phone:+90 212 932 82 12



### For online application

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