Center for Creative Leadership®

DEVELOPING STRATEGIC LEADERS™
2-day program for senior and upper middle level leaders

Introducing the Center for Creative Leadership
World leading in research and education on leadership and innovation

The **Center for Creative Leadership (CCL®)** is a top-ranked, global provider of leadership development. We 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. Our 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 16 years on a row and counts 1600 staff members and associates around the globe.

The *Developing Strategic Leaders™* Program _{1|2}

The two-day *Developing Strategic Leaders™* program has been specially designed for senior level leaders with the purpose to develop their *strategic leadership competences* for *aligning the organization* and *executing the strategy*. It is based on world-class research by and content from the Center for Creative Leadership, ranked #10 in executive education in the world.

This *Developing Strategic Leaders™* program for senior leaders will be delivered in-house by English speaking executive level CCL faculty members, with extensive senior level experience. The program focuses on *transformational* vertical development, allowing the top and senior leaders of your organization to sharpen their leadership skills.

Having a strategy is not enough. *Strategic leadership* is needed to achieve the goals, drive performance and align short-term action with long-term direction. Leaders face the challenge of having everyone from the senior team to the front lines moving in the right direction together.

Strategic leaders foresee the complexity and tensions that change brings and are able to *lead change* by creating buy-in and winning support. They influence and shape the *culture* and set leadership strategies to support the business strategy. The *address conflicting priorities* and balance short-term and long-term pressures. And they facilitate *interdependent decision making* and *collaboration*.

Marc Dellaert
Managing Director

Center for
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The *Developing Strategic Leaders™* program helps senior leaders to understand their strengths and weaknesses as strategic leaders, to improve their strategic leadership and to leverage new leadership skills to address specific strategic challenges. The program is based on CCL's proprietary *Developing Strategic Leaders model* and builds the 3 critical skills for strategic leaders: *thinking, acting and influencing strategically*.

Developing Strategic Leaders™ is a special program for top and senior leaders. It helps them to define their key leadership challenge, reflect on where they are as strategic leaders and prepare individual growth goals. The program provides the leaders with time for reflection, networking and discussion, and integrates experiential activities for a deep learning impact.

Marc Dellaert
Managing Director

Why *working with CCL?*

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

2. 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.

3. 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.

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

EXPERIENCE

Four decades in leadership education.

We work with 30,000 leaders across 3,000 organizations on a yearly basis.

FOCUSED EXCLUSIVELY ON LEADERSHIP RESEARCH AND EDUCATION

EXPERTISE

500 faculty & coaches and 25 full-time researchers worldwide

Largest managed network of over 600 leadership coaches.

Proprietary and easy to apply models.

Tens of publications on leadership topics

NOT-FOR-PROFIT INSTITUTION COMMITTED TO RESEARCH-BASED DEVELOPMENT

GLOBAL REACH

Offices on six continents.

Working with clients from more than 135 countries in 12 languages including Russian.

BREADTH OF GLOBAL UNDERSTANDING

PROVEN RESULTS

Ranked Top-5 Globally in Executive Education by Financial Times.

Top-10 in Executive Education for 13 years on a row.

RESULTS THAT MATTER

SHAPING CULTURE

MANAGING CONFLICTING PRIORITIES

LEADING CHANGE

STRATEGIC INFLUENCING

SPANNING BOUNDARIES

STRATEGIC NETWORKING
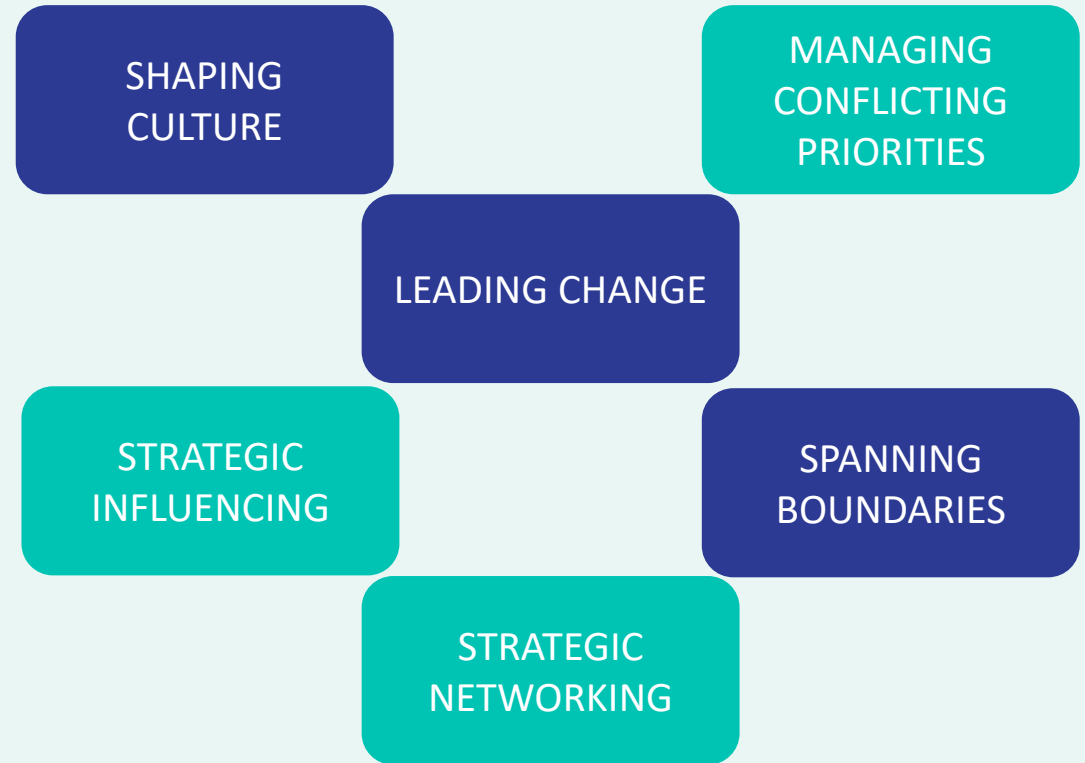
Developing Strategic Leaders™ | Program Agenda

DAY 1
WELCOME & PROGRAM OPENING
• What are our Key Leadership Challenges?
• Leadership Framework: Creating Direction, Alignment, Commitment
THE NEW CONTEXT OF DISRUPTION
• Dealing with ambiguity, complexity, continuous change (VUCA)
• Role of the leader in the new world
STRATEGIC LEADERSHIP FRAMEWORK
• Introducing the model of strategic leadership
• Thinking, acting and influencing strategically
• My influencing preferences; adopting new influencing tactics
• Experiential activity on strategic communication and collaboration
MANAGING POLARITIES
• What are polarities?
• Polarities mapping and use in business and innovation
BOUNDARY SPANNING LEADERSHIP
• What boundaries are leaders dealing with?
• Tactics for working across vertical and functional boundaries
• Working with new generations (research on Millennials)
SHAPING ORGANISATIONAL CULTURE
• Types of culture and characteristics
• Assessment of our current and desired culture
• Role of the leader in shaping culture
CLOSING DAY 1

| DAY 2 |
| --- |
| **OPENING** |
| **LEADING CHANGE** |
| • Leading continuous change: introducing change model |
| • The business and human side of change |
| • How to build buy-in and support for change |
| • Tools for leading change |
| **SENIOR LEADERSHIP BRAND & ROLE MODELLING** |
| • How do we want to be viewed as strategic leaders? |
| • My impact as a leader: experiential activity with debriefing |
| • What behaviors do we commit to? |
| **STRATEGIC NETWORKING** |
| • Types of leader networks |
| • Understanding my network |
| • Leveraging networks as a strategic leader |
| **INNOVATION LEADERSHIP** |
| • How do we deal with new ideas? |
| • Introducing innovation leadership model |
| • Creating an environment for innovation in our organization and teams |
| **INDIVIDUAL GOAL-SETTING** |
| **PROGRAM CLOSING** |

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CCL white paper: Influencing. The Skill of Persuasion
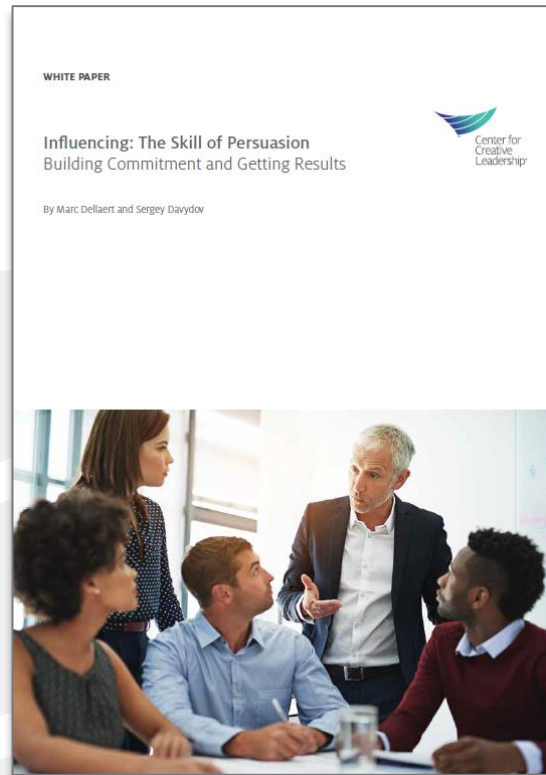
CCL white paper: Bridging the Strategy and Performance Gap

Developing Strategic Leaders™ | Program Outcomes
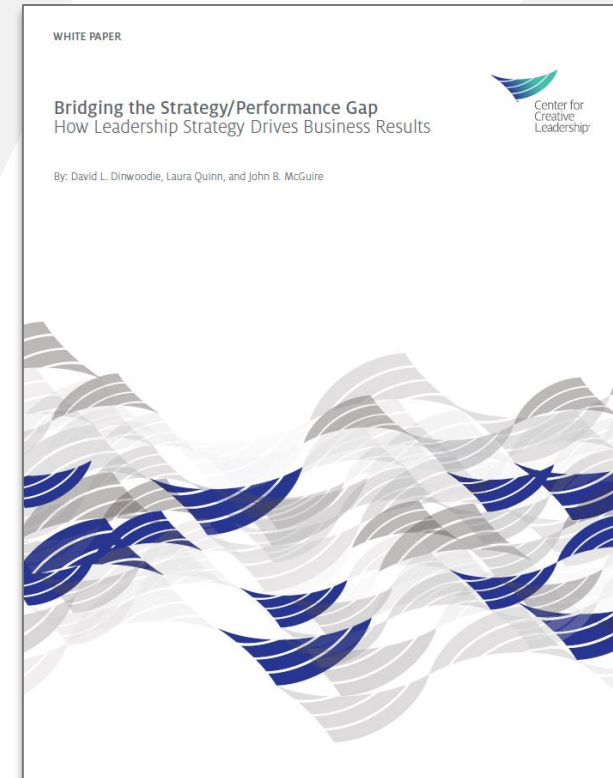
As a result of attending this program, the leaders will be able to:

- Ensure their leadership strategies align with their business strategies;

- Identify the drivers that are key to the organization's business and leadership strategies;

- Maximize leadership effectiveness through strategic thinking, acting and influencing skills;

- Understand the implications culture has on strategic leadership and performance potential;

- Successfully leverage organizational priorities that may be in conflict;

- Implement leadership strategies to create direction, alignment and commitment across organizational boundaries;

- Understand the importance of networking for leaders and learn tactics how to build and maintain effective networks.

Developing Strategic Leaders™ |Technical Passport

- **2-day program for senior leaders**

- **Delivered in English, can be partly delivered in Turkish (some instruments in English only)**

- **Level: Senior and Middle Level leaders**

- **Delivered by 2 senior level CCL faculty members**

- **Minimum 8 and maximum 16 participants**

- **Includes 2 CCL assessments and two electronic white paper for each participants**

- **Includes CCL International Certificate of Attendance for each participant**

Contact our partner in Turkey

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A CURRENT BUSINESS SCHOOL

Ferko Signature

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