



LEADING CHANGE PROGRAM™

2-day program for senior and 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 *Leading Change*™ Program

Leaders know that today's pressures for change don't come one at a time. They come all at once, from all directions. As we try to respond to these never-ending changes, data suggest that we fail more than we succeed. Nearly 70% of all change efforts fail.

Can we do better?

CCL's offers a radically different approach in Change Leadership. CCL's proprietary 4D model, based on the work of William Pasmore, gives guidance, practical tools and real-world examples how to navigate change the way it happens now.

CCL's Change Leadership solution makes different levels of managers understand how to lead change, how to apply the 4D framework and how to help prepare the organization to lead change successfully.

Leading complex, continuous change requires stepping away from the buffet, not trying to change everything at once and thereby overloading the organization's change capacity. While 76% of executives think prioritization is very important, only 10% say they are effective at it.

CCL is proud to introduce the *Leading Change*™ Program to providing your organization with results that truly matter.



Marc Dellaert
Managing Director

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**

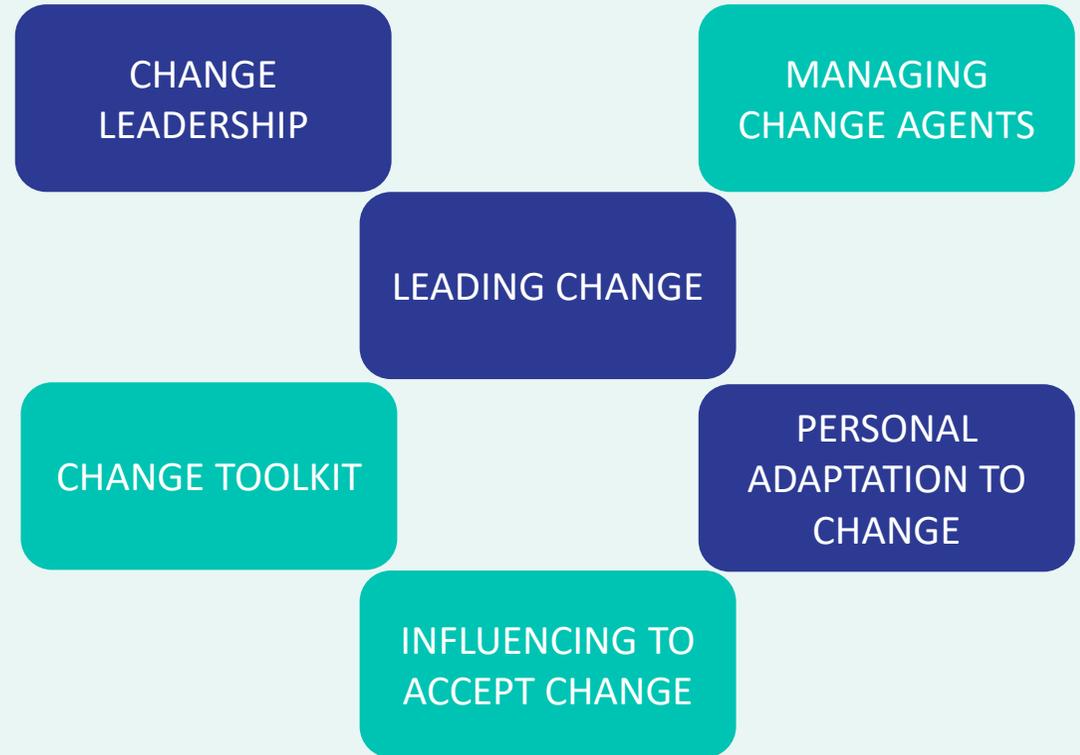


PROVEN RESULTS

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

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

**RESULTS THAT
MATTER**



Day 1

Opening

My Change Challenge

Change Capable Leadership: core models

Communication

Collaboration

Commitment

Driving For and Against Change

Creating Change Pitch

Closing

Day 1

Opening

Change Style Indicator

Our individual preferences towards change
Diversity of ourselves and our change agents

Communication: difficult conversations with role playing

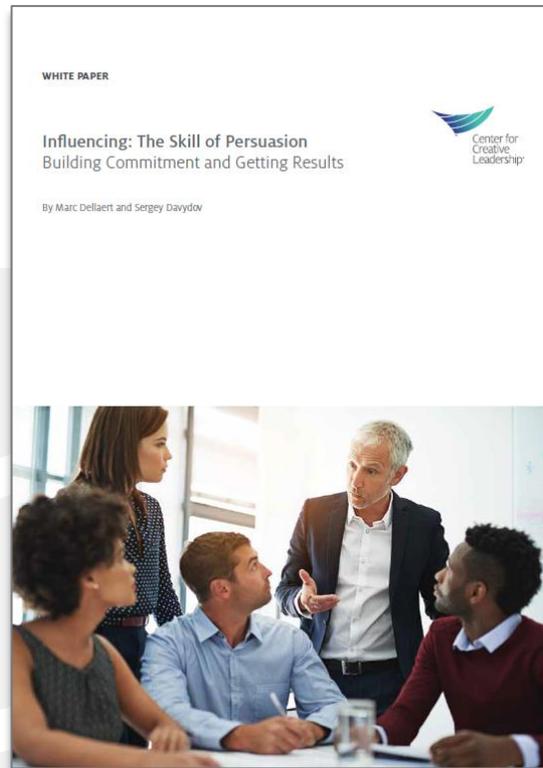
Influencing: Engaging Other in Change

Commitment & Change Agent Mapping

Change Action Planning and Risk Management

Closing

CCL white paper: Influencing. The Skill of Persuasion



CCL white paper: Leading Complex, Continuous Change



CCL 4D Change Process



As a result of attending this program, the leaders will be able to:

- See difference between change leadership (people focus) and change management (processes focus);
- Use effective toolkit to implement and/or lead human side of change;
- Find practical scenarios to deal with personal leaders' change challenges back at work;
- Learn change and influence style preferences to adapt personal style when dealing with change agents;
- Get clarity what needs to be done when leading and/or implementing a change project;
- Create individual maps of change agents with practical scenarios to build and influence relationships;
- Understand how to deal with resistance and address possible concerns;
- Prepare change pitches for different stakeholders.



- **2-day program delivered at the client on-site in English or Turkish**
- **Level: senior and middle level leaders**
- **Delivered by senior level CCL faculty members**
- **Includes CCL assessments and two electronic white paper for each participants**
- **Includes CCL International Certificate of Attendance for each participant**

Contact our partner in Turkey



Ferko Signature

Büyükdere Caddesi 175 -B4

34394 Levent İstanbul, TR

Tel: +90 212 932 82 12

formore@41north.com.tr