



FRONTLINE LEADER IMPACT



While executives overwhelmingly agree that leadership development of their new and recently promoted managers is critical to future success, almost **60% of frontline managers** never receive any training for their first leadership role. With first-level managers comprising almost **40% of the leadership population**, the need to prepare these managers to effectively lead others is critical. The challenge? Companies have traditionally been forced to compromise between quality, cost, and flexibility when considering leadership development solutions.

Until now. Introducing Frontline Leader Impact, an 18-hour, online leadership experience developed by the Center for Creative Leadership (CCL). Frontline Leader Impact brings together CCL's world-class, research-driven content and experienced faculty with an intuitive online learning platform that engages participants and delivers a leadership development experience that has been completely reimagined to serve organizations developing their frontline managers.

Frontline Leader Impact provides 18 hours of learning over 6 weeks:



THE COURSE

Frontline Leader Impact focuses on the needs of managers using the proven techniques, experienced faculty, and world-class content that have enabled CCL to successfully develop more than one million leaders worldwide.

The course is organized around six key competencies that CCL researchers have identified as essential for all frontline managers to master:

- Self-awareness
- Learning agility
- Communication
- Political savvy
- Influencing outcomes
- Motivating others

INSTRUCTION - LEARN TOGETHER

The program is designed for learners to collaborate and interact. Independent & small group activities provide a more intimate context for learning & gaining personal insights.

MODERATOR - GUIDE BY YOUR SIDE

A leadership expert serves learners to inspire, engage, & facilitate the exchange of ideas. Through the use of self-assessments & feedback, participants gain a detailed picture of their personal strengths & challenges.

Through the use of self-assessments and feedback from peers and the moderator, participants gain a detailed picture of their personal strengths and challenges.

Every lesson is designed to connect course topics directly to the business and career challenges identified by the learner. This is achieved via two unique activities:

- The **Key Leadership Challenge** inspires learners to view the content through the lens of a business or career issue that can be addressed in the near term. The learners will have an action plan to take back to their organization to implement — achieving real benefit and impact on the organization.
- The **Leadership Growth Plan** ensures a course of action for long-term leadership development. The plan provides measurable and actionable steps the learners will take post-course to continue growing their skills and effectiveness as a leader.

With the support of the moderator, these activities provide participants an authentic opportunity to apply the learnings in their work, helping them become better leaders and create a lasting impact on the organization.

REIMAGINE LEARNING

CCL's leadership course experience is a proven approach to course design, development, and delivery with the goal of changing the status quo for online learning: to make learning fun, engaging, and effective. **Among the dynamic features are:**

REIMAGINED ONLINE EXPERIENCE: An instructional design framework designed to be highly engaging and grounded in content that is real-world and authentic.	RICH INSTRUCTIONAL MODEL: Featuring interactive learning activities including video, skills practice, self-assessments, and reflective journaling.	SOCIAL AND COLLABORATIVE: Learners thrive in an environment where they can learn from one another. Weekly team meetings and discussion threads add the power of social learning.	ENGAGING AND PERSONALIZED: The Impact Meter , a gamified measure of participant engagement with the course content and with each other that also engenders friendly competition among members of a learning group. The Skill Tracker , a numerical measure and a graphical representation of the degree to which participants engage with and practice the course skills.	SHAREABLE/SAVABLE: Notes, Highlights and Takeaways enable learners to capture and share content, including snippets of video transcripts, and assemble and save them to a personalized notebook of course takeaways.	SECURE AND CONVENIENT LEARNING: Participants can safely discuss personal topics and learn from a network of peers without leaving their workspace.
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This approach to learning online has been shown to boost both engagement and completion rates compared with traditional online learning formats.



ABOUT CCL

Center for Creative Leadership (CCL) has leveraged the power of leadership to transform individuals, teams, entire organizations and societies to achieve what matters most to them - with results that are powerful, measurable, and enduring. Their innovative solutions are steeped in extensive research and experience gained from working with tens of thousands of organizations and more than a million leaders at all levels around the globe.