

# Leadership Coaching



Center for  
Creative  
Leadership

NORTH AMERICA EUROPE ASIA

[www.ccl.org](http://www.ccl.org)

# Leadership Coaching

## Overview

Leadership Coaching enables leaders to master new attitudes, approaches and behaviors. Using its time-proven research and expert approach to leadership, the Center for Creative Leadership (CCL®) has developed individual, team and group focused leadership coaching solutions that provide developmental choices for leaders and organizations. Going one step further, we offer both open-enrollment and customized coaching skills instruction so that all leaders, from first line managers to CEOs and Board members, have the opportunity to develop and practice coaching skills.

Our leadership coaching offerings draw on CCL's deep understanding of the effectiveness of individual and team assessment, feedback and support – three elements found in all of our leadership programs. Our offerings are distinguished by:

- › High-quality assessments
- › A commitment to proven leadership methods
- › Rigorously trained coaches
- › A confidential, safe environment for growing as a leader

## Individual Coaching

[www.ccl.org/individualcoaching](http://www.ccl.org/individualcoaching)

CCL's individual coaching provides one-on-one custom leadership development opportunities for senior managers and executives. Our coaching framework ensures that the coach and the coachee establish a sound and constructive relationship. The coach builds on this relationship, supervising the assessment, challenging the participant in a manner that encourages the stretch needed for development, and then supporting the participant to insure positive change.

Although each offering follows a similar framework, each engagement is custom designed to each participant, focusing on his or her particular development. Our individual coaching opportunities are: **Integration of a CCL Program, Executive Leadership Coaching** and the **Awareness Program for Executive Excellence (APEX)®**. Each offering can be integrated with another CCL program or used alone as a development step.

Best Suited for a leader who:

- › Desires a more personal approach to development.
- › Would benefit from a face-to-face experience with a CCL qualified coach.
- › Welcomes the additional structure provided by a one-on-one experience.
- › Is in an organization that recognizes the value of individual coaching.
- › Might use a confidential professional relationship to enhance the organization's effectiveness through leadership.



View a video of Doug Riddle, Global Director of Coaching and Feedback Services, speaking about the benefits of coaching at [www.ccl.org/coaching](http://www.ccl.org/coaching).

## About our Coaches

CCL leadership coaches are highly skilled professionals with years of experience. Our rigorous selection criteria guarantees that you will be partnered with a coach who understands your issues and shares your values.

Our coaches are by no means all alike, but they possess a common body of qualifications and capabilities.

- › Most of our coaches have earned graduate degrees and have significant business knowledge. Many are former CEOs, from small businesses to multi-national corporations. Others are licensed psychologists and owners of independent businesses.
- › All CCL coaches are highly trained in the use of assessment tools and feedback techniques. They have demonstrated competence in learning theories and the dynamics of the change process.
- › All possess a diversity of experience and style that allow for flexible matches between our coaches and participants.
- › All share a code of professionalism for maximum impact.
- › All are flexible about adapting to your busy schedule.

*International coaches are available to provide coaching in the participant's native language.*

## Team Coaching

[www.ccl.org/teamcoaching](http://www.ccl.org/teamcoaching)

CCL's team coaching offering provides groups and teams the opportunity to go beyond their current abilities; to create broader opportunities using a results-oriented process based upon member relationships, shared experience, and interpersonal awareness. Team coaching opportunities follow CCL's research-based framework, customized to achieve the organization's specific needs and desired outcomes.

Our coaches use individual and team assessments to identify common group behaviors and demonstrate gaps in perception and thinking. This format produces results far beyond the capability of the team alone. It also provides everyone the opportunity to think more openly, and to work together in a manner that creates shared group understanding and increases effectiveness.

This area of coaching includes **team** and **group coaching** engagements.

Best suited for:

- › Any team that might use a confidential, empowering, professional coaching relationship to enhance the team's effectiveness and desired outcomes.

## Coaching Skills Development

[www.ccl.org/coachingskills](http://www.ccl.org/coachingskills)

Coaching *is* leading. Once you have the tools, you will find it is the most powerful form of leadership you can practice. Leaders with the proper coaching skills can motivate direct reports and work with both bosses and peers in a manner that reduces friction and enhances productivity.

CCL has both open-enrollment and customized coaching skills development programs. **Coaching for Development** and **Coaching for Human Resource Professionals** are the Center's open enrollment, classroom-based programs that provide coaching skills for leaders, from first-line managers to senior executives. **Coaching Skills Workshops** are CCL's customized offerings, providing organizations a range of development options, from one-to-three days. The center works with the organization to customize the workshops for a general audience, or might target internal coaches in the human resource and organizational development areas. Designed to teach coaching skills, these offerings are not a substitute for professional coach training and recognition.

Best suited for:

- › Individuals who want to develop coaching skills for use in the workplace.
- › Leaders who want to practice their coaching skills to be more effective.
- › Teams who want to increase coordination, communication, and collaboration to enable increased productivity.
- › An organization wanting to create what CCL calls a 'coaching culture.' This open and communicative environment yields tremendous business results.
- › Internal coaches (such as human resource and organizational development specialists) interested in maximizing their organizational impact.

|| For more information on the coaching options available, please visit [www.ccl.org/coaching](http://www.ccl.org/coaching).



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## About the Center for Creative Leadership

The Center for Creative Leadership (CCL®) is a top-ranked, global provider of executive education that develops better leaders through its exclusive focus on leadership education and research. Founded in 1970 as a nonprofit, educational institution, CCL helps clients worldwide cultivate creative leadership – the capacity to achieve more than imagined by thinking and acting beyond boundaries – through an array of programs, products and other services.

Funding is derived primarily from tuition, sales of products and publications, royalties and fees for services. In addition, CCL seeks grants and donations from corporations, foundations and individuals in support of our educational mission.

Each year, we expand the leadership skills of more than 20,000 people and partner with more than 3,000 organizations. And our reach spans the entire globe. With campuses in Asia, Europe and North America, CCL annually serves clients in more than 120 countries on six continents. Whatever your leadership challenge and wherever you are, CCL can help.

## RECOGNIZED AS A TOP PROVIDER OF LEADERSHIP DEVELOPMENT WORLDWIDE

The Center for Creative Leadership was ranked No. 7 overall in the 2007 *Financial Times* worldwide survey of executive education. For the sixth consecutive year, CCL's open-enrollment program placed in the top 10 worldwide.

CCL is the only institution in the survey focused exclusively on leadership education and research, placing it in the company of many of the world's elite business schools.

