

Guided by purpose. Fueled by passion.



Center for
Creative
Leadership®

SOCIETAL ADVANCEMENT

CENTER FOR CREATIVE LEADERSHIP • SOCIETAL ADVANCEMENT



91%

OF PARTICIPANTS SEE THE
PROGRAM CONTENT AS
IMMEDIATELY APPLICABLE



PARTICIPANTS FROM
MORE THAN
56
COUNTRIES



94%
OF PARTICIPANTS SAY PROGRAMS
MEET OR EXCEED
THEIR EXPECTATIONS



30+
YEARS OF
EXPERIENCE IN THE
SOCIAL SECTOR



Together, we lift the leaders who lift our world.



Founded on the belief that effective leadership transforms individuals, organizations, communities, and our world.



SINCE 1970, our mission has compelled us to improve the understanding, practice, and development of leadership at all levels for the benefit of society worldwide. Our passion and our mission is to make the world a better place through more effective leaders and leadership.

CCL's Societal Advancement group works with individuals, organizations, philanthropists, and communities around the world that share our genuine sense of purpose and unwavering passion to improve the human condition.

As a nonprofit organization, we are relentlessly driven to help you achieve your goals. That's the spirit we bring to every engagement — and share with every participant and partner. For us, leadership development is more than a mission. It's a calling.



With shared purpose, we can do amazing things together.

WE SHARE YOUR DESIRE TO IMPROVE THE WORLD. We understand your passion — and how you work every day to overcome the limitations and challenges that get in the way of creating the meaningful change you seek. Together, we can be even stronger in our quest to improve the world.

We work with individuals and organizations worldwide who believe leadership development is an investment that helps create sustainable change. We readily embrace the opportunity to work with any organization that sees leadership development as a means to deepen their impact.

Develop your leadership capacity. Deepen your impact.

EVERYONE WORKING IN THE SOCIAL SECTOR WANTS TO MAKE A DIFFERENCE. By enhancing the leadership capacity of individuals, organizations, and communities, you have the opportunity to create systemic and sustainable social change.

The benefits of effective leadership do not end when the program is over. Growth and development continue to resonate and expand outward, affecting not only the individuals in the program, but also each of the lives they touch and change as a result.



Four areas of focus to make a world of difference

The challenges facing our global population have never been more pronounced and complex. Concurrently, the demand for effective leadership has never been higher.

At CCL, we focus our Societal Advancement efforts in the Americas on four areas where leadership has the most potential to improve lives and create lasting change.



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K-12 EDUCATION

Equipping and enabling leaders at every level of K-12 schools and systems.

Working with educators, administrators and communities around the world, CCL creates solutions for developing leaders from the boardroom to the classroom. We create programs that address needs specific to education leaders and their work serving youth and future leaders around the globe.

Building a school's culture is critical to its success. Unfortunately, 50% of school principals, the chief architects of school culture, leave their jobs within the first three years due to the feeling of being unable to be successful in the job. Our work is making a difference on both fronts:

- Principals report **significant increases** in psychological capital, including efficacy, hope, and resiliency — all important to retention and to success in their roles; teacher-principal trust; and professional teacher behavior.
- **100%** of our principal participants say the CCL program content was relevant to their work and that they have applied what they have learned.

“I am at a point in my career where my role has shifted and I need to think about supporting principals in a new way. My experience at CCL with the Margaret Waddington Leadership Initiative was very timely and helped me think about a reset as an educator. I’m excited about this opportunity for continued growth!”

—BONNIE JOHNSON-ATEN, *Principal Supervisor*



POPULATION HEALTH

Creating a healthier society

CCL works with a diverse set of individuals, groups, organizations, and communities who are committed to addressing the most difficult challenges affecting the population's health.

- Population health leaders often work in isolation but, through our work with the **Kate B. Reynolds Healthy Place NC Leadership Program**, participating leaders developed, on average, **six new collaborative relationships** in their professional network from the experience, enabling them to leverage each other's resources and expertise.
- Nurse leaders need strong self-confidence to create change. **81% of participants** and their raters in our RWJF Executive Nurse Fellows Program report an increase in leader self-confidence as a result of the program.



“As a member of the Robert Wood Johnson Executive Nurse Fellows Program, I had the honor of working with the Center for Creative Leadership. I am doctorally prepared clinician, writer, and academician for 30 years and the Center for Creative Leadership transformed my life. The program has identified the core of exceptional leadership practices. Because of their inspirational approach to leadership education, I am a more open human being: open to possibility, open to the potential of all people, open to the reality that I am always moving forward, evolving, contributing, and making my profession and my world a better place.”

—SUSAN APOLD, *PhD, ANP-BC, GNP, FAAN, FAANP, Clinical Professor of Nursing, Robert Wood Johnson Executive Nurse Fellow Alumna*



NONPROFIT

Amplifying nonprofit impact through strong leadership

CCL believes in the power of nonprofit organizations to change lives and transform communities, and we believe that effective leadership is essential to their success. We work with nonprofit participants to develop their skills and ability to increase impact.

- **94% of participants** in our American Express Leadership Academy (for nonprofit sector) would highly recommend CCL to colleagues.
- **93%** of our Habitat for Humanity participants feel they are **more effective as a leader** after participating in our programs.
- Our Young Women's Leadership & Debate Club (Ethiopia) was recognized as a **USAID Top 5** Leadership Development Program Worldwide

“My experience with the CCL American Express Leadership Academy was truly transformational. I came back to my work rejuvenated and re-inspired to make a difference. The new insight, knowledge, as well as the amazing support network I gained will be invaluable in my continued growth as a leader.”

—YOO-JIN HONG, *Director of Learning and Leadership Programs, American Express Leadership Academy Alumna*

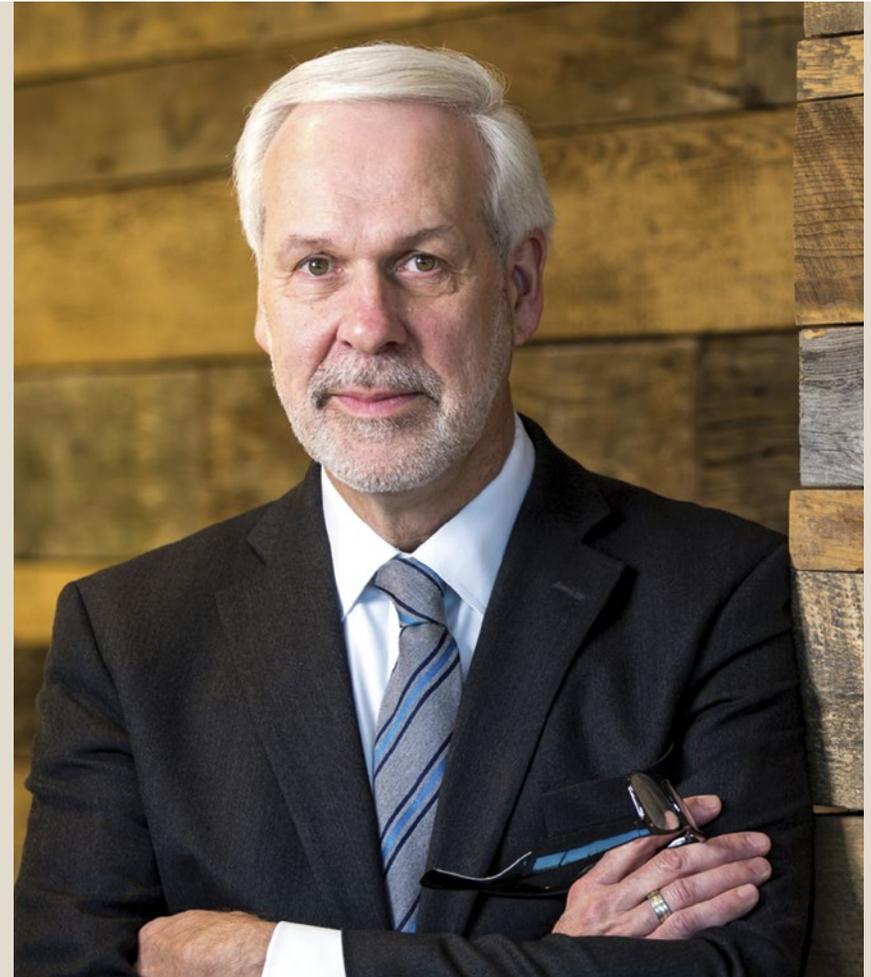


HIGHER EDUCATION

Improving the workforce by enhancing the performance of colleges and universities

CCL works at all levels of the collegiate experience from senior-level administrators to students. We can improve the capabilities of our faculty and college graduates by intentionally infusing the organization and curriculum with leadership development opportunities.

- Through our Golden LEAF Scholars Leadership Program, **31%** of the collegiate alumni have returned to work in rural NC. **97%** of scholars feel equipped to lead in their job, compared to **69%** of those who did not participate.
- **91% of student leaders** from UC San Diego were highly confident they would be able to apply the knowledge and skills they acquired through CCL programming to **improve their personal impact** on the success of their student organizations.



“In just over a year of work together, CCL has given us a theoretical framework for dramatically rethinking our organization and how we get the work done, as well as the tools and strategies for translating that framework into action. They do not have a ‘canned’ approach. They know us and our challenges, tailor their programming, and shift as we need them to with speed and consistently high quality of delivery. The gold standard for executive education and professional development.”

—PAUL LEBLANC, *President, Southern New Hampshire University*



Invest in leadership development — invest in sustainable change.

WE'RE IN OUR FIFTH DECADE OF PROVIDING TRANSFORMATIONAL LEADERSHIP DEVELOPMENT. It is our passion and sole focus. Each year, we help more than 30,000 people worldwide become more effective leaders. Our programs, products, and services bring about tremendous impact in thousands of organizations and communities. The Financial Times regularly honors us as a Top 5 provider of worldwide executive education.

As a mission-driven, nonprofit organization, we believe our work should:

- Be affordable and accessible to social sector leaders, from adults to young people
- Support local and global communities
- Incorporate solutions that are both proven and cutting-edge
- Be delivered in a supportive environment that promotes equity, diversity, inclusion, and continuous learning
- Involve partners that can help expand our reach and further our mission of improving the lives of as many people as possible

Leadership is a critical lever in creating meaningful, systemic, and sustainable social change. Let's work collaboratively and purposefully to bring this change to where it is needed most.

“I was so impressed at what I got out of my experience that I donated to be sure other people at organizations who cannot afford it get the same opportunity.”

—FRED DILLON, *Alumni, Leadership Development Program*



“First you must reach back,
plant healthy seeds, water them, and provide them
with the necessary tools to be successful.
So then they may go back and cultivate the legacy;
this is what you call the essence of the
Golden LEAF Scholars Leadership Program.”

— QUADESHIA S . BATTS,

Winston-Salem State University '18 Student, CCL Golden Leaf Scholars Leadership Program



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