

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.

Ranked in the top ten in the *Financial Times* annual executive education survey, CCL is headquartered in Greensboro, North Carolina, with campuses in Colorado Springs, Colorado; San Diego, California; Brussels, Belgium; and Singapore. Supported by more than five hundred faculty members and staff, it works annually with more than twenty thousand leaders and three thousand organizations. In addition, sixteen Network Associates around the world offer selected CCL programs and assessments.

CCL draws strength from its nonprofit status and educational mission, which provide unusual flexibility in a world where quarterly profits often drive thinking and direction. It has the freedom to be objective, wary of short-term trends, and motivated foremost by its mission—hence, our substantial and sustained investment in leadership research. Although CCL's work is always grounded in a strong foundation of research, it focuses on achieving a beneficial impact in the real world. Its efforts are geared to be practical and action oriented, helping leaders and their organizations more effectively achieve their goals and vision. The desire to transform

learning and ideas into action provides the impetus for CCL's programs, assessments, publications, and services.

Capabilities

CCL's activities encompass leadership education, knowledge generation and dissemination, and building a community centered on leadership. CCL is broadly recognized by sources such as *BusinessWeek*, *Financial Times*, the *New York Times*, and the *Wall Street Journal* for excellence in executive education, leadership development, and innovation.

Open-Enrollment Programs

Fourteen open-enrollment courses are designed for leaders at all levels, as well as people responsible for leadership development and training at their organizations. This portfolio offers distinct choices for participants seeking a particular learning environment or type of experience. Some programs are structured specifically around small group activities, discussion, and personal reflection, while others offer hands-on opportunities through business simulations, artistic exploration, team-building exercises, and new-skills practice. Many of these programs offer private one-on-one sessions with a feedback coach.

For a complete listing of programs, visit <http://www.ccl.org/programs>.

Customized Programs

CCL develops tailored educational solutions for more than one hundred client organizations around the world each year. Through this applied practice, CCL structures and delivers programs focused on specific leadership development needs within the context of defined organizational challenges, including innovation, the merging of cultures, and the development of a broader pool of leaders. The objective is to help organizations develop, within their own cultures, the leadership capacity they need to address challenges as they emerge.

Program details are available online at <http://www.ccl.org/custom>.

Coaching

CCL's suite of coaching services is designed to help leaders maintain a sustained focus and generate increased momentum toward achieving their goals. These coaching alternatives vary in depth and duration and serve a variety of needs, from helping an executive sort through career and life issues to working with an organization to integrate coaching into its internal development process. Our coaching offerings, which can supplement program attendance or be customized for specific individual or team needs, are based on our ACS model of assessment, challenge, and support.

Learn more about CCL's coaching services at <http://www.ccl.org/coaching>.

Assessment and Development Resources

CCL pioneered 360-degree feedback and believes that assessment provides a solid foundation for learning, growth, and transformation and that development truly happens when an individual recognizes the need to change. CCL offers a broad selection of assessment tools, online resources, and simulations that can help individuals, teams, and organizations increase their self-awareness, facilitate their own learning, enable their development, and enhance their effectiveness.

CCL's assessments are profiled at <http://www.ccl.org/assessments>.

Publications

The theoretical foundation for many of our programs, as well as the results of CCL's extensive and often groundbreaking research, can be found in the scores of publications issued by CCL Press and through the Center's alliance with Jossey-Bass, a Wiley imprint. Among these are landmark works, such as *Breaking the Glass Ceiling* and *The Lessons of Experience*, as well as quick-read guidebooks focused on core aspects of leadership.

CCL publications provide insights and practical advice to help individuals become more effective leaders, develop leadership training within organizations, address issues of change and diversity, and build the systems and strategies that advance leadership collectively at the institutional level.

A complete listing of CCL publications is available at <http://www.ccl.org/publications>.

Leadership Community

To ensure that the Center's work remains focused, relevant, and important to the individuals and organizations it serves, CCL maintains a host of networks, councils, and learning and virtual communities that bring together alumni, donors, faculty, practicing leaders, and thought leaders from around the globe. CCL also forges relationships and alliances with individuals, organizations, and associations that share its values and mission. The energy, insights, and support from these relationships help shape and sustain CCL's educational and research practices and provide its clients with an added measure of motivation and inspiration as they continue their lifelong commitment to leadership and learning.

To learn more, visit <http://www.ccl.org/community>.

Research

CCL's portfolio of programs, products, and services is built on a solid foundation of behavioral science research. The role of research at CCL is to advance the understanding of leadership and to transform learning into practical tools for participants and clients. CCL's research is the hub of a cycle that transforms knowledge into applications and applications into knowledge, thereby illuminating the way organizations think about and enact leadership and leader development.

Find out more about current research initiatives at <http://www.ccl.org/research>.

For additional information about CCL, please visit <http://www.ccl.org> or call Client Services at 336-545-2810.

PRAISE FOR TRANSFORMING YOUR LEADERSHIP CULTURE

“If you are a leader who has been burned by the failure of traditional change management—remember that program that cost millions and didn’t change a thing—this is the book for you. It provides a wholly new perspective for transforming leaders and your organization’s culture simultaneously, and rapidly.”

—**MICHAEL BEER**, chairman, TruePoint, and professor emeritus, Harvard Business School

“John McGuire and Gary Rhodes provided solid support as we transformed our company from a top-down, do-your-job-because-I-said-so culture to a collaborative learning community of leaders within a process-centered organization. I cannot imagine having done it without them.”

—**LOYAL PETERMAN**, president and founder, Abrasive Technology, Inc.

“It is becoming more and more obvious that a developmental view of the human being is the core of any effective human change process. *Transforming Your Leadership Culture* is the latest book—and one of the best books—about how and why this is so, and how to implement it in your own business. Highly recommended!”

—**KEN WILBER**, founder, Integral Institute, and author of *The Integral Vision* and *Integral Psychology*

“The path to creating a genuine leadership culture in organizations is perhaps the deepest mystery of organizing. McGuire and Rhodes have carefully documented the actual paths taken by some of the very few companies that have successfully transformed toward interdependence together. *Transforming Your Leadership Culture* maps the process into the heart of this mystery.”

—**BILL TORBERT**, management professor emeritus, Boston College

“I had hoped that creating a high-performance organization could happen swiftly with a few powerful speeches and actions. The challenging truth is that creating an interdependent spirit and culture demands perseverance. Indeed, this is what sets the committed few apart from the masses—and the results are extraordinary!”

—**VANCE TANG**, president and CEO, KONE Inc.

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