

Centre for Creative Leadership

Centre for Creative Leadership

Regional Agency on Record (APAC) on retainer:

- Branding
- Campaigns
- Events
- Digital (E-bulletins, EDM, Banner Ads)
- Collaterals
- Events

Centre for Creative Leadership

Branding for 2012-2013

To intrigue the leaders by getting them involved in a philosophical debate, we created a branding campaign to pique their interest, asking questions like Nature VS Nurture, Aspire VS Inspire, Leader VS Followers.

The campaign spanned Print ads in various broadsheets, business magazines, and niche publications which worked alongside a digital campaign among others

Centre for Creative Leadership

— LEADING MANAGERS —

NATURE VS NURTURE?



IT DOESN'T MATTER WHICH SCHOOL OF THOUGHT YOU BELONG TO.

Here at the Center for Creative Leadership, we believe that great leaders can be cultivated. And everyone has the power to be even greater.

LEADERSHIP DEVELOPMENT PROGRAM (LDP)*

Designed for experienced managers, the Leadership Development Program helps build skills and confidence necessary to build commitment and translate strategy into effective action.

JUN 17 – 21
AUG 26 – 30
SEP 23 – 27
OCT 21 – 25



+65 6854 6000 | cd.apac@cdl.org | apac.cdl.org/lbp1

— LEADING ORGANIZATIONS —

ASPIRE INSPIRE



EXCLUSIVELY
FOR C-SUITE
EXECUTIVES

EVERYONE CAN ASPIRE TO BE A LEADER, BUT IT TAKES A GREAT LEADER TO INSPIRE OTHER LEADERS.

Here at the Center for Creative Leadership, we know that as a leader you've to be constantly at the top of your game.

Leadership at the Peak is a platform for like-minded leaders, from C-level to senior executives in the top three tiers of any organization, to meet face-to-face in a learning experience as you spark an exchange of strategies with the power to create a framework for the economy of the future - while you build the legacy of your organization.

“This was expertly facilitated, always interesting and challenging, and I learned a great deal about my leadership strengths and weaknesses and how to best manage them.”

Gabe Hurston
Deputy Chief Operating Officer
Galaxy Macau

Speak to our
Leadership Solutions team
for more insights.



SMS or Call Ivan at
+65 9112 9832
Email: lv@cdl.org

LEADERSHIP AT THE PEAK

Leave behind a positive legacy while you maximize your personal leadership brand and power — to accelerate the organization's commitment, alignment and business results.

SEP 09 – 13
DEC 02 – 06

For 12 consecutive years,
the Center for Creative Leadership (CCL)[®]
is ranked among the
Top 10 Executive Education Providers
in the Financial Times.



+65 6854 6000 | cd.apac@cdl.org | apac.cdl.org/top1

— CUSTOMIZED PROGRAM —

A GREAT LEADER FINDS HARMONY IN CHAOS. EMBRACES IT, AND CREATES OPPORTUNITIES.



Globally, we have helped companies develop their leaders and transform their organizations.

We equip your team with the competitive advantage to maneuver across Volatile, Uncertain, Complex and Ambiguous (V.U.C.A.) situations, as collective leadership is a requirement for business success today.

Speak to our
Leadership Solutions team
for more insights.



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Centre for Creative Leadership

Open Enrollment Program

Nature VS Nurture?

It doesn't matter which school of thought you belong to.

Body Copy:

Here at Centre of Creative Leadership, we believe that every born-leader, no matter how great, has the power to be even greater.

Leadership at the Peak

Aspire

Inspire

Here at Centre of Creative Leadership, we believe that **everyone can aspire to be leaders**, but it takes a **great leader to inspire other leaders**.

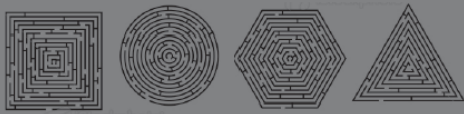
Customised Programs

Most leaders try to put chaos in order
A GREAT leader finds harmony in chaos.
Embraces it, and creates opportunities.

Centre for Creative Leadership

— CUSTOMISED PROGRAM —

SPEAKING BUT NO ONE SEEMS TO LISTEN?



MAYBE YOU'RE JUST NOT UNDERSTANDING A COMMON LANGUAGE.

Here at Centre of Creative Leadership (CCL®) we have the expertise to create a leadership program for your organisation that is uniquely yours – to inspire your leaders to develop other leaders.

So you can speak a common voice, achieve a common purpose, create a common identity, overcome a common problem, react to a common change and grow with a common goal.

Speak to our **Leadership Solutions team** to find out how you can create a customised leadership program for your organisation today.

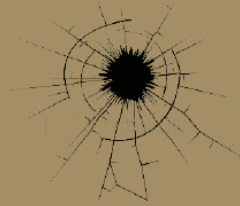


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— OPEN-ENROLLMENT PROGRAM —

GUNNING FOR THE CORNER OFFICE?



NO BLOODSHED NEEDED.

Just a meeting of hard work, opportunity, fate and a boost from us.

Here at Centre of Creative Leadership (CCL®), we understand the complexities you face. Whether you're a newly minted leader or a leader that leads other leaders, we've designed a program that meets your leadership development needs.

Benefit from CCL's Open Enrollment Programs

Speak to our **Leadership Solutions team** for more details on our Open-Enrollment program.

- Experiential Learning through simulation-based exercises and small-group facilitation.
- Highly Personalized Experience with personality & leadership Assessments, one-to-one coaching and feedback.
- Peer Feedback and Learning with executives from a diverse variety of cultures, nationalities and industries.



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— LEADERSHIP AT THE PEAK —

IS THE AIR GETTING THINNER AS YOU MAKE THE ASCENT?



LIKE MANY GREAT LEADERS,
your journey has been
winding path and
you've likely met
with stumbles,
roadblocks and detours.

That's why only few reach the peak.

Here at Centre of Creative Leadership (CCL®) you've the opportunity to meet face-to-face with other like-minded leaders in a learning program – as you spark an exchange of strategies with the power to create a framework for the economy of the future – while you build the legacy of your organisation.

Speak to our **Leadership Solutions team** for more details on Leadership at the Peak program.

LEADING ORGANISATIONS

Leadership at the Peak

Maximises personal leadership brand and power to accelerate the organisation's commitment, alignment and results: leaving behind a positive legacy

The Program is a part of:



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Option 2

Centre for Creative Leadership

Open Enrollment Program

Gunning for the Corner Office?

No bloodshed needed.

Just a meeting of hard work, opportunity, fate and a boost from us.

Here at The Centre of Creative Leadership (CCL®), we understand the complexities you face. Whether you're a newly minted leader or a leader that leads other leaders, we've designed a program that meets your leadership development needs.

Leadership at the Peak

Q: Is the air getting thinner as you make the ascent?

Like many great leaders, your journey has been winding path and you've likely met with stumbles, roadblocks and detours. **That's why only few reach the peak.**

Customised Programs

Speaking but no one seems to listen?

Maybe you're just not understanding a common language.

Body Copy:

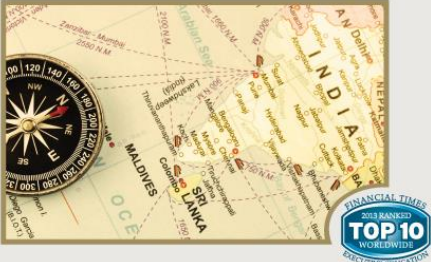
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So you can speak a common voice, achieve a common purpose, create a common identity, overcome a common problem, react to a common change and grow with a common goal.

Centre for Creative Leadership

TOP-RANKED & GLOBALLY ACCLAIMED LEADERSHIP DEVELOPMENT PROGRAMS

NOW IN INDIA



THE EFFECTIVE LEADER PROGRAM

Complex times call for winning measures. Benefit from a cutting-edge leadership development experience designed exclusively for senior management of organizations in India. Spark an exchange and gain leadership perspectives to adapt and grow in a fast-paced India market today!

Lead in India. Lead with Impact.


Speak to our Client Solutions team for more insights
Tanuj Sharma +91 98991 67665

Center for Creative Leadership
www.ccl.org

Center for Creative Leadership
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India • Singapore • China • Belgium • Russia • Ethiopia • USA

TOP RANKED AND GLOBALLY ACCLAIMED LEADERSHIP SOLUTIONS PROVIDER

DELIVERING CUTTING EDGE WORK IN INDIA SINCE 2009



CUSTOMIZED SOLUTIONS

**Your World is Changing Every Day.
Are Your Leadership Development Efforts Keeping Up?**

Volatility, Uncertainty, Complexity and Ambiguity (V.U.C.A.) are the attributes of the hypercompetitive world in which leaders operate in India and across Asia Pacific today. These challenges are amplified by the speed of change and the risks associated with the competitive landscape.

Leadership thus has to be nurtured at all levels to continuously clarify direction, establish alignment and garner commitment from agile and tested performers.

With CCL's Customized Solutions, execute a scalable leadership experience to facilitate high performing leaders for a collective effort towards sustained success.

CCL has helped organizations build sustainable leadership in India since 2009. Partner with us today!

Center for Creative Leadership
www.ccl.org

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India • Singapore • China • Belgium • Russia • Ethiopia • USA

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LeadAsia
Leadership Solutions of Asia (Singapore 2013)

**GREAT LEADERS
LEARN FROM LESSONS OF EXPERIENCE**

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IN A FLASH

INSIGHT
How a Client Changed My Life
I discovered my strengths and weaknesses and how to use them to my advantage.

SPOTLIGHT
How a Client Changed My Life
I discovered my strengths and weaknesses and how to use them to my advantage.

DISCOVER MORE INSIGHTS
Are you an effective leader?
The proliferation of smartphones has created a world of instant information and connectivity. This has led to a new paradigm of leadership where leaders are expected to be more visible and more accessible than ever before.

LEAD WITH IMPACT
Ready with Your Perspective and Leadership Edge
Having a leadership edge is a competitive advantage. It is the ability to lead others to achieve their best performance. It is the ability to inspire and motivate others to achieve their best performance.

UPCOMING EVENTS
Complementary Leadership Expert Practice Workshop in November 2013 (Registration is NOW OPEN)
Since the inaugural Leadership Expert Practice Workshop (LEP) in 2009, we have received many requests for more LEPs. We are pleased to announce that we will be holding a complimentary LEP in November 2013. This LEP is a unique opportunity for leaders to learn from the experiences of other leaders and to share their own experiences. The LEP is a free event and is open to all leaders who are interested in leadership development.

**2013 TOP 10
SCHEDULE**

India Print Ad

Monthly E-Bulletin

Centre for Creative Leadership

10th Anniversary Campaign
A Decade of Thanks

Celebrating a decade in Asia, executive education provider, Center for Creative Leadership wanted to create a campaign that will add to its prestigious positioning in the region. Starting with an icon, which served as the centerpiece for the rest of its collaterals for its 10th anniversary, we also created a customized tea-box, featuring attributes of leaders, which were given out to C-Suite Executives and VIPs in the region.

Centre for Creative Leadership



2020 The Future of Leadership in Asia Booklet

10th Anniversary Gift

Centre for Creative Leadership

Branding for 2014-2015

Stars have been used for navigation, for divination, as symbol of perfection.

Many see destiny as being written in the stars, or as a guiding light to point a direction during difficult times.

With this concept, we wish to see stars as a personification of anyone that wants progress, wants success and wants to attain perfection and be at the top of the game.

The campaign spanned Print ads in various broadsheets, business magazines, and niche publications which worked alongside a digital campaign among others.

Centre for Creative Leadership

5

**NAVIGATE COMPLEXITIES
OUTSHINE**


At the Center for Creative Leadership (CCL), we are committed to expanding the boundaries of leadership development by helping leaders and their organizations develop talent sustainability while aligning their business strategies to meet organizational objectives.

CCL is now ranked among the Top 5 providers worldwide in the 2014 Financial Times survey of executive education.

We have outdone ourselves by moving up four spots in this year's rankings and these achievements are only possible through partnership with you – and we remain grateful for your support and commitment to building better businesses and a better world.

Discover the power of talent sustainability
and conquer complexity.
Connect with CCL today!

RESULTS THAT MATTER:
SUSTAINED IMPACT FOR YOU, YOUR BUSINESS AND THE WORLD



Center for
Creative
Leadership

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CCL APAC OFFICES: SINGAPORE | INDIA | CHINA

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is ranked among the
Top 5 Executive Education Providers
in the Financial Times

**IN CHAOS
STARS ARE MADE**
LIVE UP TO YOUR POTENTIAL. RISE AND LEAD.

When there is an alignment of hard work, opportunity and fate, everyone has the chance to lead. Designed for leaders of all levels, the Center for Creative Leadership helps equip you with the right skills and mindset coupled with coaching and feedback.

Be part of our globally acclaimed programs.
Network and spark an exchange with like-minded leaders.

LEADING THE ORGANIZATION Leadership at the Peak	2014 Sep 15 - 19 Dec 1 - 5
LEADING THE FUNCTION New Leading For Organizational Impact: Through The Looking Glass Experience	2015 Mar 16 - 20
LEADING MANAGERS Leadership Development Program (LDP SM)	2014 Aug 25 - 29 Sep 22 - 26 Oct 27 - 31 Nov 17 - 21 Dec 8 - 12
LEADING SELF Leadership Fundamentals	2014 Oct 2 - 3
SPECIALIZED PROGRAMS Coaching for Greater Effectiveness	2014 Aug 13 - 15
New Leading Teams for Impact	Nov 11 - 14
New Leadership for HR Professionals	Call for Details
New Leadership for Women Professionals	Call for Details

Speak to our Leadership Solutions Team to navigate
your leadership challenges.
Connect with CCL today!

RESULTS THAT MATTER:
SUSTAINED IMPACT FOR YOU, YOUR BUSINESS AND THE WORLD



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Print Ad

Centre for Creative Leadership



Online
Flash Banner

Centre for Creative Leadership

LEADERSHIP AT THE PEAK

Headline:

1. Create Your Brilliant Legacy.
2. Lead The Way.

Subhead:

You've navigated through storms, scaled heights and you're now at the top of your game.

Designed with Talent Orchestrators like you in mind, CCL's Leadership at the Peak is a gathering of great minds with a global alumni network of senior leaders, sparking an exchange of strategies with the power to create a framework for the economy of the future.

Guide your organization to success as you create your legacy.

Centre for Creative Leadership

HUMAN RESOURCE

Constellations are created when the brightest stars are aligned.

Subhead:

Identify the right talent to make your business glow.

Created with the feedback of the immense professionals from the HR industry and designed with Talent Accelerators like you in mind, the Center of Creative Leadership has a dedicated series of programs that is committed to talent management that is aligned with business strategy to support organizational objectives.

Guide your organization to success as you accelerate the development of your leaders.

Centre for Creative Leadership

OPEN- ENROLMENT

1. All stars shine. Make sure yours DAZZLE.
2. Every star has the potential to be a sun.

Subhead: Live up to your potential. Rise and lead.

When there is an alignment of hard work, opportunity and fate, every one has the chance to lead. Designed for leaders of all levels, the Center of Creative Leadership helps equips you with the right skills and mindset coupled with coaching and feedback.

Guide your team and translate latent strategy into effective action.