

GUIDE TO LEADERSHIP ASSESSMENTS



Demand More From Your Assessments Than Just Data.

DRAW ON INSIGHTS FROM THE WORLD’S MOST WIDELY USED LEADERSHIP ASSESSMENTS.

Since pioneering the use of assessment feedback in leadership development, we have become the world leader in providing assessments that produce valid, reliable, and actionable results.

Supported by more than 50 years of research, our industry-leading 360 instruments have earned an unparalleled reputation for effectiveness, as we’re consistently ranked among the world’s top providers of assessments. Our world-renowned assessments have been **the choice of thousands of organizations around the world** because they provide:

- Superior-quality normative data from one of the world’s largest leadership assessment databases
- Numerous customization options for maximum flexibility and ease of use
- Decades of world-renowned CCL assessment research
- Availability in multiple languages
- Strict confidentiality for more accurate feedback
- Support from our dedicated leadership assessment experts



Our Approach

At the Center for Creative Leadership (CCL)[®], we prepare leaders to tackle real-world challenges.

As a nonprofit, we strive to make the world a better place by shifting mindsets and skillsets to expand human potential. Grounded in ongoing research and 50+ years of experience developing successful leaders, our transformational leadership solutions are fueled by innovation, emphasize the power of people, and are trusted globally to cultivate a ripple effect of positive change. We go beyond skill development to facilitate new and deeper ways of thinking — whether a leader is just starting out, leading from the middle, or running a global organization.

DECADES OF EXPERIENCE

We’re an organization with a timeless mission and track record of success. Since 1970, we’ve pioneered the field of leadership development, including many best practices and the now industry-standard use of assessments for development.

INDUSTRY-LEADING RESEARCH

For over 50 years, our leadership development experts have been conducting original scientific research advancing the field to develop the leaders of today and tomorrow. The result? One of the largest leadership research databases in the world and a rich body of evidence-based insights used to accelerate leadership performance.

AWARD-WINNING EXPERTISE

As a top-ranked global provider of executive education and leadership assessments and training, we’re consistently recognized by organizations such as Training Industry, the Brandon Hall Group, European Foundation for Management Development, and the Financial Times.

GLOBAL PERSPECTIVE

With campuses, faculty, staff, and coaches worldwide, we have the capability to design and deliver relevant solutions both globally and locally. Our diverse work with organizations of all sizes across every industry gives us a global perspective as we bring leadership development to 100 countries in over 50 languages.

100
COUNTRIES

where we’ve conducted programs

1.2 MILLION
360 feedback reports delivered

93%


of participants in our Assessment Certification Course said it was very relevant for their professional success

2/3 of the Fortune 1000 have worked with us

OVER
5
DECADES
pioneering the industry’s best practices in using assessments for development

A Closer Look at Our 360-Degree Assessments, Powered by CCL Compass™

	<div> BENCHMARKS® FOR EXECUTIVES™</div> <div>Developing Top-Level Leaders ccl.org/benchmarksforexecutives</div>	<div> BENCHMARKS® FOR MANAGERS™</div> <div>Assessing the Lessons of Experience ccl.org/benchmarksformanagers</div>
USE FOR	Revealing how executives at your organization compare with other senior leaders around the world in terms of 16 critical, top-level leadership competencies	Measuring the 16 leadership competencies most critical for success for mid- to senior-level managers , as well as 5 potential career derailers
FEATURES	<ul style="list-style-type: none">• Group Profiles• Certification is required	<ul style="list-style-type: none">• Group Profiles• Certification is required
LANGUAGES	Available in English (American), Dutch, English (British), French, German, Polish, Spanish (Castilian), and Spanish (Latin American)	Available in English (American), Chinese (Simplified), Dutch, English (British), French, German, Russian, Spanish (Castilian), and Spanish (Latin American)
AUDIENCE	C-suite and other senior-level executives	Middle- to senior-level managers and executives with at least 3 years of managerial experience
ASSESSES	Leadership behaviors needed for effectiveness at the top levels of an organization	Leadership behaviors critical for success and potential flaws that can derail a career



 Assessment includes CCL Compass™



SEE THE TRANSFORMATION.

No more information overload as individuals try to determine next steps. With **CCL Compass™**, leaders can glean insights from their 360 feedback and then transition from understanding the data into making personally relevant action plans right away.

Our assessments inspire lasting, positive change.

<div> BENCHMARKS® BY DESIGN™</div> <div>Tailoring Your Assessment & Feedback Process ccl.org/benchmarksbydesign</div>	<div> SKILLSCOPE®</div> <div>Assessing Core Skills for Success ccl.org/skillscope</div>
Customizing a 360 to your context to measure the competencies and behaviors that matter most at your organization	Providing straightforward, simple-to-interpret feedback on job-related strengths and weaknesses in a clear, graphical format
<ul style="list-style-type: none">• Group Profiles• Certification is required	<ul style="list-style-type: none">• Group Profiles• Facilitator Qualification Form is required
Available in English (American), Arabic, Chinese (Simplified), Dutch, English (British), French, German, Italian, Japanese, Polish, Portuguese (Brazilian), Portuguese (European), Russian, Spanish (Castilian), Spanish (Latin American), and Turkish	Available in English (American), Chinese (Simplified), Dutch, English (British), French, German, Italian, Portuguese (Brazilian), Russian, Spanish (Castilian), and Spanish (Latin American)
Any level of manager or executive	Supervisors and managers ; can also be used with individual contributors
A wide array of competencies and derailment factors ; choose from our extensive library, with pricing based on level of customization	Job-related competencies essential for success

INSIGHTS ARE ONLY AS USEFUL AS WHAT PEOPLE DO WITH THEM.

Our assessments help transform personal results into **actionable plans** easily and without delay. Our assessments with CCL Compass™ provide:

- **Convenience:** On-demand answers to your leadership development questions
- **Clarity:** Streamlined goal-planning with precision and simplicity
- **Effectiveness:** Improved motivation and better outcomes for leaders and executive coaches
- **Accountability:** Visibility and progress-tracking to share with coaches and others

INDUSTRY-LEADING ASSESSMENTS

The Benchmarks® suite of assessments provides a normative comparison of results, based on research conducted with top-level international executives and successful global managers. Each 360 features 11 to 16 competencies and takes 10–35 minutes to complete, depending on assessment.

Contact us or visit ccl.org/assessments for more details.

Team & Organizational Assessments

USE FOR

FEATURES

LANGUAGES

AUDIENCE

ASSESSES

LEADERSHIP GAP INDICATOR™

Exposing the Gaps Between Current & Needed Leadership Capabilities
ccl.org/lgi

Evaluating **existing organizational leadership capabilities** and how they relate to future success

- Choose from the **Leadership Capabilities Library of over 30 research-based leadership capabilities to tailor the survey**
- Base project with one survey cycle includes:
 - 50 invitations
 - User's guide
 - Options to include derailment and open-ended questions
 - Customized email notifications
 - Client logo
- Overall report, plus 3 optional sub-group reports, featuring the Organizational Focus Matrix and suggestions to close the leadership gaps

Available in **English (American)**

Any level **of manager or executive**

The importance of **specific leadership capabilities for future success, and the level to which peers display these capabilities; as well as the organization's culture** for development



Harness the Power of Feedback With Our **Assessment Certification**

JOIN OUR COMMUNITY OF CERTIFIED ASSESSMENT USERS.

Because effective facilitation is critical to successful use of our 360 assessments, we require that they be administered only by trained and certified professionals.

The self-paced, online Assessment Certification Course prepares executive coaches, consultants, Human Resource managers, and Training & Development professionals to interpret 360 reports, facilitate feedback, and implement a 360-degree feedback process using our assessments.

Upon completion of the course, participants become certified to administer the leadership assessments in our portfolio:

- Benchmarks® by Design™
- Benchmarks® for Managers™
- Benchmarks® for Executives™
- Skillscope®

Alumni also get lifetime access to our comprehensive 360 assessment resources.

Learn more about our Assessment Certification Course at ccl.org/acc.

Contact Us

LET'S DISCUSS LEADERSHIP ASSESSMENTS FOR YOUR ORGANIZATION.

Have questions or need assistance? Whether you're unsure about selecting the right assessment, training facilitators, administering and interpreting 360 data, or development planning, we can help. Visit our website at ccl.org/assessments to start a conversation.





At the Center for Creative Leadership, our drive to create a ripple effect of positive change underpins everything we do. For 50+ years, we've pioneered leadership development solutions for leaders at every level, from community leaders to CEOs. Consistently ranked among the world's top global providers of executive education, our research-based programs and solutions inspire individuals in organizations across the world — including 2/3 of the Fortune 1000 — to ignite remarkable transformations.

Meet our people where you are: ccl.org/locations.