

AMPLIFY™

Nonprofit Leadership & Program Evaluation

Only 21%
of nonprofit leaders feel
confident of their abilities.

SOURCE: The Wake Up Call – A Study of Nonprofit Leadership in the US and Its Impending Crisis



Amplify™ is a unique training and development approach for nonprofit leaders that both builds long-term leadership capabilities and heightens your program evaluation and impact.

Developed in partnership with leading foundations, it's based on over 50 years of research, and is tested, refined, and ready for nonprofits across the US.

DESIGNED FROM THE GROUND UP, JUST FOR NONPROFITS

Amplify has been built with an Equity, Diversity and Inclusion lens, and the curriculum has been shaped by our in-house subject matter experts. Through a highly flexible online learning experience, participants build leadership skills and effectiveness, and each cohort is guided by a CCL-trained moderator who provides feedback, supports ongoing peer dialogue, and helps your leaders create a lasting network.



I learned that self awareness, openness, and agility are essential tools to effectively lead a team. I learned that as a leader our direct thoughts, actions, and behaviors impact the team we lead and that program evaluation is crucial to fulfillment of the mission of the organization.

Participant

KEY PROGRAM BENEFITS



Leadership Development

With a comprehensive curriculum rooted in the most relevant leadership frameworks, research, and best practices, Amplify ensures nonprofit leaders learn to navigate complex challenges, inspire teams, and adapt to an ever-evolving landscape.



Evaluation Expertise

Amplify equips leaders with robust program evaluation and measurement tools developed in partnership with the Scattergood Foundation.

Leaders will learn to apply new techniques and frameworks to their programs, to make data-driven decisions for greater impact.



Community Building

Amplify fosters a collaborative community of nonprofit leaders, mentors, and peers.

This network provides invaluable support, knowledge-sharing, and networking opportunities.



Societal Impact

Designed to be practical and actionable, Amplify builds leadership capacity so that participants can immediately apply what they learn to their own organizations, resulting in improved outcomes, increased sustainability, and a ripple effect of positive change.



THE AMPLIFY™ EXPERIENCE (16-WEEK LEARNING JOURNEY)

A 16-week interactive, digital learning experience offered via the CCL Leadership Accelerator (CLA) learning management platform, Amplify is led by our CCL-trained moderators who bring this online experience to life, facilitating learning and engagement.

Welcome 1 Week	Leading Self 5 Weeks	Leading With Others 6 Weeks	Changing Your World 4 Weeks
<ul style="list-style-type: none"> ▲ Kickoff Meeting ▲ Introduction ▲ Course Structure ▲ Focusing on a Project ▲ Insights into Action Plan 	<ul style="list-style-type: none"> ▲ <i>Evaluation Fundamentals</i> ▲ <i>Evaluation Types</i> ▲ Social Identities ▲ Emotional Intelligence ▲ Learning Agility 	<ul style="list-style-type: none"> ▲ <i>Theory of Change and Logic Models</i> ▲ <i>Evaluation Design and Quantitative Data</i> ▲ <i>Working with Qualitative Data</i> ▲ Direction, Alignment, Commitment (DAC)™ ▲ Trust ▲ Psychological Safety 	<ul style="list-style-type: none"> ▲ <i>Communicating Your Findings</i> ▲ <i>Evaluation Cycles</i> ▲ Leading Change ▲ Influence

Equity, Diversity & Inclusion (EDI) is woven throughout, bringing new perspectives

KEY: Leadership Topics, Program Evaluation Topics



Although nonprofit leaders hear about the impact of their program, they are often not able to quantify their work, analyze the data collected systematically, or identify specific ways to improve their organizations. That's why we believe in capacity building, especially Amplify, because it will better equip leaders to evaluate & improve their work and ultimately deliver on their mission.

Joe Pyle, MA
President, Scattergood Foundation

ABOUT THE CENTER FOR CREATIVE LEADERSHIP

At the Center for Creative Leadership, our drive to create a ripple effect of positive change underpins everything we do. Consistently ranked among the top global providers of executive education, our research-based programs and solutions inspire individuals at every level in organizations across the world to ignite remarkable transformations.

 **1M+**
Leaders

 **100+**
Countries

 **50+**
Years

 **1,000+**
Nonprofits Served

Start a conversation with us today at ccl.org/amplify.

