



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



Center for  
Creative  
Leadership®  
CCL Channel  
Partner Network

# FRONTLINE LEADER IMPACT

**August 1 - September 11, 2022**  
6 weeks | Fully Asynchronous Online Learning

*In partnership with the*  
**Center for Creative Leadership**



# CONTENT

About AGSB-CCE

About CCL

Program Content

What Our Alumni Are Saying

Program Schedule and Fees



# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.

# ABOUT CCL

The Center for Creative Leadership (CCL)<sup>®</sup> is a top-ranked, global, nonprofit provider of leadership development. Over the past 50 years, we've worked with organizations of all sizes from around the world, including more than 2/3 of the Fortune 1000. Our cutting-edge solutions are steeped in extensive research and our work with hundreds of thousands of leaders at all levels.

## WHAT WE STAND FOR

Results That Matter:  
Sustained Impact for You,  
Your Business and the World.

We create leaders who move their worlds.

## MISSION

To advance the understanding, practice, and development of leadership for the benefit of society worldwide.

# FRONTLINE LEADER IMPACT

While executives overwhelmingly agree that leadership development of their new and recently promoted managers is critical to future success, almost **60% of frontline managers** never receive any training for their first leadership role. With first-level managers comprising almost **40% of the leadership population**, the need to prepare these managers to effectively lead others is critical. The challenge? Companies have traditionally been forced to compromise between quality, cost, and flexibility when considering leadership development solutions.

Until now. Introducing Frontline Leader Impact, an 18-hour, online leadership experience developed by the Center for Creative Leadership (CCL). Frontline Leader Impact brings together CCL's world-class, research-driven content and experienced faculty with an intuitive online learning platform that engages participants and delivers a leadership development experience that has been completely reimaged to serve organizations developing their frontline managers.

**Frontline Leader Impact provides 18 hours of learning over 6 weeks:**



## THE COURSE

Frontline Leader Impact focuses on the needs of managers using the proven techniques, experienced faculty, and world-class content that have enabled CCL to successfully develop more than one million leaders worldwide. The course is organized around six key competencies that CCL researchers have identified as essential for all frontline managers to master:

- **Self-Awareness:** Remaining aware of one's strengths and development needs
- **Learning Agility:** Seeking out diverse experiences and applying lessons learned to new challenges
- **Communication:** Listening, speaking, and writing clearly and consistently for maximum impact
- **Political Savvy:** Relating well to people and developing strong working relationships with managers and superiors
- **Motivating Others:** Inspiring commitment by recognizing and rewarding the contributions of others
- **Influencing Outcomes:** Understanding and persuading effectively to gain cooperation and get things done

Through the use of self-assessments and feedback from peers and the moderator, participants gain a detailed picture of their personal strengths and challenges.

Every lesson is designed to connect course topics directly to the business and career challenges identified by the learner. This is achieved via two unique activities:

- The **Key Leadership Challenge** inspires learners to view the content through the lens of a business or career issue that can be addressed in the near term. The learners will have an action plan to take back to their organization to implement — achieving real benefit and impact on the organization.
- The **Leadership Growth Plan** ensures a course of action for long-term leadership development. The plan provides measurable and actionable steps the learners will take post-course to continue growing their skills and effectiveness as a leader.

With the support of the moderator, these activities provide participants an authentic opportunity to apply the learnings in their work, helping them become better leaders and create a lasting impact on the organization.

### INSTRUCTION - LEARN TOGETHER

The program is designed for learners to collaborate and interact. Independent & small group activities provide a more intimate context for learning & gaining personal insights.

### MODERATOR - GUIDE BY YOUR SIDE

A leadership expert serves learners to inspire, engage, & facilitate the exchange of ideas. Through the use of self-assessments & feedback, participants gain a detailed picture of their personal strengths & challenges.

# REIMAGINE LEARNING

**CCL's leadership course experience** is a proven approach to course design, development, and delivery with the goal of changing the status quo for online learning: to make learning fun, engaging, and effective. **Among the dynamic features are:**

## REIMAGINED ONLINE EXPERIENCE:

An instructional design framework designed to be highly engaging and grounded in content that is real-world and authentic.

## RICH INSTRUCTIONAL MODEL:

Featuring interactive learning activities including video, skills practice, self-assessments, and reflective journaling.

## SOCIAL AND COLLABORATIVE:

Learners thrive in an environment where they can learn from one another. Weekly team meetings and discussion threads add the power of social learning.

## ENGAGING AND PERSONALIZED:

**The Impact Meter**, a gamified measure of participant engagement with the course content and with each other that also engenders friendly competition among members of a learning group.

**The Skill Tracker**, a numerical measure and a graphical representation of the degree to which participants engage with and practice the course skills.

## SHAREABLE/ SAVABLE:

Notes, Highlights and Takeaways enable learners to capture and share content, including snippets of video transcripts, and assemble and save them to a personalized notebook of course takeaways.

## SECURE AND CONVENIENT LEARNING:

Participants can safely discuss personal topics and learn from a network of peers without leaving their workspace.

# WHAT OUR ALUMNI ARE SAYING

“

“I highly recommend this program, as you can take it at your own speed and really work towards bettering yourself. At such a weird time in all of our lives, what more can we do besides try and be a better leader for our peers, our families, and ourselves?”

**Kelsey Kornaus,**  
Group Manager, Burt's Bees

“

“We've been including FLI within our mid-level management development program for a few years now. Highly recommended — especially if your audience is geographically dispersed. Its online format also enables frontline managers (I call them firefighters) to juggle their multitude of daily responsibilities with their personal development.”

**Michael Schmidt,**  
Channel Advancement Manager, Vermeer Corporatio



# Why Choose Our Frontline Leadership Program?

Our frontline leadership training program delivers a completely reimagined online leadership development program experience to transform frontline managers into the leaders organizations need.

This program brings together:

- Our world-class, research-driven content and experienced faculty
- An intuitive online learning platform

Through the use of self-assessments and feedback from peers and the moderator, **participants gain a detailed picture of their personal strengths and challenges.**

Leadership effectiveness is the #1 concern for organizations of all sizes, across industries and around the world. The challenge? Companies have traditionally been forced to compromise between quality, cost, and flexibility when considering frontline leadership development solutions. Until now.



#### BEST FOR

High-potential, new, or first-time managers



#### FORMAT

Online



#### DURATION

6 weeks (3 hours/week)



#### MODEL

Moderated



#### CLASS SIZE

Faculty-to-participant ratio: 1:24



#### CREDENTIALS

Available

# FRONTLINE LEADER IMPACT

## PROGRAM DETAILS

Course Run Date	Location	Program Fee
July 11 - August 22, 2022	Moderated Online	\$1,500.00*
August 1 - September 11, 2022	Moderated Online	\$1,500.00*
September 12 - October 30, 2022	Moderated Online	\$1,500.00*
October 3 - November 13, 2022	Moderated Online	\$1,500.00*

\*Peso equivalent applies to the USD forex on the day of registration

## PROGRAM REQUIREMENTS

Our programs are focused on providing tailored insights into your unique leadership style and abilities. As such, completing any assigned pre-program materials or assessments is critical and required for program enrollment. Specific pre-program assignments will be communicated to you prior to your attendance and with ample time for completion. To ensure that we provide you with the most accurate information, some pre-program materials may not be made available until approximately 8 weeks before the program. Pre-course assignments are a central part of the program experience, and their completion will directly impact your program experience and possibly your enrollment status.

## REGISTER NOW!

Mr. Rhonn Preciados  
(+63) 961 751 1334  
rpreciados@ateneo.edu  
sales.cce@ateneo.edu

SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**