

James Madison University

From the Selected Works of Elizabeth Price

2017

Review of Center for Creative Leadership

Elizabeth Price, *James Madison University*



Available at: <https://works.bepress.com/elizabeth-price/27/>

Center for Creative Leadership

<https://www.ccl.org/>

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Reviewer: Elizabeth Price, Business Librarian, James Madison University

The Center for Creative Leadership (CCL) is a non-profit educational institution founded in 1970 that aims to advance the understanding, practice and development of leadership through 10 worldwide campuses. It provides executive education programs to organizations or individuals in the private, public, education and nonprofit sectors. In addition, CCL performs original scientific research such as The Bossy Project that examines how men and women are perceived in the workplace.

CCL shares a mix of resources including white papers, research reports, a podcast and blog. These are located under the Research & Insights section of its website. All resources helpfully have topics assigned; some relevant ones to librarians include first time managers, feedback, emotional intelligence, coaching & mentoring, and work & life. A search tool implies that users can sort both by topic or type of resource but its effectiveness was limited. Using the topic tags on articles was more successful.

The white papers probably are the most valuable free content. Recent ones examined how leaders can influence others, the queen bee syndrome in hiring, developing a coaching mindset, and using analytics for change. Blog articles varied widely in quality and depth. Recent posts on tips to avoid feeling like an imposter and characteristics of politically-skilled leaders were insightful. Several 2016 posts were excerpts from books published by CCL faculty, such as William Gentry's *Be the Boss Everyone Wants to Work For: A Guide for New Leaders*. Other posts are reprints of articles in trade publications such as *Training Journal* or posts from

LinkedIn Pulse. The Leading Effectively podcast was disappointing. Verbatim transcripts accompanied the episodes, most of which lasted less than 5 minutes.

In short: *The Financial Times* ranked CCL fourth among the top 50 executive education schools in 2016. The point of the CCL website is to drive users toward purchasing the center's training products (workshops, webinars, books, etc). Users might find the site frustrating because many of the posts feel too short and references seem circular. Overall, though, the site provides plenty of introductory material and evidence to help new or experienced leaders develop their skills (or justify the need for further training).

Recommended

References

The Center for Creative Leadership. (2017). Overview. Retrieved from <https://www.ccl.org/>

Ortmans, L. (2016, May 22). The 2016 FT Executive Education rankings: Analysis. Retrieved from <https://www.ft.com/>