As you earn your leadership certificate, you can access ATD’s exclusive model for creating transformative leadership development programs. You’ll be introduced to a unique process for demonstrating the business value of your leadership development programs.

Equipped with the resources to drive maximum results, use data from your organization to immediately apply what you learn to your leadership training. Evaluate leadership competencies and behaviors and their relation to your organizational and workforce needs. Analyze various assessment models that can support your leadership initiative. Learn to evaluate your organization’s program and off-the-shelf offerings.

Our Creating Leadership Development Programs Course Model

- **Sustain Progress**
  Maintain the program as organizational needs change and evaluate the final structure to determine the return on investment (ROI).

- **Design the Developmental Elements**
  Select the learning elements to develop the needed skills.

- **Agree On and Articulate an Action Plan**
  Build the framework required to support what the organization wants to accomplish.

- **Envision the Future**
  Know where the initiative is going to provide the organization with a blueprint to build a well-designed structure.

- **Lay the Foundation**
  Understand the business drivers and how leadership development supports the strategy.
Derived From ATD Research, Backed by Our Competency Model

ATD’s Creating Leadership Development Programs Certificate follows the key knowledge and actions that successful talent development professional must have to build effective leadership programs, as defined by research. This program supplies you with an ATD exclusive model for creating leadership development programs. The ATD Leadership Development Model includes a process to demonstrate the business value for leadership development.

In this program you will:

• Discover the components you need to design best-in-class leadership development.
• Gain the latest information and trends on the state of leadership development and the opportunity to compare best practices against your organization.
• Access a toolkit of more than 100 activities to use beyond the classroom.
• Explore ideas to engage leaders within your organization and dozens of comprehensive, ready-to-use tools.

After this program you will be able to:

• Use the ATD Leadership Development Model to create a leadership development program.
• Ensure alignment of a leadership development program to an organization’s culture, vision, mission, and goals as well as competencies, customers’ requirements, and business needs.
• Select and implement appropriate learning methods.
• List content and competencies that must be included in a leadership development program.
• List observable behaviors that display a leader’s ability to demonstrate the competencies.
• Discuss a hierarchy of competencies and content for entry-level, mid-level, and executive employees.
• Utilize process planning checklists and other job aids to create a leadership development program.
• Measure and link the value of a leadership development program to an organization’s bottom line.
• Discern the advantages, disadvantages, and appropriate use of off-the-shelf leadership development programs.
• Implement questionnaires, assessment methods, and self-evaluation tools presented in the leadership development program.
• Incorporate best practices into leadership needs assessments, implementation, and when identifying high-potential candidates for leadership programs.

Related Learning Offerings

**ATD Certificate in Strategic Leadership**
Develop your leadership currency.

**ATD Master Performance Consultant™ Program**

**Coaching Certificate**
Help others develop, take action, and reach their goals.

**Improving Human Performance Certificate**
Enhance performance with a systematic and results-based approach driven by business needs.

**Presentation Skills Certificate**
Gain the confidence and skills to deliver first-rate presentations.
## COURSE OVERVIEW

### Module 1: Introduction
- Meet Your Building Crew: Activity
- Organizational Readiness Audit Activity
- Critical Success Factors
- Why Leadership Development Fails
- LEADS: ATD’s Model for Building a Leadership Development Program
- The Five Phases
- Timeline to Build a Leadership Development Program: LEADS
- Create Your Blueprint for Learning Activity
- Leadership and Management: What’s the Difference?

### Module 2: Lay the Foundation
- What’s Driving Your Leadership Effort?
- Close Your Leadership Gap
- Identify Your Corporate Drivers Activity
- Ensure LDP Alignment
- Engage Your Leaders Right From the Start
- Open the Discussion in Your Organization Activity
- Leadership Development Philosophy
- Leadership Development Philosophy Examples
- Craft Your Organization’s Leadership Development Philosophy Activity
- Reflections for Results Activity

### Module 3: Envision the Future
- Preparation: Outline Expectations Activity
- Planning for Leadership Development of the Future
- Grounding the Vision for a Successful Plan
- Summarizing Leadership Development Changes
- Changes for Your Organization Activity
- What’s a Leadership Competency?
- Customizing a Competency Model
- Executive Sponsorship and Commitment Activity
- Reflections for Results Activity

### Module 4: Agree on and Articulate an Action Plan
- Clarify the Purpose and Establish Goals
- Determine Fundamental Design Features Activity
- Determine an Operational Construct
- Who Will Participate?
- Leadership Development Candidate Selection Form Example
- To Tell or Not to Tell Activity
- Leadership Development Communication Plan
- Reflections for Results Activity
- Case Study Summarizing Content in Module 1–4
Creating Leadership Development Programs Certificate

Develop impactful programs that will develop your future superstars.

COURSE OVERVIEW

MODULE 5
Design the Developmental Elements

- Creating a Development Mindset Activity
- Alternative Learning and Development Methods Activity
- 360-Degree Assessments
- Leadership Development Plans
- Succession Planning
- Leaders Developing Leaders
- Commitment to Develop Other Leaders
- Sample Mentoring Program Comparison
- Design Your Mentoring Program Activity
- Who Has the Best Formal Leadership Development? Activity
- Using Experience to Develop Leadership Talent
- Design Your Leadership Development Program Approach Activity
- Reflections for Results Activity

MODULE 6
Sustain Progress

- Processes and Systems for Sustainability
- Annual Review Process
- Evaluating the Initiative
- Measuring the Four Levels
- ROE and ROI
- What Is ROE?
- How ROI Differs
- What Are You Going to Measure? Activity
- ROE Practice Exercise Activity
- ROI Practice Exercise Activity
- Continuous Process Improvement Plan
- Reflections for Results Activity
- Ensure Your Success Activity
Additional Tools and Resources:

- LEADS Intro: Organizational Readiness Audit
- LEADS Intro: Timeline to Build a Leadership Development Program
- LEADS: Leadership Development Discussion With Senior Leaders
- LEADS: CCL’s Leadership Development Impact Assessment Process
- LEADS: Customizing a Competency Model for Your Organization
- LEADS: Leadership Development Program Selection Process Example
- LEADS: Sample Leadership Development Program Application
- LEADS: Candidate Selection Form Example
- LEADS: Nine Box Model for Selecting High-Potentials or Succession Planning
- LEADS: Individual Development Plan Guidance for Employees
- LEADS: Succession Planning Map
- LEADS: Design Your Mentoring Program
- LEADS: Rotational Guidance
- LEADS: Project ROI Measures for Your Organization
- LEADS: Assess Your Competency Model

What Participants Are Saying

“This certificate program is excellent for those who already have implemented some type of leadership development program or are considering developing one. We learned strategies and best practices that can be used immediately back on the job.”

—Frances Perez
Creating Leadership Development Programs Certificate Participant
## Timeline to Build a Leadership Development Program

<table>
<thead>
<tr>
<th>Step</th>
<th>Time Required*</th>
<th>Responsible</th>
<th>Others Involved</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lay the Foundation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify drivers.</td>
<td>1 - 10 Weeks</td>
<td>Sponsor/ Designer</td>
<td>Senior leaders</td>
<td>Depends on starting point</td>
</tr>
<tr>
<td>Compare to M,V,V, goals and strategy.</td>
<td>1 Day - 1 Week</td>
<td>Designer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduce to senior leaders.</td>
<td>1 Day - 2 Weeks</td>
<td>Designer</td>
<td>Senior leaders</td>
<td></td>
</tr>
<tr>
<td>Craft leadership development philosophy.</td>
<td>1 Day - 1 Month</td>
<td>Designer</td>
<td>Senior leaders approve</td>
<td>Can be concurrent with previous steps</td>
</tr>
<tr>
<td>Plan to introduce to all leaders.</td>
<td>1 Month - 1 Year</td>
<td>Designer/ Senior sponsor</td>
<td></td>
<td>Can be concurrent with previous steps</td>
</tr>
<tr>
<td><strong>Envision</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitate leadership discussions.</td>
<td>1 Week- 1 Month</td>
<td>Sponsor/ Designer</td>
<td>Top four levels of leaders</td>
<td>Depends on organization and urgency</td>
</tr>
<tr>
<td>Complete skill gap analysis.</td>
<td>1 Week</td>
<td>Designer</td>
<td>Senior leaders</td>
<td>May be concurrent with leadership discussions</td>
</tr>
<tr>
<td>Compile leadership input.</td>
<td>1 - 4 Weeks</td>
<td>Designer</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Agree on Action</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish planning team.</td>
<td>1 - 2 Weeks</td>
<td>Designer</td>
<td>Formal and informal Leaders</td>
<td></td>
</tr>
<tr>
<td>Clarify purpose, expectations, and goals.</td>
<td>1 Week – 2 Months</td>
<td>Designer planning team</td>
<td>Senior leaders</td>
<td>Senior leaders must be involved and buy in</td>
</tr>
<tr>
<td>Decide on design features.</td>
<td>1 - 20 Weeks</td>
<td>Designer planning team</td>
<td>Other related department</td>
<td>Relate to other organizational areas</td>
</tr>
<tr>
<td>Create the action plan.</td>
<td>1 - 2 Weeks</td>
<td>Designer planning team</td>
<td>Related departments</td>
<td>Can be concurrent to other design aspects</td>
</tr>
<tr>
<td>Create initial communication plan.</td>
<td>1 Week - 6 Months</td>
<td>Planning team</td>
<td>Communication department</td>
<td>Needs will evolve; plan to revisit needs</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select methods to develop skills.</td>
<td>1 - 12 Months</td>
<td>Planning team</td>
<td>Training, talent, HR departments</td>
<td>May overlap with Phase 3</td>
</tr>
<tr>
<td>Design delivery plan.</td>
<td>2 - 3 Months</td>
<td>Planning team</td>
<td>HR, education, coaching</td>
<td>Depends on history of development</td>
</tr>
<tr>
<td>Manage the selection process.</td>
<td>1 - 2 Weeks</td>
<td>Program manager governing body</td>
<td>Senior leaders</td>
<td>Senior leaders must encourage involvement</td>
</tr>
<tr>
<td><strong>Sustain</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve the process.</td>
<td>1 Week – 6 Months</td>
<td>Program manager governing body</td>
<td></td>
<td>Regular reports to senior leaders</td>
</tr>
<tr>
<td>Ensure ongoing support is in place.</td>
<td>1 - 12 Months</td>
<td>Program manager</td>
<td></td>
<td>Involve senior leaders if a concern</td>
</tr>
<tr>
<td>Complete annual review process.</td>
<td>2 - 3 Months</td>
<td>Program manager governing body</td>
<td>Senior leaders</td>
<td></td>
</tr>
</tbody>
</table>
Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course
✓ Research- and competency-based learning with applied adult learning principles
✓ Hands-on practical activities
✓ An engaging environment that builds confidence and makes learning personally relevant
✓ Actionable take-home materials to ensure real application back at work

Ready to Get Started?

Register by Phone or Get a Consultation
Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783
Visit: www.td.org/learningpath

Register Online
Visit www.td.org/creatingleadershipdevelopmentprogramscert.
• Choose your preferred dates and times.
• Click Enroll.
• Follow the cart and checkout prompts.

Register a Team/On-Site Training
Interested in bringing a course to your company as an on-site learning event?

Call: 888.816.7813
Email: enterprise@td.org

We Are Here to Help You and Your Team Learn, Grow, and Improve!