NAME

Center for Creative Leadership

URL

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

WHY

I choose this website because it’s a center that provide unique leadership solutions to

best fit customers’ needs and they claim that the solutions they customize are innovative and steeped in extensive research and experience gained from “around 2000 organizations and 20,000 leaders at all levels annually”. For my perspective, getting an access to know what kind of leadership problems people are concerned with and what will be considered ad innovative leadership solutions would be helpful to understand leadership more deeply. Plus, this website caught my attention that they offer chance for person who are interested in anticipating in some researching project about leadership, so I believed that I could gain more information about leadership-related topic.

PURPOSE

The Center for Creative Leadership is actually a commercial company that gain profit by solving leadership problems or advance leadership development for other individual and organization. It mainly handles the mission by following ways: creating new knowledge, being a great place to work, supporting local and global communities, managing the operations responsibly and engaging their stakeholders.

CONTENT

The Center for Creative Leadership is a famous global provider of leadership improvement. By utilizing the power and influence of leadership fully to figure out the results that are truly crucial to no matter individual, organization or society. With a combination of training programs that based on extensive research, assessment tools and learning tool, The Center for Creative Leadership has already become a top-ranked organization that can help to find suitable solution to any company’s particular needs so that they can reach a results that are powerful and influential.

LAYOUT

The design of the website is very clear and

MAIN AREAS

DISCUSSION