

Amplify: Heighten Your Impact™

Nonprofit Leadership & Program Evaluation

Welcome to Amplify — A unique training and development course for leaders in the social sector that builds leadership capacity and an evaluation mindset.

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

The Amplify curriculum has been shaped by our in-house subject matter experts. Through an engaging and flexible online learning experience, participants build leadership skills and evaluation capabilities.



Nonprofit leaders work tirelessly to improve the lives of individuals and communities ... [yet] they're often not able to quantify their work, systematically analyze the data they collect, or identify specific ways their organizations need to improve. Evaluating one's work also requires commitment from leadership and an openness to hearing ways their organization can improve. That's why we believe in capacity-building, especially Amplify, because this nonprofit professional development program will better equip leaders to evaluate and improve their work and ultimately deliver on their missions.

Joe Pyle, MA
President
Scattergood Foundation



of nonprofit leaders don't feel confident of their abilities.

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

KEY PROGRAM BENEFITS



Leadership Development

With a concentrated 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 Mindset

Amplify equips leaders with an evaluation and measurement approach for their organization, developed in partnership with the Scattergood Foundation.



Societal Impact

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



THE AMPLIFY EXPERIENCE (6-WEEK LEARNING JOURNEY)

A 6-week digital learning experience offered via the CCL Leadership Accelerator (CLA) learning management platform.

Section 1

Learning Agility:

Developing an evaluative mindset

Section 2

Theory of Change:

Staying focused & evaluating the programs in service of the mission

Section 3

Direction-Alignment-Commitment (DAC)™:

Leadership as a social process & engaging all stakeholders

Section 4

Social Identity & Emotional Intelligence:

Understanding ourselves to help inform strategic decisions

Section 5

Evaluation Design & Data Collection:

Measuring impact & alignment to organizational mission

Section 6

Storytelling & Influence:

Communicating your story for greater impact

Strengthen the fabric of your organization by building evaluation and leadership skills at scale. The Amplify training program will improve outcomes by strengthening the internal evaluation mindset and empowering greater storytelling to communicate impact.



Amplify let me put on paper what my goals, plans and aspirations are for my organization. Better evaluation will help me run programs differently and better our future programming.

Quibila A. Divine
Founder and CEO
The Educational Advocates Reaching Today's Hardworking Students, Inc. (EARTHS)

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 world's top providers of executive education, our research-based programs and solutions inspire individuals in organizations across the world to ignite remarkable transformations.

 **1M+**
Leaders

 **100+**
Countries

 **50+**
Years

 **1,000+**
Nonprofits Served

Ready to get started? Learn more and register today at ccl.org/amplify.

