

# CCA INSPIRE<sup>®</sup>

Leadership for a changing world

WWW.CCA-GLOBAL.COM



## The Changing Nature of Leadership

Leaders in customer contact are under increasing pressure to balance performance, support their teams and deliver consistent outcomes in fast-changing and often high-pressure environments.

They are expected to manage operational delivery while also handling difficult conversations, supporting wellbeing and leading with clarity and confidence.

CCA Inspire<sup>®</sup> has been designed in response to these challenges.





# About the Programme



**CCA Inspire® returns for 2026**, refreshed and reimagined for today's leadership challenges. As leadership in customer contact continues to evolve, managers face increasing pressure to support their teams, lead with confidence, and deliver consistent performance in complex and high-pressure environments.

**CCA Inspire: Leadership for a Changing World®** has been designed in response to these challenges, building on previous Inspire programmes to move beyond traditional management training and focus on the capabilities leaders need most today, including resilience, trust, effective communication, and leading through uncertainty.

Delivered as a blended experience, Inspire combines expert-led virtual sessions with a high-impact in-person experience, creating space for both reflection and practical application while supporting individuals stepping into, or growing within, people leadership roles.

## What Makes Inspire Different

- Focused on practical leadership challenges, not theory
- Led by expert practitioners with direct experience
- Designed with input from organisations across the CCA network
- Blended format combining virtual learning with an immersive in-person experience
- Opportunities to learn alongside peers facing similar challenges

## What This Will Help Leaders Do

Participants will leave the programme able to:

- Lead with greater confidence and clarity
- Handle difficult conversations more effectively
- Support their teams through pressure and change
- Build trust and engagement within their teams
- Apply practical approaches to real leadership situations





# Programme Overview



## **Resilience, Wellbeing and Sustainable Performance**

**3 September 2026 | Virtual**

Led by Emma J Bell, Bestselling Author, Award-winning Speaker and Coach, Resilience Expert

- Building personal resilience and emotional awareness
- Recognising and responding to pressure and burnout
- Leading with empathy and emotional intelligenc



## **Leading with Trust, Clarity and Impact**

**10 September 2026 | Virtual**

- Building trust across teams and organisations
- Creating clarity to lead effectively in complex environments
- Fostering high-performing cultures that drive collaboration, engagement, and results



## **Communicating with Impact in High-Pressure Situations**

**24 September 2026 | In-person experience**

Led by Chris White, Hostage Negotiator

- Communicating with clarity under pressure
- Building trust through listening and empathy
- Managing conflict and difficult conversations
- Applying negotiation techniques to leadership situations



## **The Inspire<sup>®</sup> Experience**

The programme concludes with a practical, immersive in-person experience designed to bring learning to life.

Participants will also take part in a dedicated networking lunch, providing the opportunity to connect with peers and share perspectives.

The programme concludes with a certificate presentation, recognising achievement as part of the Inspire cohort.





# Programme Overview



## Who Should Attend

- Managers at any stage of their career looking to strengthen their leadership approach
- Individuals stepping into people leadership roles
- Emerging and mid-level leaders navigating increasing responsibility

## Pricing

<b>CCA Members</b>	<b>£995 + VAT</b>
<b>Non Members</b>	<b>£1,495 + VAT</b>

Group booking options are available.

## Find Out More

Speak to the team to learn more about the programme and how it can support leadership development within your organisation.

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