



THE  
AMERICAN  
COLLEGE  
OF FINANCIAL SERVICES®

# CLF®

## Chartered Leadership Fellow®

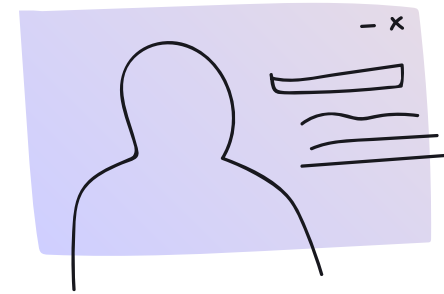
Meet challenges,  
empower people

# EXPAND YOUR OPPORTUNITIES



# Why Become an CLF<sup>®</sup>?

- ✓ **Understand** what makes a true leader and assess your own leadership traits
- ✓ **Recruit, motivate,** and monitor high-performing individuals and teams
- ✓ **Apply** a diverse set of leadership techniques to a changing work environment
- ✓ Create a competitive advantage for your organization through strategic planning
- ✓ **Establish** a culture of trust and respect that functions under crisis



# 89%

**of HR professionals do not believe their companies have a strong bench to fill leadership roles.<sup>1</sup>**

<sup>1</sup> DDI. Global Leadership Forecast. 2021.

# Specialized Skills to Create a Successful Culture

Gain the confidence to deliver change

Prepare yourself to become a more effective leader in any organization, through courses that explore best practices and strategies.

**Our CLF<sup>®</sup> Program equips you to:**

- Understand all aspects of the leadership role
- Master communication techniques to influence behavior
- Develop and execute strategic business plans
- Evaluate team leadership to lead diverse organizations
- Lead with foresight, identifying and managing risks

# Design Your Own Curriculum

Lay the foundation for career-long learning and growth. Choose from nine electives on a wide range of practical topics, taught by an elite faculty of nationally recognized academics, researchers, and practitioners.

## Electives, select 5

FA 200 Techniques for Prospecting: Prospect or Perish

FA 201 Techniques for Exploring Personal Markets

FA 202 Techniques for Meeting Client Needs

FA 204 Marketing Financial Services to Women

FA 222 Essentials of Multiline Skills

FA 251 Essentials of Business Insurance

FA 257 Essentials of Life Insurance Products

FA 261 Foundations of Retirement Planning

FA 271 Foundations of Estate Planning






## Required

FA 290 Ethics for the Financial Services Professionals

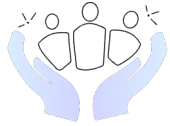
FP 99 Foundations of Financial Planning

# Tackle Global Leadership Challenges

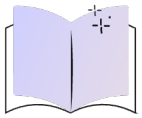
The Chartered Leadership Fellow<sup>®</sup> Program (CLF<sup>®</sup>) prepares you to overcome today's global leadership challenges, including:

-  Keeping your team inspired and motivated
-  Creating and following a strategic plan
-  Developing, coaching, and mentoring your employees
-  Dealing with conflict
-  Guiding through a rapidly changing business environment

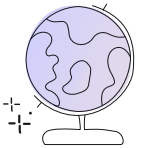
# Your Education Differentiator



**Nationally-recognized faculty and guest** speakers with leadership experience in multiple industries



**Interactive curriculum** designed to equip designees for advanced leadership



**Practical knowledge** applied to real-world challenges for a changing environment



**Courses scheduled by cohort** to enable interaction, with time in between to meet current leadership responsibilities

# Program at a Glance

**Tuition:** \$6,000 or less

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**Timing:** Complete in 12 months with cohort

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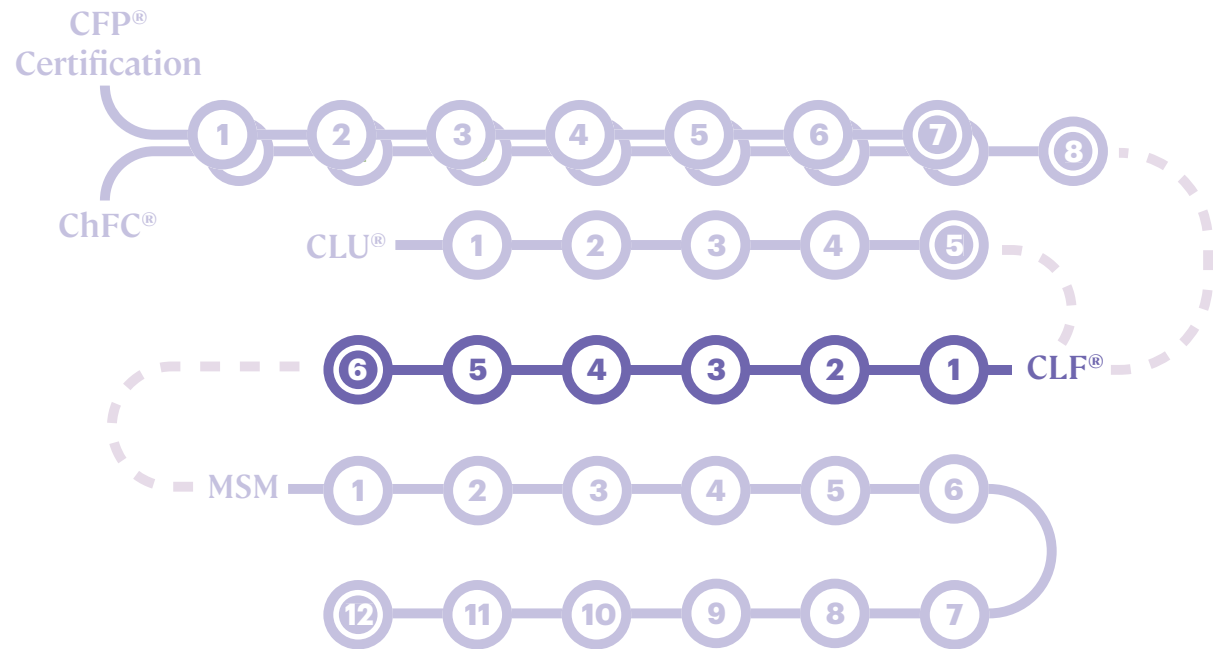
**Format:** Online synchronous classes meet at the same time each week, with assignments to be completed on the student's own time

“The CLF<sup>®</sup> is unique in the financial services industry in that it's the only program that focuses on preparing designees for leadership rather than just management roles.”

— Jim Petersen, Ph.D., Roger Hull/James S. Bingay Chair of Leadership,  
CLF<sup>®</sup> Program Director

# CLF<sup>®</sup> Roadmap to Success

Your journey can begin or end with earning your CLF<sup>®</sup>. Because students enroll in the program as preparation for an expanded leadership role, many financial services professionals earn their CLF<sup>®</sup> after acquiring other designations. It's an integral component of a lifelong learning journey with The American College of Financial Services.





# CLF<sup>®</sup> Education Prerequisites

There are no prerequisite courses required before you can begin the CLF<sup>®</sup> Program other than a high school diploma or the equivalent; however, three years of relevant business experience accumulated up to four years before completion of the program are required to use the designation.

**To receive the CLF<sup>®</sup> designation, you must:**

1. Successfully complete the six required courses
2. Agree to comply with The American College Code of Ethics and Procedures
3. Participate in the annual Professional Recertification Program (PRP)

# Expand Your Opportunities

By choosing **The American College of Financial Services** as your life-long learning partner, you'll benefit from:

- Extensive professional network of financial professionals and leaders
- Ready-to-use knowledge delivered by industry-leading experts
- Interactive community with frequent professional development events
- Advanced planning skills and real-world application not delivered elsewhere
- Modern education through the latest in mobile-friendly, e-learning technology
- Prestigious pedigree of nearly 100 years of academic excellence



CLF®  
Chartered Leadership Fellowship®

# Thank You

To learn more, visit [TheAmericanCollege.edu/CLF](https://TheAmericanCollege.edu/CLF)  
or call **866-303-5611**



*The mark of CLF® is the property of The American College of Financial Services and may be used by individuals who have successfully completed the initial and ongoing certification requirements for this designation.*