



## Leadership Development Program (LDP)<sup>®</sup>

Consultant Robin Nasatir makes a successful transition from individual performer to company executive

**Robin Nasatir**  
President & Chief Executive Officer  
Cliff Consulting

Robin Nasatir of Cliff Consulting has spent more than two decades helping clients use information systems and processes to improve their bottom line. After building a highly successful track record in project management, in 2004 she was asked by company founder Bob Cliff to help him run the firm as its new vice president.

Nasatir readily agreed. But she found that making the transition to management wasn't a cake walk.

"I had spent the better part of my life working as an individual contributor, not as a manager," she said. "After I settled into my new role, one of my colleagues had a talk with me and pointed out that though I was a wonderful consultant, I had moved into a position for which I had no training. It was hard to hear, but I'm forever grateful she was brave enough to suggest that I look for help."

On the recommendation of a business colleague, Nasatir enrolled in CCL's Leadership Development Program (LDP)<sup>®</sup>. The course blends feedback and assessment, group discussions, personal coaching and self-reflection to help individuals build their leadership skills. From the very first day, Nasatir found the experience to be life changing.

"I discovered from the 360-degree feedback I received on day one that I was a perfect 10 superstar to my clients and to my boss, but not to my colleagues and to those who worked for me," Nasatir said. "Knowing that stopped me dead in my tracks and made me completely open to understanding myself, my behavior and how I could change."

After completing the five-day program, Nasatir reinforced what she learned by working one-on-one with a CCL coach and by participating in

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CCL alumni workshops, webinars and other continuing education opportunities.

Back on the job, she discovered she had new-found skills to help her succeed. In fact, she recently took on an even broader role as Cliff Consulting's new president and chief executive officer.

"I now have a new sensitivity to personality types and working styles," she said. "Some people want to work closely with colleagues and need to feel they are always in the loop, while others chafe at spending too much time in meetings and would rather work solo. So I've been able to modulate my expectations and ask individuals how they would like to be engaged, rather than imposing my own style."

Nasatir says she also has become more effective at giving and receiving feedback – using a CCL model that explores the impact of specific behaviors in specific situations.

"As a firm, we work as partners with our clients in a very collaborative relationship to bring out their ideas and strengths," Nasatir said. "The self awareness I've gained and the sensitivity I've developed to different kinds of personalities and their needs has been hugely valuable to that process. I've not only become a better leader within my own firm, but a better consultant to my clients and ultimately a better mother, daughter, sister and friend."

For more information:

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