CCMA Academy

Module Overview

Contact Centre Leadership Behaviours

A Leadership Learning Journey for Contact Centre Leaders



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Designed for new and emerging leaders within their first 12 months in role

Four focused modules designed to help new and aspiring leaders build self-awareness, create accountability, strengthen communication and lead with greater intention.

1. Leading Yourself First
2. Accountability: No Excuses Leadership
3. Intentional Communication
4. Lead with Intent: Shaping the Future

Read on for a detailed overview of each module, including key concepts and learning outcomes.

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Module 1 - Leading Yourself First

Develop the self-awareness and confidence to lead with intention, not reaction. This module helps new leaders understand their impact, strengthen emotional intelligence and build trust through authentic, growth minded leadership.

New leaders often focus on tasks and results. This module shifts the lens inward.

Participants explore what leadership really means in a contact centre environment and challenge common misconceptions around authority, control and visibility. Through facilitated discussion and reflection, they develop emotional intelligence, understand the impact of their behaviour and recognise how mindset shapes team culture.

The session creates space to explore imposter syndrome, confidence and leadership identity in a supportive, adult learning environment.

Key Concepts



- What is a leader in today's contact centre?
- Emotional Intelligence and self-regulation
- Growth vs fixed mindset in performance cultures
- Imposter syndrome and leadership confidence
- Behavioural impact and unintended consequences
- Building trust through consistency and authenticity

Learning Outcomes

Participants will:

- Articulate their personal leadership intention
- Recognise how their behaviour shapes team culture
- Identify emotional triggers and regulation strategies
- Apply growth mindset principles to themselves and their teams
- Build awareness of how trust is created or eroded daily

Module 2 - Accountability: No Excuses Leadership

Create a culture where accountability is clear, supportive and inclusive. Leaders learn to reduce avoidance, navigate power dynamics and drive performance through clarity and psychological safety rather than fear.

Accountability in contact centres can easily drift into blame or avoidance. This module reframes accountability as clarity, ownership and shared responsibility.

Participants explore psychological safety, power dynamics and the practical behaviours that create high standards without fear. Leaders reflect on where they may unintentionally rescue, avoid or over control, and learn how to drive performance with support rather than intimidation.

The focus is on courageous leadership decisions made every day.

Key Concepts



- Psychological safety in performance environments
- Power dynamics between leader and colleague
- The Accountability Ladder and ownership mindset
- Avoidance patterns and difficult conversations
- Driving standards with clarity and support
- Inclusive accountability

Learning Outcomes

Participants will:

- Understand the relationship between safety and accountability
- Identify avoidance behaviours in themselves and others
- Apply the Accountability Ladder to real scenarios
- Hold performance conversations with confidence and fairness
- Create a culture where expectations are clear and inclusive

Module 3 - Intentional Communication

Lead conversations with adaptability, awareness and purpose. This module builds the skills to flex communication styles, understand motivational drivers and strengthen trust across diverse teams.

Leadership communication is not just about clarity. It is about connection.

This module develops leaders' ability to adapt their style, understand personality differences and respond intentionally in varied situations. Through models such as Transactional Analysis and personality style frameworks, participants gain insight into communication dynamics and motivational drivers.

The aim is not to label people, but to increase awareness and flexibility in order to build inclusive, high trust teams.

Key Concepts

- Transactional Analysis
- Communication styles and adaptability
- Motivational drivers and engagement
- Listening for understanding rather than response
- Inclusive language and behavioural awareness



Learning Outcomes

Participants will:

- Recognise different communication dynamics in their teams
- Adapt their style to increase trust and clarity
- Identify individual motivational drivers
- Reduce misunderstandings and reactive responses
- Create inclusion through conscious communication choices

Module 4 - Lead with Intent: Shaping the Future

Turn leadership intention into consistent action. Participants develop the confidence to coach, give meaningful feedback, prioritise effectively and make development visible within their teams.

Leadership is expressed through conversations and priorities.

This module equips leaders to coach effectively, deliver developmental feedback and prioritise what truly matters. Participants explore the difference between will and skill, learn to make development visible and practise the art of saying no to protect focus.

The emphasis is on intentional leadership choices that shape long term culture rather than short term reaction.

Key Concepts

- Coaching mindset and structure
- Feedback that develops rather than diminishes
- Planning and prioritisation in high demand environments
- The art of saying no
- Will vs skill in performance management
- Making development visible and measurable



Learning Outcomes

Participants will:

- Structure meaningful coaching and feedback conversations
- Differentiate between motivation and capability gaps
- Prioritise leadership time intentionally
- Set boundaries with clarity and professionalism
- Create visible development pathways within their teams

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Ready to support your new and aspiring leaders?

Visit the website to view upcoming dates and book places or contact Colette to discuss tailored learning options for your organisation.