MCE

Leadership for Boosting Performance

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Identify Your Three Drivers for Stand-out Performance

Highlights

- Receive your copy of "What Leadership is For: Identifying the Three Drivers for Stand-Out Performance"
- Explore the 12 drivers of leadership in today's world
- Choose your 3 focus areas and build your leadership plan

Key Competences

- Executive leadership,
- Strategic thinking & Execution
- Diversity & Inclusion
- Digital transformation
- Customer focus
- Operational Excellence
- Partnership skills
- Employee engagement.

WHAT LEADERSHIP IS FOR

IDENTIFYING THE THREE DRIVERS FOR STAND-OUT PERFORMANCE

PATRICK FANIEL
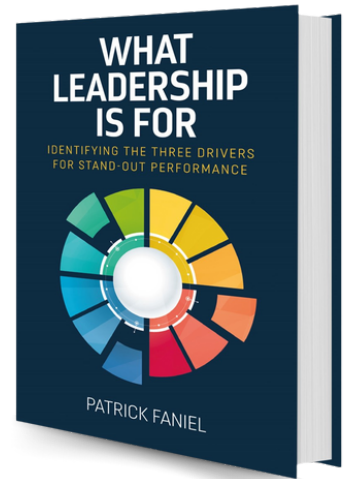
The Right Programme for You

You are a senior leader and a manager of managers and you are faced with many executive challenges in your role. You want to boost the performance of your organization, division or department.

Senior Managers

Learn, Practice and Use

- **Align** teams on key drivers of your leadership
- **Move** from strategy, vision, objectives to out-performance
- **Inspire** a shared corporate vision at all levels of the organization
- **Learn** how to digitalize with humans
- **Become** a bold and responsible leader
- **Develop** your innovation culture
- **Understand** customer intimacy and what it means for your company
- **Build** a growth mindset
- **Implement** your DEIB strategy
- **Understand** your brand and what it means for your people and your clients
- **Work** with positive emotions and leadership models

Practical Information

Face-to-Face

4 days
€4,995

Live Online

8 x 3-hour sessions
€4,995

Available In-Company
The programme is available as an In-Company solution for your teams. More information at **mce.eu/inco**

mce.eu/leadership for dates, locations and full programme outline

Programme Modules

1 **Leadership Model - Identifying your three drivers**
- Understanding the overall concept
- Exploring the quadrants and 12 potential drivers
- Where is your organization today

2 **Leadership for Growth**
- Growth mindset
- Accelerated growth
- Going beyond the constraints of scale
- Who is going to follow?
- Securing the value

3 **Leadership for Innovation**
- The innovation radar
- Red ocean, blue ocean
- Better innovation
- The possibility gap
- Creative culture
- Getting everyone involved

4 **Leadership for Partnerships**
- Innovation partnerships
- Growth partnerships
- Partnership skills
- Three degrees of partnership

5 **Leadership for Strategy Execution**
- Misaligned value in organizations
- The discipline of market leaders
- Moving from strategy to performance
- The strategy house
- The execution framework

6 **Leadership for Effectiveness**
- The core competencies of effectiveness
- The billion-dollar turnaround
- Being bold and responsible

7 **Leadership for Digitalization**
- Digital experiences
- Data, analytics, and processes
- Cross-functional teams
- Design principles
- Digitalizing with humans

8 **Leadership for Employee Experience**
- A more human deal
- Design thinking
- Creating an employee experience
- Purposive employees
- Strategic transformations and metrics

Programme Modules

9 **Leadership for Diversity and Inclusion**
- Commitment and impact
- Breaking down invisible walls
- Transformational models
- Metrics
- Implementing DEIB

10 **Leadership for Inspiration**
- Inspiring a shared vision
- Becoming inspiring and inspirational models
- Cascading inspiration
- Leadership presence

11 **Leadership for Customer Focus**
- Bad profits, good profits
- The paradox of growth
- A seamless experience
- Business metrics
- Turning numbers into behaviours

12 **Leadership for Brands**
- Classic brands caught in the middle
- New brands, value discipline and becoming number one
- Brand definition
- Brand implementation

13 **Leadership for Personalization**
- Customer intimacy
- Personalization as standard
- Intelligent customer engines
- Managing personalization
- Designing the experience
- Data analytics
- Winning with AI

14 **Leadership without Authority**
- Creating your power base
- Organizationally savvy
- Positive emotions
- MCE models and frameworks
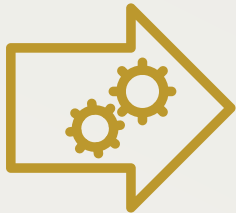- Persuasion

15 **Choosing your 3 Focus Areas**
- Where do you want to be and how to get there : Action plan

Learn

the key business skills and knowledge you need for your management role today and tomorrow

Practice

the skills you learn and get feedback, recommendations and coaching

Use

what you learn and practise as soon as you get back to your office