

A black and white photograph of a woman with long, wavy hair, smiling warmly at the camera. She is wearing a light-colored blazer over a white button-down shirt and a necklace with a pendant. The background is softly blurred, suggesting an office or professional setting. A dark purple banner is overlaid on the lower part of the image, containing the text for the program.

MCE Women's Leadership Certificate Programme

Women in Business

MCE Women's Leadership Certificate Programme

Build the key leadership skills you need to boost your career and earn MCE's Women's Leadership Certificate.

Highlights

- Your leadership style: use a professional assessment framework to explore your personal leadership style.
- Convincing & influencing: Learn how to make compelling business cases and 'sell' your ideas effectively.

Key Competences

- Leading with conviction
- Leadership styles
- Convincing messages
- Leadership voices
- Strategic execution
- Negotiation as a leader

The Right Programme for You

You are a business woman on a leadership career path. You want to improve your leadership competencies and increase your impact and confidence in a sometimes challenging business world.

Middle Managers

Managers



Learn, Practice and Use

- **Develop** the crucial leadership skills you need to boost your career
- **Increase** your confidence and be comfortable with risk-taking in your role
- **Find** your true, dynamic voice as a leader and shape an authentic leadership message throughout the organization
- **Identify** yourself, and be identified, as a total, professional manager and leader who brings value to the company
- **Learn** how to lead with courage and conviction
- **Become** a great negotiator in your leadership role
- **Learn** how to navigate organizational politics
- **Craft** compelling messages that colleagues will support
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,995

Live Online



4 x 3-hour sessions
€2,995

Available In-Company

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

Includes free membership

All participants get free access to MCE's Women's Leadership Centre including special offers, networking events, exclusive content and more.

Programme Modules

1

The Importance of Women Leading

- Define leadership and how it differs from management
- Understand that you create a competitive edge in your organization
- Describe courage and conviction to speak up, advocate for your team, and create value for your organization
- Understand the four domains of successful leadership

2

Our Leadership Voice

- Describe the components of a compelling leadership voice
- Understand your authentic voice as a leader and how to communicate it with conviction
- Demonstrate when and how to adjust your voice to effectively inspire results
- Overcome biases to your leadership voice
- Understand the importance of role modeling and creating a feedback culture

3

How to Craft a Compelling Message

- Apply a simple methodology to craft your ideas quickly and powerfully
- Understand how to communicate your desired outcomes to different audiences
- Explain your ideas courageously while being clear and concise
- Describe a compelling business case that stands out to various stakeholders

4

Communicating the Strategic Direction

- Define strategic direction and its importance to daily work
- Communicate a strategic direction with passion, courage, and conviction
- Describe messages leaders use to set strategy and align resources to achieve results

5

Creating Highly Valued Successful Teams

- Identify your strategic network and how to improve it
- Describe organizational politics
- Understand the four keys to successfully navigating organizational politics for your career and your teams
- Decide what supports movement from individual contributors to highly successful team players, and what creates a high-performance environment
- Align your team to the bottom line and know how they create value

6

Becoming a Strategic Leader That Innovates Value

- Define strategy from an organizational view
- Identify the five key questions strategic leaders ask regularly
- Determine future needs using swot for risk analysis
- Create a value proposition based on customers' needs, wants, and expectations
- Understand how to inspire innovation

7

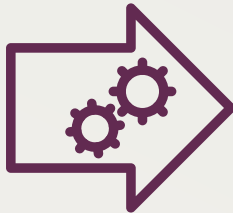
The Leader as Negotiator

- Determine what you can negotiate
- Assess your dominant negotiation style and how it aligns with your leadership voice
- Discern when another negotiation style is necessary and have the conviction to use it
- Understand the four-step process for successful negotiation



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

For more information please contact:



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