



Strategic Leadership for Senior Managers

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Develop key leadership skills to align your people around your vision and implement your strategy successfully

Highlights

- Use the MCE Leadership for Strategy implementation model to assess the implications of your Customer Value Proposition
- Create a clear and rigorous strategy implementation plan using the Strategy House Model

Key Competences

- Strategic change management
- Strategy implementation
- Developing leadership styles
- Implementing your CVP
- Risk management
- Managing complexity

The Right Programme for You

You are a senior manager or executive. You lead change and strategy implementation in your company. You need to align multiple levels, divisions and locations to achieve strategic goals and objectives.

Senior Managers



Learn, Practice and Use

- **Lead** strategy implementation and change in your area
- **Have** a plan for aligning your company or division to deliver on your customer value proposition
- **Get** your people's understanding and buy-in so that they can see where they can contribute
- **Assemble** and develop the people with the skills & behaviours that move the strategy along
- **Set** meaningful KPIs and cascade goals to keep everyone focused on the strategy
- **Streamline** processes and structures to better enable your people to implement strategy
- **Create** a clear strategy implementation plan using the "the Strategy House"
- **Segment** your stakeholders and tailor your strategy communication
- **Use** the Net Promoter Score to measure customer loyalty
- **Manage** multiple projects and understand risk management
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



4 days
€4,750

Available In-Company

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

Programme Modules

1

Start with a Clear Strategy

- Global trends: The world is changing, what changes do you have to manage?
- Elements of a clear strategy
- Customer Value Proposition at the centre of mission, vision, and strategy
- How do your customers experience your company, and why is this?
- Implications of the Customer Value Proposition for leadership – the MCE Leadership for Strategy Implementation Model
- Creating a clear strategy implementation plan – the “Strategy House”
- Making your strategy crystal clear and communicating it in a way people can understand, buy into, and know what to do
- Segmenting your stakeholders and tailoring your strategy communication

2

Align Processes and People to Strategy

- Performance metrics
- Processes and Structure
- Keeping things simple
- Using the Net Promoter Score to measure customer loyalty – a key performance measure and driver of process improvement to deliver value to the customer
- Applying to your own situation

3

You as Leader

- Talent, competencies, and mindsets needed for different strategies
- New strategy implementation as a change management programme
- The role of the top team in setting the example
- Building coalitions for change
- Your leadership style and behavior
- Exemplary leadership practices
- Motivating diverse teams and organizations

4

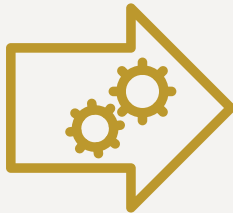
Getting into Action

- Practice communicating your implementation plan as you would to your staff
- How to make strategy actionable
- Managing complexity, scale and pace
- Managing multiple projects and setting priorities
- Managing risks to implementation



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

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