



# The Voice of Leadership

How Leaders Inspire, Influence  
and Achieve Results

# The Voice of Leadership

How Leaders Inspire, Influence and Achieve Results

Learn how to get buy-in, gain trust and inspire loyalty by communicating as a leader.

## Highlights

- Assess your current leadership communication style against the five key traits of effective executive communication.
- Find your own leadership voice using assessment, role plays, exercises and feedback.

## Key Competences

- Building buy-in, trust & loyalty
- Motivating and inspiring
- Communication skills
- Managing stress & anxiety
- Coaching & mentoring
- Creating a leadership style

## The Right Programme for You

You are an experienced manager or executive. You want to move your leadership skills to the next level by focussing on your leadership voice, your messaging and your personal style.

Senior Managers

Managers



## Learn, Practice and Use

- **Improve** your leadership communication skills
- **Build** greater buy-in, trust and loyalty from your teams
- **Demonstrate** grace under fire and defuse tension
- **Overcome** resistance to change
- **Motivate** followers and inspire them to action across the organization
- **Rally** support in difficult situations
- **Learn** how to coach, counsel and mentor for improved performance
- **Manage** conflict and hostile disputes professionally
- **Generate** presence and charisma that command professional respect
- **Use** a matrix to plan your leadership messages
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
**€3,795**

### Live Online



**4 x 3-hour sessions**  
**€2,995**

### PMI Certified

The programme is certified by the Project Management Institute® (PMI).  
More information at [mce.eu/pmi](https://mce.eu/pmi)

### Available In-Company

The programme is available as an In-Company solution for your teams.  
More information at [mce.eu/inco](https://mce.eu/inco)

[mce.eu/leadership](https://mce.eu/leadership) for dates, locations and full programme outline

# Programme Modules

1

## **The Voices of Effective Leaders – Past and Present**

- Describe typical situations requiring leadership communication and assess how well you use the language of leadership in these situations
- Identify five traits of effective leadership communication and assess how well you demonstrate those traits

2

## **Finding Your Leadership Voice**

- Learn the two components of a leader's voice
- Describe several leadership communication styles and describe your dominant style

3

## **Crafting Compelling Messages That Inspire Action and Produce Results**

- Pinpoint the desired results of your leadership message by using a results matrix
- Shape your leadership message

4

## **Setting the Stage for Powerful Communication**

- Pick the right forum for leadership communications and create a winning setting for your key messages
- Overcome stage fright and communication anxiety

5

## **Taking the Lead**

- Generate presence and charisma that command respect
- Send clear messages that maximize audience understanding

6

## **Setting the Direction You Want Others to Travel**

- Communicate a clear mission and inspire vision and values
- Delegate authority in ways that prompt others to take responsibility

7

## **Influencing and Inspiring Others into Action**

- Identify the factors that demotivate
- Light a fire in the hearts of others

8

## **Coaching, Counselling and Mentoring for Improved Performance**

- Stimulate and guide authentic coaching, counselling and mentoring sessions

9

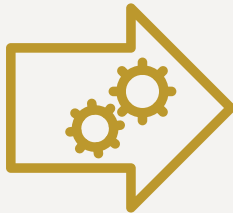
## **Addressing Tough and Touchy Topics in Ways That Defuse Tension**

- Handle conflict and hostile disputes



# 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:



+32 2 543 21 20

@ info@mce.eu

Visit [mce.eu](https://mce.eu)

