



MCE Week: Leadership & Business Strategy

MCE WEEKS

MCE Week: Leadership & Business Strategy

Learn to communicate as a leader to gain trust, inspire loyalty, and get buy-in while developing strategic plans that drive your company's goals and future growth.

Highlights

- Use the I/P (importance/performance) matrix as a competitive tool for your organization.
- Explore the product/industry/life-cycle curve.
- Translate big ideas into a well-executed strategic planning.

Key Competences

- Strategic planning
- Understanding mega patterns
- Strategy & finance
- Building buy-in, trust & loyalty
- Managing stress & anxiety
- Risk management

The Right Programme for You

You are an experienced manager or executive and want to become an inspiring leader within your organizations. If you need to learn how to be heard, motivate your people, and align them around strategic decisions.

Managers

New Managers



Learn, Practice and Use

- Identify strategic planning issues in order to develop a unique competitive advantage
- Learn key analytical and conceptual approaches
- Align your organization with your strategic planning goals by integrating strategy, objectives, metrics, and performance
- Identify evolving strategic patterns and generate ideas
- Incorporate customer needs into your strategic planning
- Use a case study to examine the strategic planning process in detail
- Recognize how the actions of customers, competitors, and your own company determine the outcomes in your markets
- Improve your leadership communication skills
- Build greater buy-in, trust and loyalty from your teams

Practical Information

Face-to-Face



5 days
€4,795

Available In-Company

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

Visit mce.eu/weeks 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

Programme Modules

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Strategic Planning Principle

- Determining a frame of reference for strategic planning concepts
- Schools of thought in strategic planning
- The evolution of strategy

11

An Overview of the Strategic Planning Process

- Basic elements of strategic planning
- Developing and managing the strategy formation process

12

Understanding Your Organization's Mission

- Your organization's core values
- Creating an inspiring mission statement for your own organization

13

Assessing the External Environment

- Identifying macro and micro factors
- Responding to changes in the environment
- The I/P (Importance/Performance) matrix as a competitive tool

14

Understanding Your Internal Environment

- How to become a high-performing organization
- Financial elements of developing strategy

15

Formulating Your Strategic Planning

- Data synthesis
- SWOT analysis

16

Competitive Strategic Planning

- Defining your competitive advantage
- The product/industry/life-cycle curve
- Understanding mega patterns

17

Ensuring Strategic Alignment

- Creating organizational accountability
- How to translate the grand design into well-executed strategic planning

18

Strategic Planning Execution

- Key building blocks
- Learning the three core processes
- Understanding resource allocation and strategy formation

19

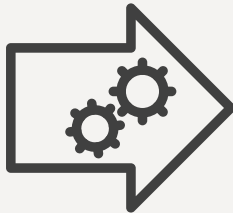
A Strategic Planning Process

- Determining the best processes for your business



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

