MCE

Communicating to Your Senior Management and Key Stakeholders (VR+)

Fully Immersive Learning Environment with Virtual Reality modules

Communication Skills

Communicating to Your Senior Management and Key Stakeholders

Learn to communicate to your senior executives, get their buy-in and move forward with your projects and ideas

Highlights

- Learn to adapt your messaging and style to different audiences
- Be able to handle difficult questions and interruptions
- This programme includes MCE Extended Learning powered by Virtual Reality modules

Key Competences

- Strategic communication
- Understanding the needs of senior executives
- Business presentations
- Defending your ideas
- Adapting your messages

The Right Programme for You

You are a manager or business professional who needs to get the buy-in and commitment from your senior managers or key stakeholders for projects, ideas or budgets.

Managers

Learn, Practice and Use

- **Communicate** in a way that senior managers listen, remember, and are willing to support
- **Sell** your ideas, report your results and raise issues that need to be addressed
- **Connect** what you want to say to the strategic goals of the organization that senior management care about
- **Handle** interruptions and tough questions in a professional way
- **Defend** your ideas or data without getting defensive and losing your focus
- **Improve** your own profile and credibility in the organization
- **Prepare** your presentations in advance and adapt the content to your audience
- **Use** visual aids, your voice and movement to create greater impact
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face

4 days
€4,795

Virtual Reality

This programme includes MCE Extended Learning powered by Virtual Reality modules, with realistic situations.

Available In-Company

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

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

A Fully Immersive Learning Environment

- Practice soft skills in a realistic three-dimensional environment
- Simulate real-life situations and interactions
- Experiment and learn from your mistakes in a risk-free setting
- Engage in complex interpersonal interactions to practice empathy, emotional regulation, and conflict resolution in a variety of situations
- Receive immediate feedback, based on your actions and decisions, within the virtual environment - to quickly identify areas for improvement and adjust your behaviours accordingly
- Receive detailed data regarding your performance - before and after the training module, including decision-making processes, reaction times, and areas of difficulty. This will be analyzed to assess effectiveness and identify areas for improvement

Virtual Reality Modules

Clear Communication Skills

Identify poor communication practices, experience what you sound like to other people and practise clear communication behaviours like emotional self-regulation, affirmative body language or summarising.

Objectives:

- Distinguish between good and bad communication practices.
- Apply clear communications techniques and behaviour in a practical scenario.

Active Listening

Identify poor active listening habits, experience what lack of active listening feels like and practise active listening behaviours like clarifying, summarising or acknowledging emotions.

It allows users to experience a realistic scenarios of communicating with another person. It allows users to practice active listening in an office environment - and become more engaged, thoughtful members of the team.

Objectives:

- Identify emotions in a conversation
- Distinguish between good and poor active listening practices
- Apply active listening techniques and behaviours in a practical scenario

Public Speaking & Presentation Skills

Communicating our thoughts, ideas and beliefs is a fundamental life skill, essential for defining who we are and what we need. Yet fear of public speaking means that many of us would much rather shut up than speak out in front of an audience.

This adaptive programme of fully-immersive activities coaches learners in four key interconnecting components of public speaking: composure, performance, charisma and content.

Objectives:

- Build confidence and manage anxiety
- Become more aware of what your non-verbal signals are saying
- Discover the non-verbal behaviours of top orators
- Practise applying different non-verbal techniques in different contexts
- Develop presence by being your own authentic self
- Build charisma in how you speak to others
- Receive guidance in deciding what you're going to say
- Structure your content for clarity and engagement

Programme Modules

1. VR Module: Clear Communication Skills

2. Senior Management, Strategic Direction, Communicating and You

- The customer value proposition and how to achieve it as senior management's key concern
- Crafting your message and linking it clearly to the strategic context to get senior management's attention
- Implementation planning as an essential ingredient for any proposal
- Segmenting your different stakeholder groups and tailoring your message to the concerns of each

3. VR Module: Active Listening

4. Criteria for Successful Communicating

- Different types of message for different situations
- Including a clear call to action in your communication
- Effective listening for better communication
- Using questions strategically
- Non-verbal communications
- Storytelling

5. VR Module: Public Speaking & Presentation Skills

6. Presenting your Ideas Persuasively

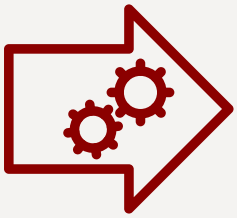
- Preparing your presentation
- Assessing your audience and the context
- Getting and keeping attention
- Using visual aids, using your voice, using movement for more impact
- Handling tough questions and interruptions
- Managing meetings
- Leveraging your personal style and strengths

7. Finalizing your plan for communicating to senior management

- Deliver your presentation and get feedback
- Different types of business presentations you'll face as your career progresses
- Defending your idea assertively
- Develop your personal action plan for communicating to your senior management and key stakeholders.

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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