

A black and white photograph of a man with short hair, a beard, and glasses. He is wearing a button-down shirt with a small pattern and has his arms crossed. The image is partially obscured by a large white diagonal shape that contains the text.

MCE Week: Preparing for Leadership & Business Strategy

MCE WEEKS

MCE Week: Preparing for Leadership & Business Strategy

Step into a new leadership role by discovering your unique leadership style to build a productive and motivated team. Develop the best strategic plans to support your company's goals and future growth

Highlights

- Discover your own personal leadership style
- Use the I/P (importance/performance) matrix as a competitive tool for your organization.
- Explore the product/industry/life-cycle curve.

Key Competences

- Motivating your team
- Becoming a great leader
- Planning your role as a leader
- Strategic planning
- Strategic alignment
- Understanding mega patterns

The Right Programme for You

You are a manager who is moving into a new leadership role. You need to develop key leadership skills and develop new strategies for the future. This programme prepares you for this new role.

Managers

New Managers



Learn, Practice and Use

- **Understand** what a leader is...and is not
- **Discover** your own unique leadership style and project a more dynamic image
- **Determine** which leadership attributes you already possess
- **Apply** lessons learned through leadership training to take on your first leadership position with greater confidence
- **Get** noticed by learning how to look and talk like a leader
- **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

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

Programme Modules

1

Is There a Leader in You?

- Discuss which qualities senior management looks for in candidates for leadership positions
- Understand the challenges you will face

2

What Do Leaders Talk About?

- Discover your leadership style
- Learn to adapt your style to the needs of others

3

What Is Your Leadership Image?

- Describe how to project the positive professional image of a leader
- Understand the Importance of Trust and Its Effects on Followers
- Build Relationships of Trust with Those You Lead

4

How Can You Build Your Influence and Power?

- Identify a leader's sources of power and influence
- Illustrate ways that leaders can build their power and influence

5

How Should You Handle Organizational Politics?

- Explain strategies for getting others to support your agenda

6

How Can You Motivate People?

- Assess the things that really motivate

7

Methods to Approach the First Day, Week, Month and Year of Leadership

- Design your strategies for being noticed and selected to be a leader

8

Strategic Planning Principle

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

9

An Overview of the Strategic Planning Process

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

Programme Modules

10

Understanding Your Organization's Mission

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

11

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

12

Understanding Your Internal Environment

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

13

Formulating Your Strategic Planning

- Data synthesis
- SWOT analysis

14

Competitive Strategic Planning

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

15

Ensuring Strategic Alignment

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

16

Strategic Planning Execution

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

17

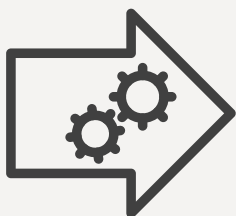
A Strategic Planning Process

- 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

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