

A woman with long brown hair, smiling, wearing a dark olive-green military-style shirt with two chest pockets. She is gesturing with her hands. The background is a blurred office setting.

The Voice of Leadership & Business Strategy (Morning Edition)



8:00 AM - 2:00 PM

Followed by Lunch

MCE WEEKS

Programme Details

As an experienced manager or executive, you aim to be an inspiring leader by learning to be heard, motivate your team, and apply strategic decision-making to enhance performance.

Highlights

- Assess your current leadership communication style against the five key traits of effective executive communication
- 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 an experienced manager or executive, who should be inspiring, and motivate your team. You need to develop effective business strategies and apply strategic decision-making.

Managers

New Managers



Learn, Practice and Use

- **Motivate** followers and inspire them to action across the organization
- **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
- **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

Practical Information

Face-to-Face



5 days
€4,995

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

10

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

Programme Modules

12

Understanding Your Organization's Mission

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

13

Assessing the External and Internal Environment

- Identifying macro and micro factors
- Responding to changes in the environment
- The I/P (Importance/Performance) matrix as a competitive tool
- How to become a high-performing organization
- Financial elements of developing strategy

14

Formulating Your Strategic Planning

- Data synthesis
- SWOT analysis

15

Competitive Strategic Planning

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

16

Ensuring Strategic Alignment

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

17

Strategic Planning Execution

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

18

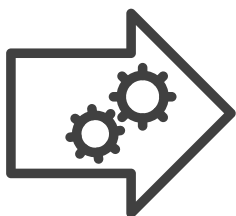
A Strategic Planning Process

- 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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