



Management
Centre Europe®

Open Programmes in
**BRUSSELS,
AMSTERDAM
& FRANKFURT**
September 2021

Who is Management Centre Europe (MCE)?

MCE is one of the largest providers of international management development services in the EMEA Region



MCE - Key Figures

95 Years

of globally recognized expertise

10 million

participants in the past 10 years

92%

of Fortune 1000 companies work with us

125+

Nationalities on MCE programmes

1000+

experienced business faculty globally

96%

of participants report they use what they learn

Open Training Programmes

Open or Public Training Programmes are available to your employees at locations across the EMEA region or Online.



100+ programmes

available online and in 30+ cities across the EMEA region



Pragmatic, hands-on and practical



International focus and participants



Faculty with **extensive business experience** and facilitation skills



Multiple formats:

Live Online, Live Online Express, Face-to-Face, On Demand, Off-the- Shelf and more

Management Centre Europe's

3 Leadership Areas

The 3 key areas of management and leadership for a successful career.

MCE believes that in order to become a well-rounded manager and leader, based on our experience helping more than 10 million professionals develop their skills, managers and leaders need to understand and develop their personal skills (Leading Self), they also need the competencies to manage people in all its aspects (Leading Others), and they also need solid business knowledge and skills (Leading Business).

These 3 dimensions, around which 360° leadership should be built and developed, are critical to succeed and grow as a manager and leader.



Build and improve your skills in the areas of assertiveness, communication, personal influence, conflict resolution, negotiation and time management.



Gain the skills that will help you evolve from being a competent new manager to successfully managing and leading people with a vision, strategy and the competency to engage people towards common business and organizational goals.



Drive performance and achieve your goals in your specialized area such as General Management, Marketing, Sales, Finance, Project Management, Strategy, and Sustainability.





Management Skills for New Managers

Are you ready start your management career? Learn to build your team and leverage people's capabilities. Develop the management skills that will help you move from being an individual contributor to a well-respected manager who can achieve team success and drive bottom-line performance.

Competencies & Skills

- ▶ Communication with your team
- ▶ Delegation strategies
- ▶ Coach your team members
- ▶ Communicate organizational goals

Typical Participants

If you are a newly appointed manager, or have 1 to 2 years of experience, and want to improve your management skills, this programme is for you. Some of the management positions that usually attend this management programme are:

- ▶ Newly appointed Managers in the different business units and departments (Sales, Marketing, Operations, Accounting & Finance, HR)

Programme Content

After participating in this programme, you will be able to:

- Fully understand your management roles and responsibilities
- ▶ Improve communication with your team and set expectations for yourself and your direct reports
- ▶ Adapt your leadership style to meet the needs of individual team members
- ▶ Communicate organizational goals that get results
- ▶ Apply delegation strategies to increase productivity and motivation
- ▶ Use effective coaching techniques to maximise your team's performance
- ▶ Network and learn from a diverse group of peers from different functions, industries and countries
- ▶ Develop a personal action plan to implement back at work
- ▶ Practise new skills using real business world examples and exercises in this interactive programme

Experience Level

- ✗ Admin Professionals
- ✗ Individual Contributors
- ✗ Supervisors
- ✓ **New Managers**
- ✗ Managers
- ✗ Senior Managers

Also Available as

- ⚙ In Company

PMI Certified

This programme has been reviewed and approved by the Project Management Institute® (PMI).

More information at www.mce.eu/pmi



Practical Details



Face to Face



3 days



€1,950



This programme is delivered in English

Programme Dates

20 - 22 September 2021



Location: Brussels, Belgium

Register Now

+32 (0)2 543 21 20 • www.mce.eu • info@mce.eu

Visit MCE.EU for the latest dates and locations.



Leading with Emotional Intelligence

Increase awareness about your feelings, your emotions and the way you interact with others. Learn how to use that information to improve your communication, carry out professional interactions empathically and consciously, and impact the achievement of your business goals.

Competencies & Skills

- ▶ Self-awareness as a leader
- ▶ Emotional intelligence
- ▶ Develop networks and relationships

Typical Participants

If you are in a leadership position with 5+ years' experience who wants to promote a healthy productive workplace and impact your organization positively by working on your emotional intelligence, this programme is for you.

Programme Content

After participating in this programme, you will be able to:

- ▶ Lead powerfully with presence and impact
- ▶ Gain valuable emotional insights and awareness to inspire and maintain productive relationships
- ▶ Manage and adapt emotional behaviours that expand your sphere of credibility and influence
- ▶ Utilise empathy to promote strong relationships
- ▶ Apply collaborative, inclusive and creative communication practices
- ▶ Harness emotionally intelligent motivational skills to achieve team results
- ▶ Network and learn from a diverse group of peers from different functions, industries and countries
- ▶ Develop a personal action plan to implement back at work
- ▶ Practise new skills using real business world examples and exercises in this interactive programme

Experience Level

- × Admin Professionals
- × Individual Contributors
- × Supervisors
- × New Managers
- ✓ **Managers**
- ✓ **Senior Managers**

Also Available as

- ⚙ In Company

Practical Details



Face to Face



3 days



€3,450



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20 - 22 September 2021



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How to Communicate with Diplomacy, Tact and Credibility

Be a consistently professional communicator — even in the most difficult circumstances.

Competencies & Skills

- ▶ Effective and powerful communication
- ▶ Use diplomatic and tactful language
- ▶ Understand perceptions, the impact of stress and listening skills

Typical Participants

If you are a business professional who requires the skills to communicate in a tactful and diplomatic manner, while being effective in getting your message across, this programme is for you.

Programme Content

After participating in this programme, you will be able to:

- ▶ Apply diplomacy and tact to be a credible and effective communicator
- ▶ Manage the impact your communications have on your image
- ▶ Define and leverage your communication style
- ▶ Develop and demonstrate better listening skills
- ▶ Understand the importance of perceptions
- ▶ Explore communication style differences and learn to flex your own style
- ▶ Recognize the impact of stress on communications and be able to adjust for it
- ▶ Know what makes effective, powerful communication and develop the skills to model it
- ▶ Network and learn from a diverse group of peers from different functions, industries and countries
- ▶ Develop a personal action plan to implement back at work
- ▶ Practise new skills using real-business-world examples and exercises in this interactive programme

Experience Level

- ✗ Admin Professionals
- ✓ Individual Contributors
- ✓ Supervisors
- ✓ New Managers
- ✓ Managers
- ✗ Senior Managers

Also Available as

- ✳ In Company

PMI Certified

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Practical Details



2 days
€2,450

 This programme is delivered in English

Programme Dates
27-28 September 2021

 Location: Brussels, Belgium

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Mini MBA

Become a great “all-round manager” with the MCE Mini MBA. Develop your management skills in Leadership, Strategy, Business Finance, Marketing & Supply Chain with practical challenges an applied Business Simulation.

Competencies & Skills

- Business acumen (strategy, finance, marketing, supply chain)
- Leadership & general management
- Analytical thinking
- ▶ Global outlook

Typical Participants

The MCE Mini MBA is the perfect programme for managers who want to boost their career and become a great “All-Round Manager”. Typical participants are managers with technical, scientific or specialist backgrounds e.g. production engineers, R&D engineers, finance managers, sales executives, marketing specialists, logistics managers, etc. or managers & department heads who need to refresh and develop their business knowledge to support their future career.

Programme Content

- After participating in this programme, you will be able to:
- ▶ Understand how a company really works – from the perspective of each business department
 - ▶ Develop strategic thinking, planning and execution skills using the best tools and frameworks
 - ▶ Lead and align your stakeholders to deliver your divisional, functional or organizational strategy
 - ▶ Speak the language of business and understand how general managers think and act
 - ▶ Support strategic goals from top management, translate and implement them for your area
 - ▶ Network and learn from a diverse group of peers from different functions, industries and countries
 - ▶ Develop a personal action plan to implement back at work
 - ▶ Practise new skills using real business world examples and exercises in this interactive programme

Experience Level

- ✗ Admin Professionals
- ✓ Individual Contributors
- ✓ Supervisors
- ✓ New Managers
- ✓ Managers
- ✗ Senior Managers

Also Available as

- ⚙ In Company

PMI Certified

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Practical Details



5 days
€3,950



This programme is delivered in English

Programme Dates
20-24 September 2021



Location: Frankfurt, Germany

Register Now

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Visit MCE.EU for the latest dates and locations.



Developing Your Analytical Skills: *How to Research and Present Information*

Quickly synthesise qualitative data, determine implications, and make informed decisions.

Competencies & Skills

- ▶ Analytical thinking
- ▶ Qualitative and quantitative data analysis
- ▶ Decision-making

Typical Participants

If you are a business professional who wants to learn basic analytical skills to conduct research and perform analysis to make more informed and evidence-based decisions, this programme is right for you.

Programme Content

After participating in this programme, you will be able to:

- ▶ Identify relevant information
- ▶ Research and organize data from multiple sources in appropriate formats
- ▶ Categorise data for analysis
- ▶ Make difficult decisions involving qualitative data
- ▶ Perform analysis from multiple perspectives
- ▶ Recognise patterns and determine what they mean for the business
- ▶ Evaluate the evidence to identify the best opportunity or most rational solution
- ▶ Communicate findings and recommendations clearly
- ▶ Network and learn from a diverse group of peers from different functions, industries and countries
- ▶ Develop a personal action plan to implement back at work
- ▶ Practise new skills using real-business examples and exercises in this interactive programme

Experience Level

- × Admin Professionals
- × Individual Contributors
- ✓ Supervisors
- ✓ New Managers
- ✓ Managers
- × Senior Managers

Also Available as

- ✳ In Company

Practical Details



2 days
€1,950

 This programme is delivered in English

Programme Dates
27-28 September 2021

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Successfully Managing People

Get all the skills you need to become a great people manager. Learn to motivate, delegate, manage conflict and align your whole team around a common vision to achieve your objectives and those of your company.

Competencies & Skills

- ▶ Motivation, delegation and giving feedback
- ▶ Managing conflicts
- ▶ Develop your management skills

Typical Participants

If you are a manager with 1 to 3 years of experience, whose success depends on managing people successfully through clear communication, a cooperative attitude and commitment to shared goals, this programme is for you. Some of the management positions that usually attend this programme are:

- ▶ First Line Managers
- ▶ Team Managers

Programme Content

After participating in this programme, you will be able to:

- ▶ Motivate every member of your team— even if they are very different
- ▶ Adjust your management and personal style to suit different situations
- ▶ Resolve conflict more effectively in a wide variety of situations
- ▶ Get more done by using the best delegation techniques
- ▶ Increase your confidence and nurture your leadership skills
- ▶ Use positive and corrective feedback to turn unengaged employees around and maximize productivity
- ▶ Network and learn from a diverse group of peers from different functions, industries and countries
- ▶ Develop a personal action plan to implement back at work
- ▶ Practise new skills using real business world examples and exercises in this interactive programme

Experience Level

- ✗ Admin Professionals
- ✗ Individual Contributors
- ✓ Supervisors
- ✓ New Managers
- ✓ Managers
- ✗ Senior Managers

Also Available as

- ⚙ In Company

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Practical Details



3 days



€2,950



This programme is delivered in English

Programme Dates

27-29 September 2021



Location: Amsterdam, The Netherlands

Register Now

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Visit MCE.EU for the latest dates and locations.



Successful Product Management

ain the business skills you need to be a successful product manager. Learn the tools and techniques to manage a portfolio of products, implement product management planning and understand critical reports, calculate break-even sales formulas and prepare your own marketing plan.

Competencies & Skills

Manage the profitability of your products or services

- ▶ Learn the best practice of product management

Typical Participants

If you have at least two years of experience in marketing and are moving to a product management position, or you are a brand marketer or work with one, this programme is for you.

Programme Content

After participating in this programme, you will be able to:

- ▶ Understand the why's and how's of the product management process—and how to make the best use of it
- ▶ Gain marketing savvy and use it to perform your job effectively
- ▶ Set priorities and manage the profitability of your products or service
- ▶ Build effective working relationships with suppliers and with external and internal business partners
- ▶ Manage the financial aspects of product management
- ▶ Network and learn from a diverse group of peers from different functions, industries and countries
- ▶ Develop a personal action plan to implement back at work
- ▶ Practise new skills using real business world examples and exercises over 3 interactive days

Experience Level

- × Admin Professionals
- ✓ Individual Contributors
- ✓ Supervisors
- ✓ New Managers
- ✓ Managers
- × Senior Managers

Also Available as

- ⚙ In Company

Practical Details



3 days



€2,950



This programme is delivered in English

Programme Dates

27-29 September 2021



Location: Amsterdam,
The Netherlands

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Fundamentals of Finance and Accounting for Non-Financial Managers

Many managers are experts in their own areas, but haven't really had the time to learn about Finance they need in their role.

Competencies & Skills

- ▶ Understand the numbers side of your job
- ▶ Use ratios and financial numbers to make decisions
- ▶ Develop working relationships with your finance colleagues

Typical Participants

Non-financial managers in every functional area of responsibility in all industries. It is the right time to get up to date on the Fundamentals of Finance and Accounting.

Programme Content

After participating in this programme, you will be able to:

- ▶ Get a better understanding of the numbers side of your job
- ▶ Learn how to "think finance" and translate performance into financial terms
- ▶ Develop proactive working relationships with finance professionals and increase your value to the organization
- ▶ Gain greater confidence with a working knowledge of business financials
- ▶ Understand the business dynamics of cash—and take initiatives that meet your short-long-term goals
- ▶ Take the guesswork out of your decision making and use financial data to deliver a better bottom line
- ▶ Expand your professional expertise—and your career opportunities

Experience Level

- ✓ Admin Professionals
- ✓ Individual Contributors
- ✓ Supervisors
- ✓ New Managers
- ✓ Managers
- ✗ Senior Managers

Also Available as

- ⚙ In Company

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Practical Details



3 days
€2,950



This programme is delivered in English

Programme Dates
27-29 September 2021

Location: Amsterdam,
The Netherlands

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Key Facts About MCE & AMA



10,000,000

participants on AMA & MCE programmes in the last 10 years



92%

of Fortune 1,000 companies are our business partners



96%

of participants report they are using what they have learnt at AMA & MCE



1,000+

expert facilitators globally



100+

Open Training Programmes running throughout EMEA



98

year's experience working with our clients around the globe

MCE Management Centre Europe®

One of the largest providers of International Management Development services in Europe, Middle East and Africa.