



March 2023

Open Training Programmes

Amsterdam

Brussels

Barcelona

Live Online



Communicating to Your Senior Management and Key Stakeholders

Bestseller

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

Highlights

- Understand and use different types of business presentations you need as your career progresses
- Learn to adapt your messaging and style to different audiences
- Be able to handle difficult questions and interruptions

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
€4,295

Next Date



6-9 Mar 23
Radisson Blu Hotel
Amsterdam

PMI Certified

The programme is certified by the Project Management Institute® (PMI).
More information at mce.eu/pmi

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

Strategic Thinking

Develop your strategic mindset to increase the overall success of your strategic plans

Highlights

- Compare and contrast strategic thinking to analytical thinking, critical thinking, and inductive and deductive reasoning
- Create an action plan for development of strategic thinking skills in your role

Key Competences

- Strategic thinking processes
- Understanding influences and relationships in your company
- Assessing your strategy
- Generating new ideas
- Embracing necessary risks

The Right Programme for You

You are a manager, director or leader who needs strategic thinking skills to gain better business insights and identify trends that can contribute to a more successful business strategy.

Senior Managers

Managers



Learn, Practice and Use

- **Explore** ways to challenge your assumptions and view your business in a new light
- **Learn** and apply different thinking methods to avoid groupthink
- **Control** reactive fixes to problems even in an uncertain business environment
- **Generate** new ideas and evaluate future scenarios before your competitors do
- **Know** when to embrace necessary risk, even if resources and information are limited
- **Learn** to create better short-term goals that support long-term strategy
- **Compare** and contrast strategic thinking to analytical thinking, critical thinking and inductive and deductive reasoning
- **Recognize** and use thinking skills that support imagining new ways of relating to your market and your customers
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,595

Next Date



9-10 Mar 23
Brussels

Available In-Company

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

Design Thinking

A Customer-Centric Process for Rapid Innovation

Learn a low-cost and low-risk method to generate new business solutions

Highlights

- Learn how to develop and use a repeatable process to drive rapid innovation in your organization
- Use role plays and exercises to develop an experimental mindset and embrace uncertainty

Key Competences

- Design and analytical thinking
- Driving change and innovation
- Adapting a flexible mind-set
- Creating practical solutions
- Mapping key stakeholders
- Presenting your ideas

The Right Programme for You

You are an international manager, and you want to explore new ways to innovate rapidly in your company today. You need to drive innovation and do it systematically.

Senior Managers

Managers



Learn, Practice and Use

- **Understand** how design thinking can improve organizational and personal performance
- **Embrace** uncertainty and develop an experimental mindset to act quickly
- **Create** a new process and attack problems from a completely new angle
- **Convert** ideas into customer value and market opportunities
- **Release** your group's creative thinking and sharpen critical analysis skills
- **Create** more progressive and practical solutions for real-world problems
- **Balance** constraints and technical limitations with customer preferences
- **Develop** design thinking to foster collaboration across functions of the organization
- **Learn** how to use a repeatable process to drive rapid innovation each time
- **Map** stakeholders and the complex network of beneficiaries
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,995

Next Date



13-14 Mar 23



Brussels

Available In-Company

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Developing Executive Leadership

Bestseller

Get the executive leadership skills you need to drive your team's performance and boost your own career

Highlights

- Develop your own personal leadership style and master the competences of effective executive leadership
- Do a self assessment and evaluate the relationships between your leadership challenges and your assessment results

Key Competences

- Executive leadership
- Coaching, communication and people management
- Decision-making
- Business strategy processes
- Inspiring your team

The Right Programme for You

You are a manager or executive who leads others who have management responsibilities. You need to develop your decision-making, leadership and motivational skills.

Senior Managers

Managers



Learn, Practice and Use

- **Identify** and begin to address your leadership challenges
- **Analyse** the results of your self-assessment strengths and development needs
- **Relate** the components of strategic leadership to your organization
- **Assess** your emotional intelligence and its impact on your leadership potential
- **Understand** and apply the concepts of strategic leadership
- **Coach** employees toward improved performance
- **Discover** your personal values and ethics and their influence on your leadership
- **Identify** and apply practices that influence motivation and engagement
- **Assess** the culture of your organization
- **Create** a personal development plan to bolster your executive performance
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€3,795

Next Date



6-8 Mar 23
Hotel Barsey by Warwick Brussels

Available In-Company

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

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

Leading with Emotional Intelligence

Lead powerfully with presence & impact and make emotional intelligence a key part of your leadership competences

Highlights

- Assess your own personal credibility quotient and learn how to influence others with authenticity
- Identify your own emotionally intelligent leadership communication strategies for today and tomorrow

Key Competences

- Emotional intelligence (EI)
- Change management
- EI listening skills for leaders
- Leadership authenticity
- Developing Empathy
- EI communication strategies

The Right Programme for You

You are a manager or leader with 5+ years' experience. You want to create a healthy, productive workplace and organizational culture by improving your overall effectiveness through EI.

Senior Managers

Managers



Learn, Practice and Use

- **Lead** powerfully with presence and impact
- **Gain** valuable emotional insights and awareness to inspire and maintain productive relationships across the organization
- **Manage** and adapt emotional behaviours that expand your sphere of credibility and influence
- **Utilize** empathy to promote strong internal and external relationships
- **Apply** collaborative, inclusive and creative communication practices
- **Harness** emotionally intelligent motivational skills to achieve the best team results
- **Use** emotionally intelligent mindfulness practices when team members experience stress
- **Create** an emotionally intelligent inspiration plan
- **Apply** empathy during the coaching process
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€3,495

Next Date



13-15 Mar 23
Brussels

Available In-Company

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

5-Day Mini MBA

Bestseller

Get equipped with the practical, operational and managerial skills you need to become a great manager & boost your career

Highlights

- Get the essentials of a Mini MBA in just 5 days
- Make real business decisions with the online Business Simulation used throughout the programme
- 5 intensive days working in teams and individually

Key Competences

- Leadership skills
- Strategy execution
- Business finance skills
- Supply chain management
- Marketing & sales skills
- Change management

The Right Programme for You

You are an engineer, specialist, scientist or technical professional and you have a new management role. This programme gives you the key skills you need to become a great manager and boost your career.

Managers

New Managers



Learn, Practice and Use

- **Understand** how a company really works with a multi-functional overview of business and key leadership competences you need in your role
- **Develop** strategic thinking, planning and execution skills at a divisional or functional level, using the right tools and frameworks
- **Influence**, enable and deliver wider organizational strategies
- **Make** better business decisions and improve your contribution to the business
- **Be** able to analyse the business environment and translate changes into competitive strategies for sustainable growth
- **Support** strategic goals from top management and be able to translate them for your area and implement them more efficiently
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



5 days
€3,995

Next Date



6-10 Mar 23
H10 Urquinaona Plaza
Barcelona

PMI Certified

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Available In-Company

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

Essentials of Business Finance

For Non-Financial Managers

Previously: Fundamentals of Finance

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

Highlights

- Learn the essentials of business finance in just 3 days
- Make smarter decisions based on financial reports and data
- Learn how to "think finance" and translate performance into financial terms

Key Competences

- Business finance
- Understanding financial ratios
- Cost analysis & profit planning
- Reviewing financial statements
- Effective budgeting
- Capital expenditure analysis

The Right Programme for You

You are a non-financial manager. You need to get a better understanding of business finance for your role. You want to understand financial reports, budgets, ratios and make better decisions using the right data.

Managers

Business Professionals



Learn, Practice and Use

- **Get** a better understanding of the numbers side of your job
- **Learn** how to "think finance" and use data to make better decisions
- **Develop** proactive working relationships with finance professionals
- **Gain** greater confidence with a working knowledge of business financials
- **Understand** the business dynamics of cash —and take initiatives that meet your team's, department's or company's short and long-term goals
- **Take** the guesswork out of your decision-making and use financial data to deliver a better bottom line
- **Distinguish** between capital expenditure budgets and operating budgets
- **Understand** the role of budgeting and issues that budgets can solve
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Live Online



4 X 3-hour sessions
€2,295

Next Date



16-17 Mar 23

PMI Certified

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Available In-Company

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More information at mce.eu/inco

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

MCE Brussels Week

Executive Leadership & Strategic Thinking

**6-8
March**

Developing Executive Leadership

Get the executive leadership skills you need to drive your team's performance and boost your own career

- Develop your own personal leadership style and master the competences of effective executive leadership
- Do a self assessment and evaluate the relationships between your leadership challenges and your assessment results

+

Strategic Thinking

Develop your strategic mindset to increase the overall success of your strategic plans

- Compare and contrast strategic thinking to analytical thinking, critical thinking, and inductive and deductive reasoning
- Create an action plan for development of strategic thinking skills in your role

Combined price of:

€4,995

March 2023 Calendar

Communicating to Your Senior Management & Key Stakeholders	6-9 Mar	Radisson Blu Hotel Amsterdam
5-Day Mini MBA	6-10 Mar	H10 Urquinaona Plaza Barcelona
Developing Executive Leadership	6-8 Mar	Hotel Barsey by Warwick Belgium
Strategic Thinking	9-10 Mar	Brussels
Design Thinking: A Customer-Centric Process for Rapid Innovation	13-14 Mar	Brussels
Leading with Emotional Intelligence	13-15 Mar	Brussels
Essentials of Business Finance: For Non-Financial Managers	16-17 Mar	Live Online

Special Offer

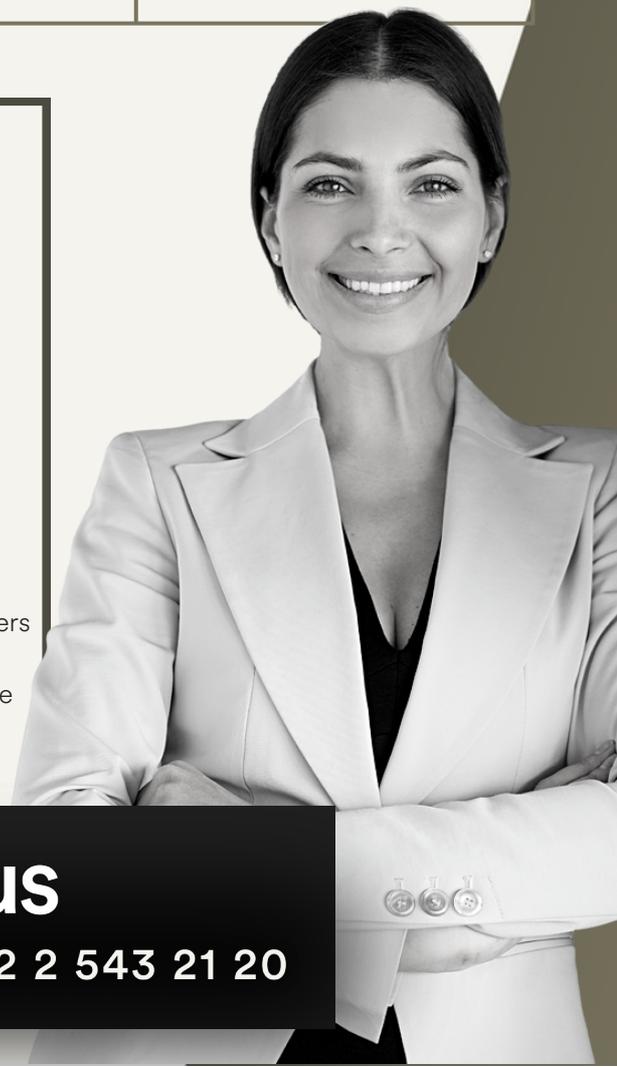
Every participant will get 6 months FREE access to 20+ MCE OnDemand courses.

OnDemand are e-learning programmes in key areas of leadership, management, project management and more.

Voucher# : MCE-MAR23

The voucher can be used only 1 time. It cannot be combined with other offers or corporate deals. Access will be granted after completion of the programme. MCE reserves the right to refuse to accept the voucher in line with MCE's standard commercial conditions.

Please quote your voucher number when registering.



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