

Communicating to Your Senior Management and Key Stakeholders



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Frame your ideas in strategic business language and get the action and support you need

You have the technical expertise and the right management skills. How do you get your ideas and requests being listened to? How do you get senior management to buy into your ideas and recommendations? How do you manage to get them support your decisions? Communication is a critical skill for every manager. Getting your ideas and issues across to the key people who can support you in implementing the strategy is a very tough job. If you can't communicate your idea or issue properly, it is likely to be side-lined in your company.

This programme helps you frame your ideas and issues in strategic business language, to help you speak and understand the language of senior managers and get more chances to sell your ideas.

Who should attend?

If you are a manager who needs to get the support and commitment from senior management or any other key stakeholders to implement their strategy, this programme is for you. You will learn how to get the right attention you need to sell your ideas or when submitting performance reports.

PMI Certified

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

You can build your key leadership, personal and business management skills and acquire PDUs for your PMI Certification at the same time.

More information at www.mce.eu/pmi



“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

Sydney J. Harris



How you will benefit

How will you benefit?

- Communicate in a way that senior managers listen to, remember, and are willing to act upon
- Sell your ideas, report your results, raise issues that need to be addressed, ask for support
- Link your activities to the creation of value
- Connect what you want to say to the strategic goals of the organization that senior management cares about
- Handle interruptions and tough questions
- Defend your ideas or data without getting defensive
- Move from approval to action
- Improve your profile and credibility
- Network and learn with a diverse group of peers from different functions, industries and countries
- Develop a personal action plan that you will take back with you and implement back at work
- Learn and practice your communication skills using a compelling case study, practical exercises and role plays over 4 interactive and challenging days

Why participate in an MCE programme?

TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

FACILITATORS

MCE's Facilitators are experts in their field with extensive business experience.

INTERNATIONAL

Global best practice and networking with peers from across EMEA.

RECOGNISED

MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

“The training was of very high quality and as we were only with 5 participants it was really tailored to our needs. I have learned a lot of practical things that I can immediately apply.”

Sophie Masset, Astra Zeneca, Belgium

What will you learn and practise?

This programme will be led by an experienced facilitator who served many years as a senior manager. Your facilitator will be your coach and mentor on communicating to the senior level. You will bring a key communication project to work on during this programme. It may be a big presentation coming up soon, or it may be regular reporting you are responsible for. During this programme, you will practice, practice, practice in front of your fellow participants and a video camera, in a variety of communication and presentation exercises.

Module A

Senior Management, Strategic Direction and Communication

- The customer value proposition and how to achieve it as a senior management's key concern
- How to craft your message and link it to the strategic context
- Implementation planning as a key ingredient for any proposal
- Segmenting stakeholder groups and tailoring your message to the concerns of each group

Module B

Criteria for Successful Communication

- 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

Module C

Presenting Your Ideas Persuasively

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


Module D

Finalizing Your Plan for Communicating to Senior Management

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

Booking details

 **Duration** 4 Days

 **Price** €3950



**ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME**

Register Now

 **+32 (0)2 543 21 20**

 **registration@mce.eu**

 **www.mce.eu**