



Communicating to Your Senior Management and Key Stakeholders



**MCE's
Bestseller**

Programme Details

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

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

Programme Outline

01

Senior Management, Strategic Direction, Communicating and You

- The customer value proposition and how to achieve it as senior management's key concern
- Crafting your message and linking it clearly to the strategic context to get senior management's attention
- Implementation planning as an essential ingredient for any proposal
- Segmenting your different stakeholder groups and tailoring your message to the concerns of each

02

Criteria for Successful Communicating

- 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

03

Presenting your Ideas Persuasively

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

04

Finalizing your plan for communicating to senior management

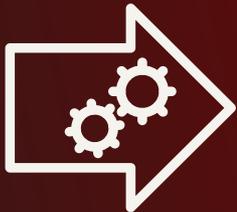
- Deliver your presentation and get feedback
- Different types of business presentations you'll face as your career progresses
- Defending your idea assertively
- Develop your personal action plan for communicating to your senior management and key stakeholders.

Visit
mce.eu



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



Contact us

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