



Communicating Up, Down and Across the Organization (Live Online)

What are Live Online Programmes?

MCE in partnership with our parent company AMA is now offering **Live Online Training** in the EMEA region. You can access these scheduled live stream training programmes from anywhere. They cover the key business topics of our top Open Training Programmes.

What are Live Online Training Programmes?

- 3 or 4 scheduled sessions of 3 hours
- delivered to small groups in a virtual classroom with an online video meetings tool
- interactive with breakout rooms and discussions
- facilitator led with live interaction

Key Benefits

- Variety of activities that create a live and dynamic learning experience
- Real-world advice from practitioners in the field
- Online, virtual, convenient, high-quality and consistent learning
- Cost-effective and no travel necessary
- Live, personal feedback from your facilitator and peers



Avoid hotel and travel costs and minimize the time away from work.



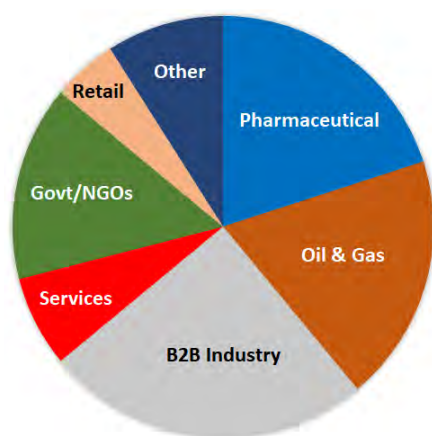
Is this course for you?

Get heard—regardless of where you sit in the organization.

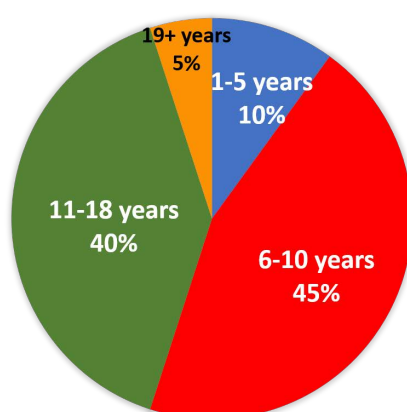
Are you prepared to communicate with anyone in your company? Do you know how to analyze your audience? Can you frame your message so that people feel connected to you? In this programme, you'll learn how to build mutual understanding and connectivity with others, discover influence strategies and get skills to critically evaluate each unique communication event.

Profile of Typical Participants

Sector



Professional Experience



Key Competencies

- Communication
- Strategy
- Analysis
- Planning and Framing your Message
- Influence
- Motivation
- Self-Confidence

"The instructor was very engaged, provided useful feedback and relevant examples. The group was stimulating and informative. The information will definitely be useful for my job."

Laura M



How will you benefit

After participating in this programme, you will:

- Analyze your audiences and situations and plan your message
- Create processes to frame your message to specific audiences
- Apply strategies to influence and motivate others throughout the organization
- Understand how communication can impact how much influence you have
- Exhibit a strong sense of self-confidence with your peers, direct reports and managers



Learn and Practise

Communicating Up, Down and Across the Organization (Live Online) is a 4-lesson (12 hours in total) hands-on training programme, highly interactive with exercises and role plays. The programme will be led by an experienced facilitator with management experience in international companies.

Programme outline

LESSON 1 (3 hours)

Putting the "Best" You Forward

- Exploring your communication image
- Getting and keeping trust
- Building rapport through identification and mirroring

LESSON 2 - 3 hours

Targeting Your Message to the Audience and Situation

- Exploring your audience focusing on generation, gender, role, needs and working style
- Targeting your message to the mind and heart of your listener
- Choosing the best channel for discussion to fit various situations

LESSON 3 (3 hours)

Framing the message

- Using indirect vs. direct messaging
- Setting a clear purpose or result
- Adapting to the audience and situation
- Building content understanding
- Achieving the desired emotional response
- Identifying influencing strategies

LESSON 4 (3 hours)

Motivating and Influencing Throughout the Organization

- Practicing various motivational, information and influencing presentation formats
- Applying influencing strategies for typical workplace situations



Practical Details

This training programme is available in 2 formats:
Face-to-Face and Live Online



Face-to-Face

Communicating Up, Down
& Across the Organization

For All Business People	2 Days €2450
----------------------------	-----------------

Become a strong, passionate and effective communicator with colleagues, direct reports and senior management.



Classroom



2 Days



€2,450



Live Online

Communicating Up, Down
& Across the Organization

For All Business People	4 Sessions €1950
----------------------------	---------------------

Become a strong, passionate and effective communicator with colleagues, direct reports and senior management.



Live Online



4 X 3 hours



€1,950

To register or find the latest dates:

www.mce.eu

info@mce.eu

+32 2 543 2120

→ Key Facts About MCE



500,000

*Participants on MCE
training programmes since
1961*



59 years

*Providing Learning &
Development (L&D) services in
the EMEA region*



1,700

*Client companies which we have
worked with delivering
customized & in company
learning solutions*



6,200

*In Company Training
Solutions delivered in
more than 94 countries*



70+

*Open Training
Programmes running
throughout the EMEA
region - Online and
Face-to-Face*



10,000+

*Managers & Leaders inspired by
MCE's management
development solutions each
year*

