



Management
Centre Europe®

OPEN TRAINING



How to Communicate with Diplomacy, Tact and Credibility

Who is it for?



How to Communicate with Diplomacy, Tact and Credibility

The ideal programme for:

Business Managers, Marketing Managers, Medical or Regulatory Managers, Product Managers or Sales Managers.

This programme will help you make the right analysis and decisions to focus on your target consumers and develop your OTC business.

Who should attend?

This programme is designed for all business professionals who want the skills to communicate in a positive, professional manner no matter what the situation.

Key Benefits and Learning

- **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**
- During this programme you will:**
- **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**
 - **Learn and practice using real-world examples over 2 interactive days**

Key Competencies

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

“If you choose your words as you choose your shoes then they would always be soft, comforting, supportive, and would always fit the occasion.”

— Wyatt Allen



Learn and Practice

The Importance of Perception

1

- Understanding how perception and image can impact others' perception of you and your performance
- Recognizing how diplomacy, tact and credibility are demonstrated through good communication

2

Communication Style Differences

- Knowing how style impacts the image others have of you
- Flexing your style to communicate with more diplomacy, tact and credibility
- Completing the Insight Inventory® to better understand how style affects your communication effectiveness
- Flexing your style to gender, generation and position
- Recognizing how stress impacts how you use your style traits

3

Effective and Powerful Communication

- Identifying and removing the roadblocks to effective communication
- Knowing how to positively impact the visual, verbal and vocal components of communication
- Describing the Know-Feel-Do Model of communicating
- Implementing strategies for powerful communications and practicing them
- Understanding nonverbal communication as a critical part of the communication process

4

Effective Listening Skills

- Applying good listening skills in order to communicate with diplomacy, tact and credibility
- Identifying the barriers and obstacles to effective listening
- Using good listening skills to build and improve your image
- Knowing how ineffective listening can cost you and the organization

5

Diplomacy, Tact and Credibility

- Defining the five actions that make for credible communication
- Applying diplomacy, tact and credibility skills to create more effective communication
- Identifying how "hot buttons" make people lose their diplomacy and tact—and credibility
- Being aware of your "hot buttons," and preparing before you face these situations

The MCE Difference

1

International Programmes

MCE Participants come from over 100 countries and all the main industries. Network and exchange experience with other international business professionals.

2

All about YOU

This programme is about you! You will get intensive feedback from your faculty and a multi-cultural group of participants.

3

Personal Management challenges

You will bring your own management challenges and these will be addressed in the programme with solutions and input from the whole group.

4

Experienced International MCE Faculty

The programme is facilitated by an experienced senior manager who knows what it is like to work in an international business environment and how to leverage diversity to the team's advantage.

5

Implement what you learn

Everyone knows the theory. But can you do it? MCE's programmes allow you to practise and to implement what you learn as soon as you are back in the office.

6

Action Plan

You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager.

Practical Details

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

Face-to-Face



How to Communicate with Diplomacy, Tact and Credibility

Make yourself promotable, learn to be poised and professional under pressure

 Face-to-Face

 2 Days

 € 2,450

Live Online



How to Communicate with Diplomacy, Tact and Credibility

Make yourself promotable, learn to be poised and professional under pressure

 Live Online

 4 X 3 hours

 € 2,150



Also available for your teams as an In-Company programme

To register or find the latest dates:

 +32 (0)2 543 21 20

 info@mce.eu

 www.mce.eu

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.