



Management  
Centre Europe®



# MCE Women's Leadership Certificate Programme (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?

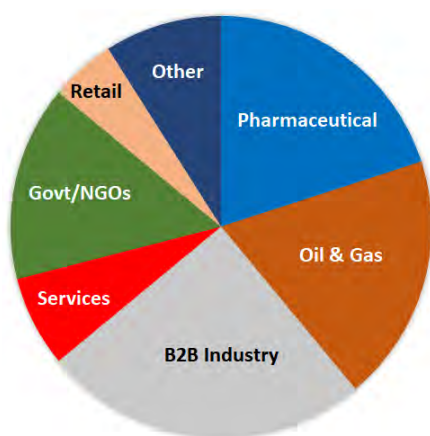
## Build vital leadership competencies and earn MCE's Women's Leadership Certificate.

To be great leaders, women in business need not only the skills to lead, but dynamic voices that can be heard and followed.

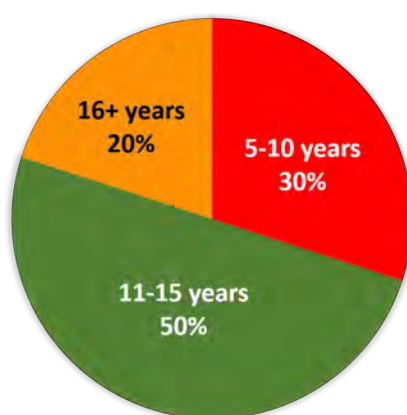
This unique programme will provide with the knowledge and tools to present yourself as a present and future leader and to speak up and create value for your organization. We will take you on a journey well beyond the fundamentals of communication and assertiveness skills applications.

### Profile of Typical Participants

Sector



Professional Experience



### Key Competencies

- Leadership
- Communication
- Strategy
- Organizational Politics
- Influence
- Negotiation
- 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:

- Grow your leadership skills & competencies
- Gain crucial leadership skills that organizations in a VUCA demand
- Increase your confidence and be comfortable with risk-taking
- Find your true, dynamic voice as a leader and shape an authentic leadership message
- Identify yourself, and be identified, as a total, professional manager and leader, adding value to the organization
- Learn how to lead with courage and conviction
- Learn how to navigate organizational politics



# Learn and Practise

MCE Women's Leadership Certificate Programme (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)

#### Leading with Courage and Conviction

- Define leadership and how it differs from management
- Recognize that you create a competitive edge in your organization
- Use courage and conviction to speak up, advocate for your team, and create value for your organization
- Identify the four domains of successful leadership

#### Our Leadership Voice

- Describe the components of a compelling leadership voice
- Discover your authentic voice as a leader and how to communicate it with conviction
- Demonstrate when and how to adjust your voice to effectively inspire results
- Overcome biases to your leadership voice
- Understand the importance of role modeling and creating a feedback culture

### LESSON 2 (3 hours)

#### How to Craft a Compelling Message

- Apply a simple methodology to craft ideas quickly and powerfully
- Communicate your desired results outcomes to different audiences
- Explain your ideas courageously while being clear and concise
- Describe a compelling business case that stands out to various stakeholders

#### Communicating the Strategic Direction

- Define strategy from an organizational view
- Define strategic direction and its importance to daily work
- Identify the five key questions leaders ask regularly
- Explain how to inspire innovation







# Learn and Practise

## **LESSON 3 (3 hours)**

### **Communicating the Strategic Direction (Continued)**

- Communicate a strategic direction with passion, courage, and conviction
- Determine future needs using SWOT for risk analysis

### **Demonstrating Value as a Leader**

- Identify your strategic network and how to improve it
- Describe organizational politics
- Describe the four keys to successfully navigate organizational politics for your career and your teams
- Align your team to the bottom line and know how they create value

## **LESSON 4 (3 hours)**

### **The Leader as Negotiator**

- Determine what you can negotiate
- Assess your dominant negotiation style and how it aligns with your leadership voice
- Discern when another negotiation style is necessary and have the conviction to use it
- Understand the four elements for successful negotiation

### **Putting It All Together: Creating value as a Leader in your organization**

- Apply all the skills, tools, and strategies covered in the programme



# Practical Details

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



**BEST SELLER**

**Face-to-Face**

Women's Leadership Certificate Programme

For Women in Business	2 Days €2950
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Build vital leadership competencies and skills and also earn MCE's Women's Leadership Certificate



**BEST SELLER**

**Live Online**

Women's Leadership Certificate Programme

For Women in Business	4 Sessions €2150
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Build vital leadership competencies and skills and also earn MCE's Women's Leadership Certificate



**Classroom**



**2 Days**



**€2,950**



**Live Online**



**4 X 3 hours**



**€2,150**

To register or find the latest dates:

**[www.mce.eu](http://www.mce.eu)**

**[info@mce.eu](mailto: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*

