



# MCE Women's Leadership Certificate Programme



# Programme Details

Build the key leadership skills you need to boost your career and earn MCE's Women's Leadership Certificate

## Highlights

- Your leadership style: use a professional assessment framework to explore your personal leadership style
- Convincing & influencing: Learn how to make compelling business cases and 'sell' your ideas effectively

## Key Competences

- Leading with conviction
- Leadership styles
- Convincing messages
- Leadership voices
- Strategic execution
- Negotiation as a leader

## The Right Programme for You

You are a business woman on a leadership career path. You want to improve your leadership competencies and increase your impact and confidence in a sometimes challenging business world.

Middle Managers

Managers



## Learn, Practice and Use

- **Develop** the crucial leadership skills you need to boost your career
- **Increase** your confidence and be comfortable with risk-taking in your role
- **Find** your true, dynamic voice as a leader and shape an authentic leadership message throughout the organization
- **Identify** yourself, and be identified, as a total, professional manager and leader who brings value to the company
- **Learn** how to lead with courage and conviction
- **Become** a great negotiator in your leadership role
- **Learn** how to navigate organizational politics
- **Craft** compelling messages that colleagues will support
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**2 days**  
**€2,995**

### Live Online



**4 X 3-hour sessions**  
**€2,995**

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

### Includes free membership

All participants get free access to MCE's Women's Leadership Centre including special offers, networking events, exclusive content and more.

[mce.eu/wlc](https://mce.eu/wlc) for dates, locations and full programme outline

# Programme Outline

01

## The Importance of Women Leading

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

02

## Our Leadership Voice

- Describe the components of a compelling leadership voice
- Understand 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

03

## How to Craft a Compelling Message

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

04

## Communicating the Strategic Direction

- Define strategic direction and its importance to daily work
- Communicate a strategic direction with passion, courage, and conviction
- Describe messages leaders use to set strategy and align resources to achieve results

05

## Creating Highly Valued Successful Teams

- Identify your strategic network and how to improve it
- Describe organizational politics
- Understand the four keys to successfully navigating organizational politics for your career and your teams
- Decide what supports movement from individual contributors to highly successful team players, and what creates a high-performance environment
- Align your team to the bottom line and know how they create value

06

## Becoming a Strategic Leader That Innovates Value

- Define strategy from an organizational view
- Identify the five key questions strategic leaders ask regularly
- Determine future needs using swot for risk analysis
- Create a value proposition based on customers' needs, wants, and expectations
- Understand how to inspire innovation

07

## The Leader as Negotiator

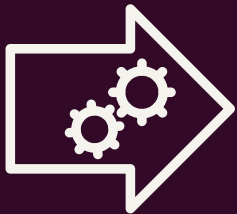
- Determine what you can negotiate
- Assess your dominant negotiation style and how it aligns with your leadership voice
- Discern when another negotiation style is necessary and have the conviction to use it
- Understand the four-step process for successful negotiation

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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