

MCE

Management
Centre Europe®

OPEN TRAINING



Women's Leadership Certificate Programme



It has been hard getting the confidence to manage my team composed of mostly men. I need to take the lead



I am not sure that I am being heard like I should. I want to learn how to make my voice being heard in my organization.



2020 was a year full of changes and I need to learn how I can help my team go through the changes.



I don't want to just have the title of Manager, I want to inspire and be the leader my team deserves.



I just got promoted to Manager but I am an introvert. How can I find the courage and confidence to speak up?



I was chosen by the company as high potential - before I start I need some tools to navigate the management role!



I have a technical background. I am now a team leader, and I need help with the switch of my responsibilities.



I would love to be able to inspire and motivate my team.

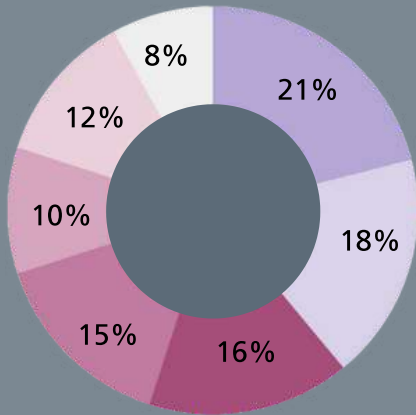


I was recently promoted to my first management position. I need some know how, tools, guidance...

Is this programme for you?

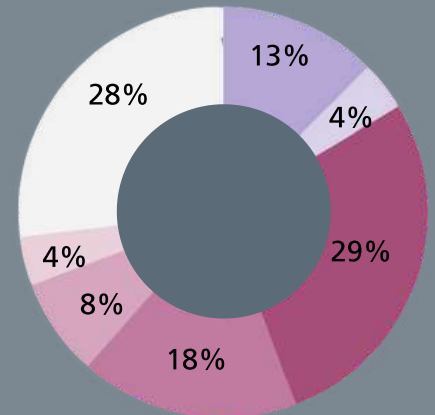
If you are a business woman at all levels who wishes to take on a leadership role or advance your career, this is the ideal programme for you

Job Title



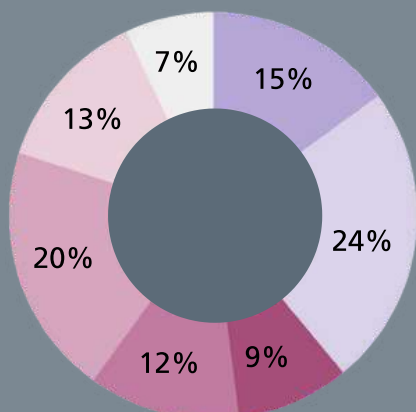
- Senior Deployment Manager
- Key Account & Business Support
- Managing Director Aesthetics
- Senior Finance Manager
- Pharma and Medical Manager
- Programme Analyst
- Others

Region



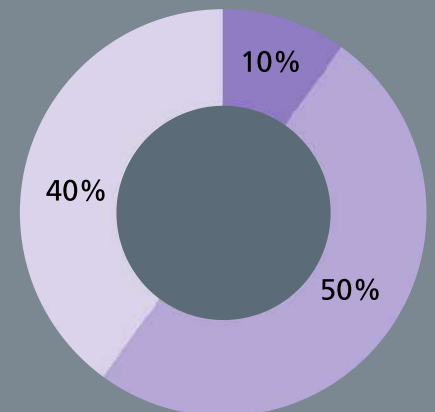
- Germany & Switzerland
- Middle East
- Benelux
- Central & Eastern Europe
- Southern Europe
- Northern Europe
- Others

Sectors



- B2B Manufacturing
- Service Industries
- Financial Services
- FMCG
- Life Sciences
- Government & International Organizations
- Others

Professional Experience



- 1-5 years
- 5-10 years
- More than 10 years

Programme Highlights

Your Leadership Style

Use a professional assessment framework to explore your leadership style and understand other styles.

Practise Negotiating

Assess and practise using your preferred negotiating style and learn about other styles.

Your Leadership Presence

Practise using a powerful leadership voice and claim your leadership space.

Compelling Business Cases

Learn how to make compelling business cases and 'sell' your ideas effectively.

Grow Your Leadership Network

Ensure you are making and nurturing win-win connections.

Your Leadership Vision and Strategic Direction

Learn to convey with Clarity and Conviction.

Is this Programme for **YOU?**

You are a female professional on a leadership career path. You want to know how to progress to a higher level of leadership in your organization or you have been given such a role. You want to enhance your leadership competencies and increase your impact and confidence. You want to navigate effectively as a leader in a VUCA world. You want to increase your access to opportunities for career advancement, managing glass ceiling and gender balance challenges.

Your Management Experience

Typically, you have 6+ years' experience as a manager/leader with ambition.

Your Background

You have public or private sector experience as a middle manager or a senior manager/leader.

Job Titles of Past Participants

- Departmental / Divisional Director
- Senior Managers / Executives
- Experienced Team Leaders with line management responsibilities
- Experienced Programme Leaders



Key Benefits and Learning

- **Gain crucial leadership skills** that organisations 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 organisation.
- **Learn how to lead with courage and conviction.**
- **Learn how to navigate organisational politics.**

Key Competencies

- Strategic Thinking
- Negotiating Effectively
- Networking for Success
- Communicating with Impact
- Leading with Confidence

Programme Content

Leading with Courage and Conviction

- Management vs. Leadership
- Leading with Courage and Conviction
- The AMA Total Professional Model
- Competencies for Leadership Success
- Video: Invisible Rules: Men, Women and Teams

1

Our Leadership Voice

- How to Find Your Leadership Voice
- Assessment: What's My Leadership Style
- Case Study: Practicing Your Leadership Voice
- Overcoming Bias
- Feedback and the LB/NT model
- Declaring Your Leadership Voice

2

How to Craft a Compelling Message

- Compelling Message
- The Results Matrix
- Creating Value: Business Case
- Activity: The Results Matrix: Compelling Messages

3

Communicating the Strategic Direction

- Strategy
- Strategic Direction
- Inspiring Innovation
- Q&A, Assignment for Day 2
- Thinking Like a Strategic Leader
- SWOT Risk Analysis
- STAR Storytelling in Action

4

Demonstrating Value as a Leader

- Organizational Politics, Style, 4 Keys to Successfully Navigate Organizational Politics
- Strategic Networks
- Strategic Networking Activity
- Creating and Communicating Value

5

The Leader as Negotiator

- The Negotiation Process
- Assessment: Negotiation Styles Profile
- Activity: Negotiation Style Part 1 and 2

6

Practical Details

*This MCE Women's Leadership Certificate Programme open training programme is available in 2 formats:
Face-to-Face and Live Online*

Face-to-Face



Women's Leadership Certificate Programme

Get the skills you need to advance your career and become a powerful leader with a dynamic voice.



Face-to-Face



2 Days



€ 2,950

Live Online



Women's Leadership Certificate Programme

Get the skills you need to advance your career and become a powerful leader with a dynamic voice.



Live Online



4 X 3 hours



€ 2,950



Also available for your teams as an In-Company programme

To register or find the latest dates:



+32 (0)2 543 21 20



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www.mce.eu

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.

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.*



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