

# The Voice of Leadership for Women

People need to hear what you have to say



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Communicating with people from different generations, different backgrounds and levels can be very challenging!

As a manager, how often are you faced with difficult situations where the atmosphere at work gets very unpleasant because of personality conflicts and misunderstandings? How do you drive change and boost productivity under these conditions? How do you remain calm when dealing with resisting people? Which tactics do you use to get people's buy-in and goodwill when they don't want to listen to you?

No matter how compelling the vision or how brilliant the strategy, without leadership communication, there is no execution.

Attend this intensive 3-day communication and leadership skills tailored for women and focused on practical learning, designed and facilitated by business people that understand your challenges and will guide you to find effective solutions.

### Your immediate takeaway:

- Learn practical techniques to shape your leadership messages
- Hone an authentic leadership voice
- Engage in powerful conversations that achieve results.

This communication leadership training course for women combines proven-by-practice methods with new insights and ideas that will grow your communication and leadership skills. You will gain a wider perspective of leadership through breakout sessions, exercises, and case applications.

## Who should attend?

If you are manager or executive who wants to improve your leadership communication skills, this programme is right for you.

**“Presenting leadership as a list of carefully defined qualities (like strategic, analytical and performance-oriented) no longer holds. Instead, true leadership stems from individuality that is honestly and sometimes imperfectly expressed... Leaders should strive for authenticity over perfection.”**

**Sheryl Sandberg**

Chief Operating Officer of Facebook

# How you will benefit

## How will you benefit?

After participating in this communication and leadership programme for women, you will grow your communication and leadership skills and be able to:

- Improve your leadership communication skills
- Build greater buy-in, trust and loyalty
- Demonstrate grace under fire and defuse tension
- Overcome resistance to change
- Motivate followers and inspire them to action
- Rally support in difficult situations
- **Network and learn with a diverse group of women from different industries and countries in an international environment**
- **Develop a personal action plan to implement back at work**
- **Learn and practise new skills using real-business-world examples and exercises over 3 interactive days**

## Why participate in an MCE programme?

- **TOP PROGRAMME**  
Almost 400,000 participants have taken part in an MCE Open Training Programme.
- **PRACTICAL**  
Pragmatic approach to learning - learn today, apply tomorrow.
- **FACILITATORS**  
MCE's Faculty are experts in their field with extensive international corporate business experience.
- **INTERNATIONAL**  
Share international best practices and network with peers from across EMEA region.
- **RECOGNISED**  
MCE is the leading International Management Development provider in Europe, Middle East and Africa.
- **RECOMMENDED**  
95% of our clients would come back for another programme and recommend MCE.

**“An excellent seminar - one of the best I’ve attended in years. Good information and easy-to-use tools very relevant to the needs of my current position. Would recommend without hesitation.”**

*Rhonda H.*



# What will you learn and practise?

The Voice of Leadership for Women is a 3-day hands-on training programme, highly interactive with exercises and role plays. The programme will be led by experienced women leaders with former experience in international companies.

**The Voice of Leadership for Women Training Programme Outline:**

## **The Voices of Effective Leaders - Past and Present**

- Describe typical situations requiring leadership communication and assess how well you use the language of leadership in these situations
- Identify five traits of effective leadership communication and assess how well you demonstrate those traits

## **Finding Your Leadership Voice**

- Learn the two components of a leader's voice
- Describe several leadership communication styles and describe your dominant style

## **Crafting Compelling Messages That Inspire Action and Produce Results**

- Pinpoint the desired results of your leadership message by using a results matrix
- Shape your leadership message

## **Setting the Stage for Powerful Communication**

- Pick the right forum for leadership communications and create a winning setting for your key messages
- Overcome stage fright and communication anxiety

## **Taking the Lead**

- Generate presence and charisma that command respect
- Send clear messages that maximize audience understanding

## **Setting the Direction You Want Others to Travel**

- Communicate a clear mission and inspire vision and values
- Delegate authority in ways that prompt others to take responsibility

## **Influencing and Inspiring Others into Action**

- Identify the factors that demotivate
- Light a fire in the hearts of others

## **Coaching, Counselling and Mentoring for Improved Performance**

- Stimulate and guide authentic coaching, counselling and mentoring sessions

## **Addressing Tough and Touchy Topics in Ways That Defuse Tension**

- Handle conflict and hostile disputes

## Booking details

 <b>Duration</b>	<b>3 Days</b>
 <b>Type</b>	<b>Classroom</b>
 <b>Price</b>	<b>€3450</b>



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

## **Register Now**

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-  **www.mce.eu**