

# The Voice of Leadership

People need to hear what you have to say

## ANNUAL GOALS

- PRODUCT DEVELOPMENT
- NEW MARKETS
- SOCIAL MEDIA
- INCREASING PROFIT



# The Voice of Leadership

## People need to hear what you have to say

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.

The ability to get buy-in, gain trust and inspire loyalty en masse isn't a skill you have to be born with. Now you can learn to develop grace under fire and inspire others when giving speeches and presentations. This fast-paced, results-oriented programme is uniquely designed to strengthen your leadership communication skills modeled on the world's best communicators. You'll learn practical techniques to shape your leadership messages, develop an authentic leadership voice and engage in powerful conversations that achieve results.

## Who should attend?

Experienced managers and executives and anyone who aspires to a leadership position or who is expected to provide leadership.

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in all aspects of the programme.

**"I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in."**

*Bill Gates*





# How you will benefit

## How will you benefit?

After taking this programme, you will 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 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 and role plays over 3 interactive days**

## Why is this programme different?

- Every year, over 60 business people from 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your faculty and a multi-cultural group of participants.
- 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.
- You will bring your own people management challenges and these will be addressed in the programme with solutions and input from the whole group.
- 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.

**“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?

This 3 day programme is highly interactive with exercises and role plays.

## Programme Highlights:

### 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

-  **+32 (0)2 543 21 20**
-  **registration@mce.eu**
-  **www.mce.eu**