



Women's  
Leadership Centre



# Women's Leadership Certificate Programme

Frankfurt  
Brussels  
Amsterdam

# 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





# What are the Key Benefits for YOU?

## You will:

1. **Gain** crucial leadership skills that organisations in a VUCA demand.
2. **Increase** your confidence and be comfortable with risk-taking.
3. **Find** your true, dynamic voice as a leader and shape an authentic leadership message.
4. **Identify** yourself, and be identified, as a total, professional manager and leader, adding value to the organisation.
5. **Learn** how to lead with courage and conviction.
6. **Learn** how to navigate organisational politics.

## Key Competencies

The key competencies you will develop during the programme are:

**Strategic Thinking**

**Negotiating Effectively**

**Networking for Success**

**Communicating with Impact**

**Leading with Confidence**



# Programme Content



## Module 1: 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

## Module 2: 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

## Module 3: How to Craft a Compelling Message

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

## Module 4: 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

## Module 5: Demonstrating Value as a Leader

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

## Module 6: The Leader as Negotiator

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



# Practical Details

**Duration:** 2 Days

**Price:** €2950 (including your WLC Individual Membership for one year)

**Dates:** 30 Sept - 01 Oct 2019 / FRANKFURT

14-15 Nov 2019 / BRUSSELS

09-10 Dec 2019 / AMSTERDAM

**To Register for the Programme:**

**Tel:** +32 2 543 2120 **Email:** [info@mce.eu](mailto:info@mce.eu) **Web:** [www.mce.eu/wlc](http://www.mce.eu/wlc)