A black and white photograph of a man with a beard and glasses, wearing a patterned shirt, speaking and gesturing with his hands. The image is partially obscured by a large white triangle on the left side. A red banner is overlaid across the middle of the image, containing the main title.

# Communicating Up, Down and Across the Organization

# Communicating Up, Down and Across the Organization

Become a strong, passionate, and effective communicator with your colleagues, managers and senior management.

## Highlights

- A practical, hands-on and business focused programme with lots of role plays and real business situations.
- Learn to communicate with all levels of the organization including senior management and peers.

## Key Competences

- Communication skills
- Motivating your team
- Building self-confidence
- Influencing skills
- Developing your message
- Building trust & credibility

## The Right Programme for You

You want and need to be a professional, clear and effective communicator with your colleagues, boss and senior management. This programme gives you the skills you need in today's business world.

Managers

Business Professional



## Learn, Practice and Use

- **Analyse** your audiences and different possible situations in advance
- **Create** simple processes to adapt your message to specific audiences
- **Apply** clear strategies to influence and motivate others throughout the organization
- **Understand** how communication can impact how much influence you have
- **Exhibit** a strong sense of self-confidence with your peers, direct reports and managers
- **Practice** skills for delivering messages that are clear, professional and effective
- **Use** different presentation formats to motivate, influence and inform
- **Identify** the best uses of communication technologies available today
- **Develop** messages that speak both to the mind and the heart
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**2 days**  
**€1,995**

### Live Online



**4 x 3-hour sessions**  
**€1,995**

### PMI Certified

The programme is certified by the Project Management Institute® (PMI). More information at [mce.eu/pmi](https://mce.eu/pmi)

### 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)

[Click here to view future dates, locations and full programme outline](#)

# Programme Modules

1

## Putting the Best “You” Forward

- Exhibit a strong sense of confidence and external image
- Create and maintain credibility and trust with others
- Apply strategies to build and use rapport with colleagues

2

## Targeting your Message to the Audience

- Analyse the audience to create messages that address listeners’ specific needs
- Assess and speak to others’ organizational positions, roles, and responsibilities
- Create multidimensional messages that speak to both the mind and the heart of listeners
- Targeting your Message to the Audience

3

## Targeting your Message to the Situation

- Create multidimensional messages that speak to both the mind and the heart of listeners.
- Choose the most appropriate communication channel to be effective in various work situations.
- Assess and plan effective messaging in teams and groups when up, down, and across members are all present.

4

## Framing the Message

- Apply message-framing strategies to create an open and responsive communication environment.
- Assess influencing preferences and situational needs to impact personal persuasive ability.
- Practice skills for delivering messages that promote clear and productive communication.

5

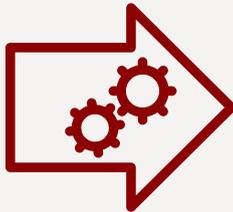
## Motivating and Influencing Throughout the Organization

- Build productivity by applying up, down, and across motivational communication strategies.
- Evaluate and practice various motivational, informative, and influencing presentation formats.



# 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

For more information please contact:



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Visit [mce.eu](http://mce.eu)

