

**MCE Week:  
Communicating to  
Your Senior Management  
and Key Stakeholders**

# MCE Week: Communicating to Your Senior Management and Key

Learn to communicate to your senior executives, get their buy-in and move forward with your projects and ideas

## Highlights

- Understand and use different types of business presentations you need as your career progresses
- Learn to adapt your messaging and style to different audiences
- Be able to handle difficult questions and interruptions

## Key Competences

- Strategic communication
- Understanding the needs of senior executives
- Business presentations
- Defending your ideas
- Adapting your messages

## The Right Programme for You

You are a manager or business professional who needs to get the buy-in and commitment from your senior managers or key stakeholders for projects, ideas or budgets.

Managers



## Learn, Practice and Use

- **Communicate** in a way that senior managers listen, remember, and are willing to support
- **Sell** your ideas, report your results and raise issues that need to be addressed
- **Connect** what you want to say to the strategic goals of the organization that senior management care about
- **Handle** interruptions and tough questions in a professional way
- **Defend** your ideas or data without getting defensive and losing your focus
- **Improve** your own profile and credibility in the organization
- **Prepare** your presentations in advance and adapt the content to your audience
- **Use** visual aids, your voice and movement to create greater impact
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**5 days**  
**€4,595**

### 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)

# Programme Modules

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## Senior Management, Strategic Direction, Communicating and You

- The customer value proposition and how to achieve it as senior management's key concern
- Crafting your message and linking it clearly to the strategic context to get senior management's attention
- Implementation planning as an essential ingredient for any proposal
- Segmenting your different stakeholder groups and tailoring your message to the concerns of each

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## Criteria for Successful Communicating

- Different types of message for different situations
- Including a clear call to action in your communication
- Effective listening for better communication
- Using questions strategically
- Non-verbal communications
- Storytelling

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## Presenting your Ideas Persuasively

- Preparing your presentation
- Assessing your audience and the context
- Getting and keeping attention
- Using visual aids, using your voice, using movement for more impact
- Handling tough questions and interruptions
- Managing meetings
- Leveraging your personal style and strengths

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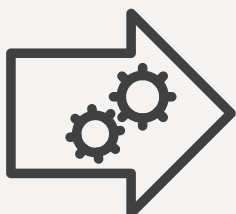
## Finalizing your plan for communicating to senior management

- Deliver your presentation and get feedback
- Different types of business presentations you'll face as your career progresses
- Defending your idea assertively
- Develop your personal action plan for communicating to your senior management and key stakeholders.



# 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

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