Course Title: Business Presence and Persuasion: Communication for Effectiveness
Course Code: BUS 112 W
Instructor: Juliet Erickson

Course Summary:

Each session will involve a blend of mini-lecture, tips and opportunity for hands-on practice. To get the most out of the course, you will be encouraged to address/consider a ‘live’ issue or interest you are facing relevant to each session context. This way you can apply the skills learned in a quick and meaningful way. Overall, you can expect:

To develop and refine your persuasive face to face communication skills so you can be more effective and confident in a business context.

An opportunity to have personalized feedback and insight into your own communication strengths and areas to improve

A ‘toolbox’ of fundamental processes, proven techniques and tips you can start using right away.

Grade Options and Requirements:

- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance will be provided.
- Credit/No Credit (CR/NC)
  - Students must participate in at least 70% of weekly discussions and/or Zoom sessions.
- Letter Grade (A, B, C, D, No Pass)
  - Students must participate in at least 70% of weekly discussions and/or Zoom sessions, and complete a written or video recorded assignment of your choice (topics to be discussed further in class)

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Please contact the Stanford Continuing Studies office with any questions
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continuingstudies@stanford.edu
650-725-2650
Additional thoughts: I look forward to meeting you and to providing a challenging, fun and relevant course. I encourage you to actively participate in the class and ask challenging questions about specific communication situations you face or may face in the future. The sessions will be a mix of discussion, sharing and opportunities for you to practice new skills. A lively exchange of ideas is critical for you and your colleagues to get the most out of your investment in this class.

Tentative Zoom Schedule*:

Mondays 12pm PST (All lectures will be recorded for those not available to attend live sessions.)

Wednesdays 12-3pm PST: One-on-one office hours by appointment. (optional) For those located internationally, arrangements can be made for a more suitable time.

*Please note that the Zoom schedule is subject to change. The live video sessions are recorded; student attendance is optional

Tentative Weekly Outline:

Session 1 - How Persuasive are You?

- Course Overview and Objectives
  - Individual and course objectives discussed and aligned
- Definition and fundamentals of persuasive communication and business presence
  - Key characteristics of effective communicators
- Planning Path
  - Proven tool for planning, control and objective setting
- Understanding your own communication style - Four Quadrants Tool
  - Key behaviors identified and strategies discussed for communicating effectively with others.

Follow-up Reading: Chapter One and Two, refer also to Chapters Three and Four - The Art of Persuasion
**Session 2** - Understanding your listener - the cornerstone of persuasive communication. Structuring your message, Part 1

- Tips and techniques for gathering information and insight about your listeners
- Going beyond Google
  - Where do you get it and what do you do with it?
  - How insight can affect your objective and approach
- Understanding how values and motivators affect decision-making
- Using insight to build rapport, credibility and trust
- Structuring your message Part 1: Meeting and Informative Structures

**Session 3** - Structuring Your Message, Part 2

- Structuring a clear and persuasive message
- Five different structure tools are demonstrated which will enable tailoring, focus and control as well as cut the time needed to prepare

Follow up reading Chapter Six, *The Art of Persuasion*

**Session 4** - Handling Difficult or Challenging People and Situations

- Preparing you for confrontational situations and people
- Techniques for answering difficult questions/objections
- Conducting a good Q&A session
- Discussion designed to give you more control and confidence in difficult or challenging communication situations

Follow up reading Chapter Nine, *The Art of Persuasion*

**Session 5** - Managing physical impressions and building gravitas

- The role of body language in business: Movement, Gesture, Voice, Posture, Energy Levels, Facial Expression, eye contact.
- Discussion and feedback designed to give you a greater understanding of your own strengths and areas to improve

Follow up reading Chapter Ten, *The Art of Persuasion*
Week 6 - Listening

- What makes a good listener?
- Using questions and probing as a listening tool
- Advanced listening skills: Levels of Listening
- Discussion and tips designed to improve your awareness of your listening strengths and areas to improve.

Follow-up reading Chapter Seven, *The Art of Persuasion*.

Week 7 - Pulling it together and making it stick

- Optional topics include:
  - Planning tips and techniques for:
    - making the most of chance meetings and networking functions,
    - giving and receiving feedback
    - creating an evidence bank
    - using visual support and other media

- Techniques for continued improvement: review of key individual objectives. In this session, you will have an opportunity to discuss an additional face to face communication-related issue/situation of interest.

Follow up reading: Chapters Eleven, Twelve and Thirteen, *The Art of Persuasion*