Course Title: Business Presence and Persuasion: Communication for Effectiveness
Course Code: BUS 112 WB
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.*
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*:

Monday 2pm PST (All lectures will be recorded for those not available to attend live sessions.)

Thursday 11am-2pm PST: One-on-one office hours by appointment (optional). For those located internationally, arrangements can be made for a more suitable time. Limit two 30-minute sessions per student.

*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
  o Where do you get it and what do you do with it?
  o 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*