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 the topic discussions and exercise discussions

- Letter Grade (A, B, C, D, No Pass)  
  - Students must participate in at least 85% of the topic discussions and exercise discussions

  Letter grades will be assigned according to these general standards:  
  A=Excellent (90-100%), B=Good (80-89%), C=Satisfactory (70-79%),  
  D=Minimal Pass (60-69%).

*Discussion credit will be given to responses that are reflective and thoroughly address the prompt. Posting in the “General Class Comments and Question” thread does not count towards credit.
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 12pm Pacific (All lectures will be recorded for those not available to attend live sessions.)

Friday 9am-1pm Pacific: One-on-one office hours by appointment (optional). For those located internationally, arrangements can be made for a more suitable time. Limit two 20-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:

Week 1 - How Persuasive are You?

- Personal introductions - why we are here and what to expect from the course (there will also be some time to work with you, one-to-one, during this or another week’s office hours)
- Key characteristics of persuasive communicators - what persuasive communication looks like, who are persuasive communicators, and how to cultivate persuasiveness
- Eight logical steps in the Planning Path

Follow-up Reading: Chapter One, Two and Three
The Art of Persuasion

Week 2 - Communication Styles

- Insights into your communication style (please be sure to take the Quiz:

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Communication Styles

- Key tips for building rapport with people who have opposing communication styles

Follow-up Reading: Chapter Four, *The Art of Persuasion*

**Week 3 - Structures and Key Messaging**

- Structuring impromptu messages and meetings with little or no preparation time
- Structuring informative messages
- Direct, Indirect, and Semi-Direct Approaches to structuring persuasive communication - when and why to use each approach
- Recommendations for using the Persuasive Cycle Tool and the right kind of support for designing compelling messages
- Tips for structuring content of presentations, speeches, and meetings

Follow-up Reading: Chapter Five and Six, *The Art of Persuasion*

**Week 4 - Confrontation and Handling Difficult Situations**

- Four common confrontation styles, including how to identify your style and deal most effectively with others
- Identify the most common types of objections and the most appropriate way to deal with them
- Tips for confronting someone you care about or need
- Easier ways to say "no" without ruining rapport
- The Confrontation Manifesto

Follow-up Reading: Chapter Nine, *The Art of Persuasion*

**Week 5 - Fixing the Physical**

- Behaviors that influence how other people form impressions of you, and the most common mistakes we make
- Tips and techniques for refining your physical communication to remove distractions and create gravitas in most communication situations

Follow-up Reading: Chapter Ten, *The Art of Persuasion*

**Week 6 - Listening**
• Levels of listening and mental, emotional, and physical barriers to effective attention
• Types of questions and their purpose
• Basics and more advanced techniques and tips, including probing with a purpose, listening to build rapport and empathy, and high-value questioning
• Building a probing plan
• How to get comfortable with silence and the most effective ways to use it

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

**Week 7 - Making It Stick**

• Take-away insights from the course (yours and mine)
• Tips and techniques for how to make skills learned a part of your habitual improvement
• Using chance meetings as a way to hone skills. How to make the most of face to face (or digital) situations where you don’t know the other person

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

**Weekly Routine**

Please work through the current module each week. The expectation is that you will keep up with each week's materials so you are prepared to take on the following lesson. This is especially important if you are enrolled for credit or a letter grade. Here are some key days of the week:

• **Monday:** Each week officially begins on Monday.
• **Friday:** The module for the upcoming week will be available by the afternoon.
• **Weekends:** Weekends are a great time to catch up with the current week's work. It is also a chance to get a head start on the upcoming week's work.
• **Sunday:** Each week ends on Sunday by midnight Pacific Time. (Canvas closes off access)