

COCOM, CORPORATE COMMUNICATIONS

COURSE OUTLINE

1. Introduction and Objectives

Provide high quality managerial communications education to IESE students on the EMBA program.

Confident, persuasive oral presentation skills
Business Presentation skills

Create leaders who have a point of view and the capability to impact those around them

2. Learning Outcomes

IESE is committed to shaping managers with the integrity and capabilities to build world-class organizations. Our capacity to communicate within the right form and emotional atmosphere is the key to effectiveness, whether on an interpersonal level in meetings, or when delivering presentations in front of larger audiences. Persuasive communication is a skill that can be developed – much like your golf swing or tennis stroke.

In today's context, a manager is required to reduce the sense of uncertainty about the future by communicating well and often to his peers, employees and customers. Our focus will be on the communications process and the impact managers can make on their organizations and communities through effective communication.

There are four steps to good communication:
Have something good to say (own experiences, others experiences)
Say it well
Read your Audience

Intensity (the right words mixed with measured emotion)

3. Competences

Based on lots of practice and individual feedback, this program trains you to become an effective public speaker by addressing the following capabilities:

- Structuring your content for speech
- Establishing personal and professional credibility

- Using emotional and rational intelligence to persuade others The power of storytelling to communicate your message
- Non-verbal aspects of communication: authority, energy and audience awareness

4. Content and Methodology

Students will give two 3-minute speeches. Students are expected to prepare well for their presentation in class. It is not allowed to read a presentation from a paper.

All presentations are expected to last three minute maximum, without the use of visual aids (except where explicitly briefed and agreed). Presentations may be filmed. Students will write up a short feedback report after each presentation.

5. Evaluation

Buckminster Fuller said: "You cannot change the way people think. All you can do is give them tools."

Our objective is that COCOM is practical and immediately applicable in your lives. I will work hard to create a positive learning environment and deliver the course material in as clear and helpful a way as I can. However this will not help if you aren't committed to the learning process. I need each of you to make a commitment. The commitment I ask is best summarized as 4Ps:

Proactive – You have paid to be here. You have a right to ask questions. If you see another student do something well, let them know and apply the lesson to your own speech preparation.

Personal risk –We learn most when we are on the frontiers of our competence – where there exists a strong possibility of "not looking good in front of my class". However the EMBA is a unique opportunity to learn – the real important judge of your success in life will come years later, not here in IESE in superficial judgments of your peers (or even myself in terms of your grades).

Preparation – the fifth time you give a speech it will be better than the first time. You only get one chance to make a first impression. Do not waste that chance by coming ill prepared. In your teams, please encourage and push your team members to practice in front of the group before they speak to the entire class.

Point of View – my definition of leadership is "seeing a change that is required in the world and communicating it in a way that gains commitment of the resources necessary to achieve that change". A successful leader has a point of view on the future of the team, the country, the education system, the medical system, whether Turkey should be part of Europe, whether globalization is a good thing. I want you to start living like a leader today – build your model of the world that you hope to create.