

# 15.281

# Advanced Leadership Communication

Professor Neal Hartman

MW 1:00-2:30



# Our goals for the semester

- Build on foundations of core communication competencies
- Develop and polish communication skills in different contexts
- Provide practice and feedback on interactive skills critical for effective leadership



# Objectives for class #1

**1. Introduction to course**

**2. Storytelling in Leadership**

**3. Preview Class #2**



# How we accomplish goals

- Presentations: impromptu, persuasive/visioning pitches, and persuading over objections
- Interactive Communication: role plays, interactive presentations, dealing with the media
- Written Communication: leadership lessons report
- Group/Team Communication: running effective meetings, group decision-making, team-led class session

# You should also expect to . . .

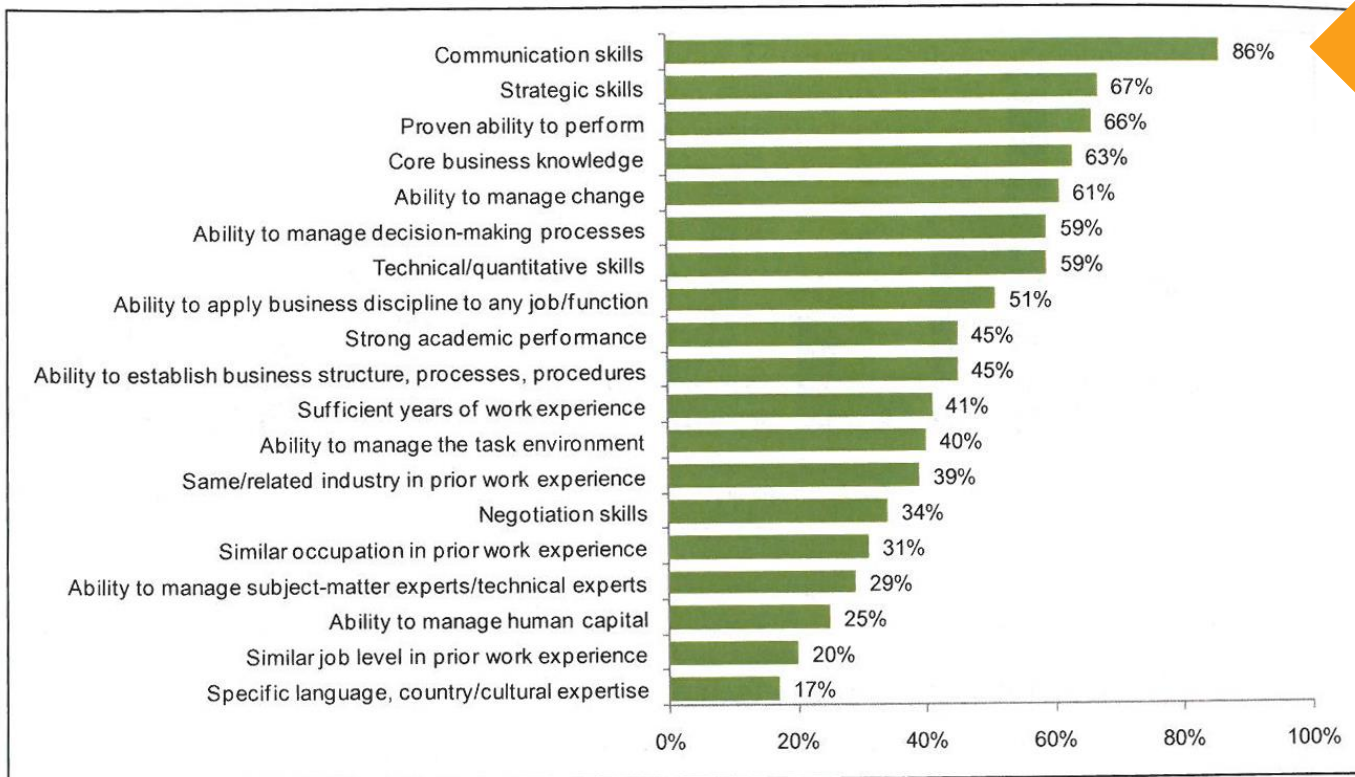
- have a lot of interaction and participation;
- learn a great deal about your own communication style and leadership behaviors;
- develop and polish significantly your communication skills; and
- enjoy the course and the assignments

# Beyond presenting & writing

- Cross-cultural communication
- Dealing with the media
- Leadership communication
- Leading and managing effective teams
- Communication strategy

# Recruiters want MBAs with communication skills:

Figure 19. Desired Knowledge, Skills, and Abilities Employers Seek in New 2011 MBA Hires



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Source: GMAC Recruiters Survey 2011

# Your assignments for 15.281

15% Motivational Speech and Self-Assessment

20% Presentation to Hostile Audience

25% Team Project: Team-led Class and Feedback Survey

20% Leadership Lessons Report

20% Class participation (includes *Meeting Agenda* and *Intra-team Feedback Survey*)





# Introductions: Storytelling in Leadership

- Consider an experience that or person whom had a significant impact on your development as a leader. Take 3 minutes to formulate a story about that experience or person. You will then introduce yourself to the class and share your story in 60-90 seconds.

# Preview: Class #2, Mon. 2/08

TOPIC: Leadership Communication: Style

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READ: Article in Course Reader

▶ *Discovering Your Authentic Leadership*

TEDTalk: Susan Cain: *The power of introverts*



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