

## **BCMU 509A&B: FINDING YOUR VOICE**

Lee Hochberg

(Online only Spring 2021)

Office Hours (online): M/W 3:45-5:45 pm, Tues 6:00-6:30pm

Spring Quarter 2021

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### **Course Description**

To be a successful leader, in business or in any other activity, you must find your voice. Finding your voice means understanding your values, knowing what matters to you, allowing those values and convictions to influence your message, and then being able to convey your message to others in a meaningful and effective fashion.

In the first part of this course, you will identify your core values and use them to develop a leadership message, a message about some change you want to create in the world. Then you will apply techniques of “memorable” speaking to formulate and convey your leadership message in a business presentation.

Much of class time will be spent listening to and critiquing the speeches of fellow students. You will write evaluations of your own speeches and those of your peers, both of which will be factored into your grade for the course. You will also receive frequent feedback from the instructor, and your three major speeches will be filmed.

### **Texts**

#### Required:

1. Garr Reynolds, *presentationzen*, New Riders.

#### Recommended:

Chip Heath and Dan Heath, *Made to Stick: Why Some Ideas Survive and Others Die*, Random House.

Jerry Weisman, *Presenting to Win: The Art of Telling Your Story*, Prentice-Hall.

## Course Schedule

Class Date	Topics and Activities	Assignment Due
3/29 (M)	Introduction Authenticity (Sandberg/Schultz) Formative moment speeches (15 x 3)	<i>Reading: “Revealing your moment of truth” (Slap) “What Data Can’t Do” (Brooks)</i>
3/31 (W)	Complete Formative moment speeches (15 x 3) “Memorable Speaking” Tools (Obama/Jobs/Mayer/Shultz)	<i>Reading: “Learning Charisma” (Antonakis, Fenley, Liechti) June 2012</i>
4/5 (M)	“What Matters” speeches (First group) (15 x 7)	<i>Assignment 1-- “What Matters” speech (First group) 150 pts</i>
4/7 (Wed)	Complete “What Matters” speeches (Second Group) (15 x 7)	<i>Assignment 1 (cont)-- “What Matters” speech (Second group) 150 pts</i>
4/9(Fri)		<i>Assignment 2 — Peer Evaluations of “What Matters” speech (First group) 50 pts—submit online</i>  <i>Assignment 3— Self Evaluations of “What Matters“ speech (First group) 50 pts—submit online</i>
4/11 (Sun)		<i>Assignment 2 — Peer Evaluations of “What Matters” speech (Second group) 50 pts—submit online</i>  <i>Assignment 3— Self Evaluations of “What Matters“ speech (Second group) 50 pts—submit online</i>
4/12 (M)	Discussion of Persuasive speech structure ---Problem/Solution ---Evidence ---Statement of Persuasion	<i>Reading: “Using Narrative as a Tool for Change” (Denning)</i>
4/14 (Wed)	“Change the World” Speeches (First Group)	<i>Assignment 4— “Change the World” speech (First group) 250pts</i>

4/18 (Sun)		<p><i>Assignment 5--- Peer Evaluations of “Change the World” speech (First Group) 50 pts—submit online</i></p> <p><i>Assignment 6— Self Evaluations of “Change the World” speech (First group) 50 pts—submit online</i></p>
4/19 (M)	“Change the World” Speeches (Second Group)	<p><i>Assignment 4 (cont) “Change the World” speech (Second group) 250pts</i></p>
4/21 (W)	<p>PowerPoint</p> <p>Beginning the Speech</p> <p>Refining skills—eye contact, personal connection, webcam connection</p>	<p><i>Reading: Presentation Zen p10-11, 20-21, Ch 5-7</i></p> <p><i>Avoiding the Road to PowerPoint Hell</i></p>
4/23 (Fri)		<p><i>Assignment 5 — Peer Evaluations of “Change the World” speech (Second group) 50 pts—submit online</i></p> <p><i>Assignment 6— Self Evaluations of “Change the World“ speech (Second group) 50 pts—submit online</i></p>
4/26 (M)	“Change the Business” Speeches (First Group)	<p><i>Assgnmnt 7 –“Change the Business” speech (first group) 400pts</i></p>
4/28 (W)	“Change the Business” Speeches (Second Group)	<p><i>Assgnmnt 7 “Change the Business” speech (second group) 400pts</i></p>