

## BCMU 509A&B: FINDING YOUR VOICE

Spring Quarter 2023

Lee Hochberg

Office Hours 3:45-5:00pm or by appt—Dempsey 212Q

[leeh2911@u.washington.edu](mailto:leeh2911@u.washington.edu)

### 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 recorded.

***This is a short, intensive skills-based class, where the learning takes place experientially. There are only five weeks, and missing any class means missing 10% of the material. BCMU 509 is not offered as a remote or hybrid class; daily attendance in such a short, personal class is required.***

### Texts

*Required:*

- Presentation Zen, Garr Reynolds

*Recommended:*

- Made to Stick: Why Some Ideas Survive and Others Die, Chip Heath and Dan Heath, Random House
- Presenting to Win: The Art of Telling Your Story, Jerry Weisman, Prentice-Hall

## Course Schedule

Class Date	Topics and Activities	Assignment Due
3/27 (M)	Introduction Authenticity (Zelensky/Booker/Sandberg/Schultz) Formative moment speeches	<i>Reading:</i> “Revealing your moment of truth” (Slap) “What Data Can’t Do” (Brooks)  <b>(Both embedded in Canvas “Getting Started” announcement March 23, also in Canvas Module Week 1)</b>
3/29 (W)	Complete Formative moment speeches “Memorable Speaking” Tools (Obama/Jobs/Mayer/Shultz)	<i>Reading:</i> “Learning Charisma” (Antonakis, Fenley, Liechti) <b>(Link in Canvas Module Week 1)</b>
4/3 (M)	“What Matters” speeches (First group)	<i>Assignment 1-- “What Matters” speech (First group) 150 pts</i>
4/5 (Wed)	Complete “What Matters” speeches (Second Group)	<i>Assignment 1 (cont)-- “What Matters” speech (Second group) 150 pts</i>
4/9 (Sun)		<i>Assignment 2 — Peer Evaluations of “What Matters” speech (50 pts) submit online by 8:00pm</i>  <i>Assignment 3— Self Evaluations of “What Matters” speech (50 pts) submit online by 11:59pm</i>
4/10 (M)	Discussion of Persuasive speech structure ---Problem/Solution ---Evidence ---Statement of Persuasion	<i>Reading:</i> “Using Narrative as a Tool for Change” (Denning) <b>(In Canvas Module Week 2)</b>

4/12 (Wed)	“Change the World” Speeches (First Group)	<i>Assignment 4—“Change the World” speech (First group) 250pts</i>
4/17 (M)	“Change the World” Speeches (Second Group)	<i>Assignment 4 (cont) “Change the World” speech (Second group) 250pts</i>
4/19 (Wed)	PowerPoint  Beginning the Speech  Refining skills—eye contact, personal connection	<i>Reading: Presentation Zen p10-11, 20-21, Ch 5-7</i>
4/20(Thurs)		<i>Assignment 5--- Peer Evaluations of “Change the World” speech 50 pts— submit online by 8:00pm  Assignment 6— Self Evaluations of “Change the World” speech 50 pts— submit online by 11:59pm</i>
4/24 (M)	“Change the Business” Speeches (First Group)	<i>Assgnmnt 7 –“Change the Business” speech (first group) 400pts</i>
4/26 (W)	“Change the Business” Speeches (Second Group)	<i>Assgnmnt 7 “Change the Business” speech (second group) 400pts</i>