

BCMU 509C&D: FINDING YOUR VOICE

Lee Hochberg

Spring Quarter 2023

Office Hours: M/W 3:45-5:00 pm, Tues 5:30-6:00 pm—Dempsey 212Q

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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.

This is a short, intensive skills-based class, where the learning takes place experientially. There are only five weeks, and missing one week means missing 20% 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

Week	Class Date	Topics and Activities	Assignment Due
1	3/28 (T)	Introduction Authenticity (Zelensky Sandberg/Schultz/Booker) Formative moment speeches “Memorable” Speaking Tools (Obama/Jobs/Mayer/Schultz)	<i>Reading: “Revealing your moment of truth” (Slap) “What Data Can’t Do” (Brooks) (both embedded in “Getting started” announcement on Canvas.)</i>
2	4/4 (T)	“What Matters” speeches Discussion of Persuasive speech structure	<i>Assignment 1-- “What Matters” speech 150 pts Reading: “Learning Charisma” (Antonakis, Fenley, Liechti) Module Week 2, Canvas</i>
	4/8 (Sat)	Peer Evaluations of “What Matters” speech Self Evaluations of “What Matters” speech	<i>Assignment 2 — Peer Eval, 50 pts—submit online by 8:00pm Assignment 3—Self Eval, 50 pts—submit online by 11:59pm</i>
3	4/11 (T)	“Change the World” Speeches	<i>Assignment 4—“Change World” speech, 250pts Reading: “Using Narrative as a Tool for Change” (Denning) Module Week 3, Canvas</i>
	4/15 (Sat)	Peer Evaluations of “Change World” speech Self Evaluations of “Change World” speech	<i>Assignment 5 — Peer Eval, 50 pts—submit online by 8:00pm Assignment 6—Self Eval, 50 pts—submit online by 11:59pm</i>
4	4/18 (T)	Graphics/PowerPoint Beginning the Speech Refining Skills-eye contact/connection	<i>Reading: Presentation Zen p10-11, 20-21, Ch 5-7</i>
5	4/25 (T)	“Change the Business” Speeches	<i>Assgnmnt 7 – “Change the Business” speech 400 pts</i>

