RETHINKING THE BOUNDARIES

DUKE THE FUQUA SCHOOL OF BUSINESS

DUKE UNIVERSITY EXECUTIVE EDUCATION

ADVANCED COMMUNICATIONS PROGRAM

Program Description

Advanced Communications is for executives and senior leaders who must influence, persuade and inspire others—essential skills for both inside and outside your organization.

You'll practice honing your delivery for both planned and impromptu situations by engaging in experiential learning modules and analyzing video footage of how you and others present.

During the program you will learn to:

- Lead and communicate through crisis
- Present with power
- Use social media
- Master your message by answering the tough questions

Learning Outcomes

Taught by Dorie Clark, Adjunct Professor at Fuqua, branding expert, and former presidential campaign advisor, this course will enable you to:

- Determine what makes effective communication
- Command attention by speaking with clarity and confidence
- Review and analyze your online influence level
- Develop a crisis communications strategy
- Crowdsource questions
- Position yourself as a thought leader through social media
- Balance your online personal brand with your organization's brand
- Deploy message discipline throughout your organization

Learn more or apply today: www.ee.fuqua.duke.edu

Location

Duke University
Durham, NC

Upcoming Program Dates

October 7-10, 2014
October 25-28, 2015

Program Length

3 Days
(Arrival on Tuesday evening)

Cost

$4,200 (Program fees include tuition, instructional materials, accommodations, all meals and programmatic activities. Airfare, transportation to and from the airport, and personal incidentals are not included.)

Who Should Attend

Senior leaders and executives who want to dramatically enhance their communications effectiveness and command attention from audiences spanning corporate clients, boards, commissions, key stakeholders, the media, and the general public.

Duke Executive Education

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