COMMUNICATION FOR LEADERS

Program Description

Communication for Leaders is for 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.

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
- Build presentations that engage and motivate to action
- Expertly field questions from critics to create supporters
- Create a crisis communications strategy
- Establish yourself and your organization as experts
- Learn how to use LinkedIn and Twitter to support your communication strategy
- Evaluate which social media channels will give you the best ROI

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

Location
JB Duke Hotel & Thomas Executive Conference Center
Duke University
Durham, NC

<table>
<thead>
<tr>
<th>Upcoming Program Dates</th>
<th>Advanced Registration &amp; Program Fee</th>
<th>Program Fee Post Advanced Registration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 21-24, 2017</td>
<td>4-Feb-17 $4,410</td>
<td>$4,910</td>
</tr>
<tr>
<td>November 5-8, 2017</td>
<td>21-Sept-17 $4,410</td>
<td>$4,910</td>
</tr>
</tbody>
</table>

Program Length
3 Days

Program Fee

Includes 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

Leaders 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
www.ee.fuqua.duke.edu
execed-info@fuqua.duke.edu
+1 800.372.3932