

## Corporate Communications (1 ECTS)

### Introduction

Provide high quality managerial communications education to IESE students on the EMBA program.

- Confident, persuasive oral presentation skills
- Business Presentation skills
- Create leaders who have a point of view and the capability to impact those around them

### Objectives

Buckminster Fuller said: “You cannot change the way people think. All you can do is give them tools.” Our objective is that COCOM is practical and immediately applicable in your lives. I will work hard to create a positive learning environment and deliver the course material in as clear and helpful a way as I can. However this will not help if you aren’t committed to the learning process. I need each of you to make a commitment. The commitment I ask is best summarized as 4Ps:

**Proactive** – You have paid to be here. You have a right to ask questions. If you see another student do something well, let them know and apply the lesson to your own speech preparation.

**Personal risk** – We learn most when we are on the frontiers of our competence – where there exists a strong possibility of “not looking good in front of my class”. However the EMBA is a unique opportunity to learn – the real important judge of your success in life will come years later, not here in IESE in superficial judgments of your peers (or even myself in terms of your grades).

**Preparation** – the fifth time you give a speech it will be better than the first time. You only get one chance to make a first impression. Do not waste that chance by coming ill prepared. In your teams, please encourage and push your team members to practice in front of the group before they speak to the entire class.

**Point of View** – my definition of leadership is “seeing a change that is required in the world and communicating it in a way that gains commitment of the resources necessary to achieve that change”.

A successful leader has a point of view on the future of the team, the country, the education system, the medical system, whether Turkey should be part of Europe, whether globalization is a good thing. I want you to start living like a leader today – build your model of the world that you hope to create.

## Content

Based on lots of practice and individual feedback, this program trains you to become an effective public speaker by addressing the following capabilities:

- Structuring your content for speech
- Establishing personal and professional credibility
- Using emotional and rational intelligence to persuade others
- The power of storytelling to communicate your message
- Non-verbal aspects of communication: authority, energy and audience awareness

Students will give two 3-minute speeches. Students are expected to prepare well for their presentation in class. It is not allowed to read a presentation from a paper.

All presentations are expected to last three minutes maximum, without the use of visual aids (except where explicitly briefed and agreed). Presentations may be filmed. Students will write up a short feedback report after each presentation.

## Evaluation

SE1 (Presentation oral work): 70%

SE4 (Class participation): 30%

## Competences

### Basic

CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

### General

CG3. Work as a team within multicultural business environments, inspiring the trust of colleagues and collaborators, their commitment to achieving objectives, and the delegation of tasks and decisions.

### Specific

CE08. Acquire coaching skills to identify and develop talent in the members of an organization. Learn

techniques to give and receive feedback, observe, and measure skills, and facilitate their development through the design of work experiences.

CE10. Strengthen the leadership skills of teams and companies, starting with self-knowledge and understanding the different types of temperaments and their way of interacting. Know the state of the art of empirical research in this field.