Communication for Leaders

UGBA 196 – Fall 2006
Instructor: Bill Sonnenschein
Lecture: Mondays, 11am-12pm
Labs: Fridays, 8-10am, 10am-12pm, or 2:30-4:30pm

Develop oral communication skills as a manager and leader!

This class will include:

- Persuasive speaking exercises aimed at increasing your ability to advocate a position and move your audience to action
- Argumentation and debate exercises developed to increase your critical thinking abilities and help you create and deliver sound business arguments
- Self-awareness exercises designed to increase your ability to communicate with authenticity. Authentic speakers gain the trust of their audiences, and motivate listeners to do great things
- Theatre exercises designed to give you a more commanding presence in front of audiences.

Gain confidence in your speaking and oral communication. Leave UC Berkeley with the skills to catapult you into leadership positions!

Bill Sonnenschein teaches “Leadership Communications” and “Managerial Communications” for Haas MBA students, “Business Communications” for Haas undergraduate students, “Leading Diversity” and “Leadership Communication” for the Berkeley Center for Executive Development, and leadership workshops for the Beahrs Environmental Leadership Program (for which he serves as a member of the executive committee). His books include The Diversity Toolkit and Workforce Diversity.

As the principal of i.e. communication, he consults internationally on current issues in communication, specializing in leadership, diversity, gender communication, sexual harassment, intercultural communication, team building, and managing conflict.