

## X 490.996 - LEADERSHIP COMMUNICATION STRATEGIES COURSE DESCRIPTION, OBJECTIVES & OUTLINE

### COURSE SYLLABUS:

Course: **Leadership Communication Strategies** (*Elective course in Business Fundamentals Certificate*)  
*Internet access required to retrieve course materials.*

Department: **Business, Management and Legal Programs**

Quarter: **Summer 2016** (*Internet access required to retrieve course materials*)

Dates: **June 22 – August 31, 2016** (*Wednesdays, 11 weeks*) **No class on August 31<sup>st</sup>, Make Up: August 25**

Time: **6:30pm – 9:30pm**

Location: **202 Extension Lindbrook Center, Westwood, Los Angeles/CA 90024**

Instructor: **Shiny Burcu Unsal**

Office Hours: **By appointment** → email: [burcu.unsal@ucla.edu](mailto:burcu.unsal@ucla.edu)



### Course Description:

The overall objective of this course is to help you develop your leadership communication skills. We hope to prepare you as a professional, improving your ability to work with, manage, and lead others, and to succeed in a variety of communication encounters in business and elsewhere. Class lectures, experiential activities, video analyses, and student activities are supplemented by coaching by the professors. Using an "executive coaching" model common in business today, your professors work with you throughout the class to meet the challenges of business presentations and interpersonal communication.

The information that will be offered in this class (both online and offline) will include very pragmatic and fundamental studies of human psychology, positive mind philosophy, success studies, effective communication and coaching strategies that are developed by **Dr. Richard Bandler**, the co-creator of **Neuro Linguistic Programming (NLP)** a.k.a. the # 1 behavioral technology of all times; with further explanations by the business guru and father of **Life Coaching Industry**, **Anthony Robbins**.



## Course Objectives:

Upon completion, you will be able to implement the following leadership communication **SKILLS**:

- In-depth knowledge & practice of Be'ing you, your skills, your values and leading your own life first☺
- Clarify your own **WHY** in life, both personal and professional
- Identify the driving motivations (hidden agendas) behind human communications & behaviors
- Design your own leadership communication style by elaborating on your own strategies

## Methodology:

This course will consist of in-class meetings, group discussions and audiovisual studies for assignments. The discussions and assignments serve as means to apply the theory learned from the teaching materials to your professional settings. You are highly encouraged and expected to interact and share your perspective & feedback with your class-mates in order to improve your leadership communication skills.

Because this is a Leadership Communication course, I need to be able to see you in action - meaning, while you are communicating, asking questions, - in order for me to measure & grade your awesome skills. Therefore, *participation (not only attendance but also in-class interaction) is highly encouraged. **Not participating in group discussions will not grant you a passing grade. Also, not submitting & not performing the final presentation as a final project will not grant you a passing grade.***

## Course Concept:

This course will cover a comprehensive analysis of **7 C'S OF A TODAY'S LEADER** by enabling students to create their own Leadership Communication Style based on the following competencies:

1. Consciousness / **Self-Awareness**
2. Confidence / **Communication Process**
3. Calling / **Human Needs Psychology**
4. Commitment / **Principle of Identity**
5. Control / **Emotional Intelligence**
6. Charisma / **Power of Influence**
7. Contribution / **Passion for Human Excellence**

## Learning Outcomes:

1. Knowledge & the wisdom of the NLP at Work book with its 22 chapters on effective people skills
2. Understanding the subjective structure of communication by utilizing **powerful questioning** techniques
3. Developing clear and effective communication strategies by clarifying **your own WHY**
4. Preparing and producing a 10-min Presentation on **your own Leadership Communication Style**



## Training Completion Requirements (PLEASE REVIEW)

To successfully complete this course and obtain a passing degree, participants MUST follow the following requirements:

- ✓ Attendance to a minimum of **8 meetings** (you can miss only 3 meetings)
- ✓ Create a presentation about your own leadership style (**min 10 – max 15 slides**)
- ✓ Present **your** leadership style (**10 minutes max**) in the class. I want to hear about **YOUR OWN leadership style**; please do not prepare a generic presentation, you won't earn your points)

**PLEASE READ: Completing assignments and showing up in the mandatory in-class meeting (last week) will not be enough to obtain a passing degree, if the above requirements are not met. LEADERS ARE READERS 😊**

## Evaluation & Grading:

Course grades will be based on attendance, class participation and completion of assignments as follows:

%	Item
25%	PDF & Final Presentation
25%	Final Exam
30%	Assignments
20%	Participation & Discussions

Grade Percentage	Letter Grade	Pass/Fail
95-100%	A+	Pass
90-94%	A	Pass
85-89%	B+	Pass
80-84%	B	Pass
75-79%	C+	Pass
70-74%	C	Pass
65-69%	C-	Pass
64% $\geq$	F	Fail

## Participation

Since there is also access to the online sessions by Canvas, it is imperative that participants set aside enough time to complete their course requirements and submit assignments by the provided deadlines.

During this course, you may anticipate spending approximately 4-6 hours weekly on reading and viewing course materials, completing assignments and activities, and engaging with your fellow trainees.



## Due Dates & Grading

All work will be assessed within 1 week of the due date for the assignment. Materials submitted must meet the criteria outlined by the assignment prompt to earn full credit.

PLEASE READ: All assignments must be submitted by their due dates. Failure to submit the required course elements outlined above AND obtain the minimum points required will result in failing the course.

### 1. Final Presentation (25%)

As a term project, you are required to prepare both a PDF document and an **In-class Final Presentation** about your own leadership communication style that you will integrate into your own personal and professional life. The aim of this presentation is not only improving public speaking and presentation skills; but also learning how to model a leader and transfer his/her leadership communication strategies into your personal leadership strategies.

**Your in-class presentation is mandatory to complete the course.**

Your presentation needs to include the following components:

- ✓ **Presentation document in PDF format (mandatory) – 10%**
  - Minimum 10 – Maximum 15 slides – 3%
  - 6 bullet points per slide – 2%
  - Covering all 7C's – 5%
- ✓ **In-class Final Presentation Format (mandatory) – 15%**
  - Minimum 5 – Maximum 10 minutes long – 2%
  - A professional look: business attire (NO flip-flops!) – 3%
  - Covering all 7C's – 5%
  - Demonstrating all 7C's - 5%

### 2. Final Exam (25%)

Short essay questions will be utilized in order to build the theoretical knowledge. And there will be 5 essay questions, 5 points each.

### 3. Assignments (30%)

Homeplay assignments (10 pts each + 3 x 5pts bonuses) have analytical and experimental value in meeting the course objectives. All assignments are expected when due. Late assignments are subject to lowering of grade.

### 4. Participation & Discussions (20%)

All mandatory discussions, designed to encourage your engagement, will be graded 5 points each.

**For questions: [Burcu.unsal@ucla.edu](mailto:Burcu.unsal@ucla.edu) (your emails will be answered within max. 72 hours)**

## Assignments and Due Dates

The weekly assignments, course exam and final presentation and their due dates are listed below. Be sure to follow the rubrics closely in order to achieve full points.

Graded Activity	Points Possible	Due Date
Assignment #1: <a href="http://www.tonyrobbins.com/ue/disc-profile.php">http://www.tonyrobbins.com/ue/disc-profile.php</a>	10	June 29
Assignment #2: List 5 strengths and 5 weaknesses of your personality including their reasons WHY	10	July 6
<b>ONLINE Bonus Point Opportunity #1:</b> What is your Calling in life? (to be shared as Personal Mission & Vision Statements in group discussion)	5	July 13
Assignment #3: Write down your top 3 commitments in life including their reasons WHY	10	July 20
Assignment #4: What kind of emotions are you letting to control your moment, your hour or day?	10	July 27
<b>ONLINE Bonus Point Opportunity #2:</b> Who, What, When, Where, Why and How can you contribute to the world?	5	August 3
<b>Final Exam:</b> Leadership Communication Strategies Review	25	August 10
Assignment #5: Choose a Leader, Analyze him/her for 7C qualities	10	August 17
<b>Mandatory Final Presentation:</b> Your Own Leadership Style in both PDF & in-class presentation formats	25	August 24
<b>ONLINE Bonus Point Opportunity #3:</b> Give constructive feedback to presenters regarding their in-class presentations	5	August 25
<b>Total Points:</b>	<b>100 (+15)</b>	All grades will be posted on September 15, 2016

- Please note that there won't be any make-ups for any exams or assignments.
- Please also note that ALL COURSE GRADES ARE FINAL.
- Please also note that I will reply to your emails within 48 and max. 72 hours.



## Academic Integrity Policy

Academic integrity covers behavior in cheating, plagiarism, and fabrication of information. These behaviors are not tolerated. Students are encouraged to familiarize themselves with the UCLA Extension Student Conduct Code and the official statements regarding cheating and plagiarism at:

<https://www.uclaextension.edu/Pages/str/StudentConduct.aspx>

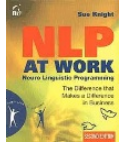
## Services for Students with Disabilities

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services, such as note takers, audiotaping of courses, sign language interpreters, and assistive-listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation.

Arrangements for auxiliary aids/services are available only through UCLA Extension's Services for Students with Disabilities at (310) 825-7851 or by email at [access@uclaextension.edu](mailto:access@uclaextension.edu). Please request such arrangements with at least five working days' advance notice. All assistance is handled in confidence. Accommodations must be pre-approved. Requests for retroactive accommodation will not be accepted.

Emergency Numbers:	
911	for Life-threatening emergencies
800-900 8252	for UCLA Emergency Information Hotline
310-825 1491	for UCPD

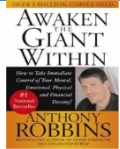
## Recommended Readings:



**1. TEXTBOOK: No need to buy; E-book will be provided by the instructor.**

**NLP At Work:** Neuro Linguistic Programming, The Essence of Excellence (People Skills for Professionals), Third Edition. Knight, Sue, London, 2009

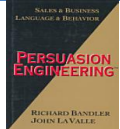
*This book is very easy to read and full of practical examples that can instantly be implemented in one's life. Topics include enriched communication, clean questions, strategies for successful living, resolving conflict, filters on your world, levels of change, high performance coaching, etc.*



**2. No need to buy for the course, recommended for personal leadership**

**Awaken the Giant Within:** Robbins, Anthony, Free Press, 2003

*Anthony Robbins is the Founder of Coaching industry, owner of 13 multi-million dollar businesses and a guru of peak performance. And in this book he talks about formulas and strategies for almost every aspect of a person's life, by simply using the power of NLP techniques. Highly recommended!*



**3. No need to buy for the course, recommended to learn about persuasion**

**Persuasion Engineering:** Sales & Business Language & Behavior. Bandler, Richard & La Valle, John, Meta Publications, 1996

*Richard Bandler is the genius behind today's #1 communication & behavior technology: NLP. Being the creator and the pioneer of all the personal development tools and strategies, Richard Bandler breaks down what it takes to persuade a human mind in this book. Can be used everywhere in one's life.*



**4. Recommended Website for research:**

Harvard Business Review on Leadership Studies: <http://hbr.org/>

*HBR is source I use for my own studies and researches when I design a course or training. Very trustworthy, high credibility and persuasive as well. Highly recommended!*



**5. Recommended Website for additional research:**

TED Talks: Ideas worth spreading: <http://www.ted.com/>

*This is the source to watch 18 min talks of successful people in their own topic. Very inspirational.*



**6. Recommended Magazine for additional research:**

Success Magazine: What achievers read: <http://www.success.com/>

*Interviews with successful people and new trends in achieving success. Very motivational.*

# WEEKLY COURSE CONTENT\*

\*Topics that are listed in this outline are subject to change.

DATE/TOPIC	ASSIGNMENTS	READINGS
<b>Week One - June 22</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ <b>Introduction &amp; Survey</b></li> <li>➤ <b>Syllabus Overview</b></li> <li>➤ Live Lecture: <b>Change - Awareness, Purpose, and Presence</b></li> </ul>	Read Chapter 1, 2 & 3  <u>Assignment #1:</u> Take the DISC Profile test and do the relevance part at the end, print and bring to the class: <a href="http://www.tonyrobbins.com/ue/disc-profile.php">http://www.tonyrobbins.com/ue/disc-profile.php</a> (10 points, Due on June 29)  <b>ACTIVITY:</b> Student introductions	NLP At Work: Chapter 1 – What is NLP?  NLP At Work: Chapter 2 – Thinking Patterns  NLP At Work: Chapter 3 – Filters on Your World
<b>Concept:</b> Consciousness		
<b>Week Two – June 29</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ <b>The Communication Process</b></li> <li>➤ Live Lecture: <b>Confidence – Competence and Communication</b></li> <li>➤ <b>Self-assessment on Visual, Auditory &amp; Kinesthetic Communication Styles</b></li> </ul>	Read Chapter 4, 5 & 6  <u>Assignment #2:</u> List 5 strengths and 5 weaknesses of your personality (10 pts, Due on July 6)	NLP At Work: Chapter 4 – Thinking with Your Body  NLP At Work: Chapter 5 – Enriched Communication  NLP At Work: Chapter 6 – Clean Questions
<b>Concept:</b> Confidence	<b>Discussion:</b> Where is your consciousness? How present are you? (optional)	
<b>Week Three – July 6</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Acting with higher purpose: Doing what you want now or doing what you want most</b></li> <li>➤ <b>6 levels of Human Needs Psychology</b></li> </ul>	Read Chapter 11, 12, 15  <b>ONLINE BONUS OPPORTUNITY #1:</b> Write down your personal Mission & Vision Statements as your calling in life and share in group discussions - <i>your calling</i> (5 extra pts, Due on July 13)	NLP At Work: Chapter 11 – Strategies for Successful Living  NLP At Work: Chapter 12 – Tap Into Your Inner Potential: Anchoring  NLP At Work: Chapter 15 – Achieve What you Really Want: Well-Formed Outcomes
<b>Concept:</b> Calling		
<b>Week Four – July 13</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Decision vs. Commitment</b></li> <li>➤ <b>Commitment in Relations</b></li> <li>➤ <b>Asking the Right Questions</b></li> </ul>	Read Chapter 8, 13 & 14  <u>Assignment #3:</u> Write down your top 3 commitments in life with their reasons WHY (10 pts, Due on July 20)	NLP At Work: Chapter 8 – Precision Questions  NLP At Work: Chapter 13 – Align Yourself: Levels of Influence  NLP At Work: Chapter 14 – Write Your Own Life Script: Beliefs of



		Excellence
<b>Concept:</b> Commitment	<b>Discussion:</b> What is a great example of commitment? (optional)	
<b>Week Five – July 20</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Self-regulation in Emotional Intelligence</b></li> <li>➤ <b>Patterns of Decision Making</b></li> <li>➤ <b>Understanding Hidden Agendas</b></li> <li>➤ <b>Empathy</b></li> </ul>	Read Chapter 17, 18  <u>Assignment #4:</u> What kind of emotions are you letting to control your moment, your hour or day? (10 pts, Due on July 27)	NLP At Work: Chapter 17 – Develop a Climate of Trust  NLP At Work: Chapter 18 – Negotiate Your Way Through Life: Perceptual Positions
<b>Concept:</b> Control	<b>Discussion:</b> Why do you need control in life? (optional)	
<b>Week Six – July 27</b> <b>6:30 – 9:30pm (GUEST SPEAKER)</b> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Most charismatic people of all times</b></li> <li>➤ <b>Establish “liking” on other minds</b></li> <li>➤ <b>Hypnotic Language</b></li> <li>➤ <b>Personal Branding</b></li> </ul>	Read Chapters 7, 9  <b>ONLINE BONUS OPPORTUNITY #2:</b> What, When, Where, Why and How can you contribute to the world? (5 extra pts, Due on August 3)  <b>Guest Speaker: PHIL BLACK</b> , Director of Strategic Alliances, Trainer & Speaker @ New Peaks	NLP At Work: Chapter 7 – Metaphor: The Key to the Unconscious Mind  NLP At Work: Chapter 9 – Hypnotic Language
<b>Concept:</b> Charisma	<b>Discussion:</b> Top 3 Influencers in your life (optional)	
<b>Week Seven – August 3</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Creating lasting change</b></li> <li>➤ <b>NLP-based Coaching</b></li> <li>➤ <b>Ultimate Strategic Position</b></li> </ul>	Read Chapter 20 & 21	NLP At Work: Chapter 20 – Giving and Receiving Feedback  NLP At Work: Chapter 21 – High Performance Coaching
<b>Concept:</b> Contribution ( <i>Desire to give vs. receive</i> )		
<b>Week Eight – August 10</b> <b>6:30 – 9:30pm</b> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>LCS course summary &amp; highlights</b></li> <li>➤ <b>Q&amp;A before final exam</b></li> <li>➤ <b>Q&amp;A for Presentations</b></li> <li>➤ <b>Final Exam</b></li> </ul>	Read all covered chapters Review all given information in class  <u>Final Exam:</u> Turn in final exam papers (25 pts, Due on August 17)	READ ALL THE CHAPTERS COVERED SO FAR
<b>Concept:</b> Q&A and Final Exam		
<b>Week Nine – August 17</b> <b>FIELD TRIP DAY! THE PHELPS</b>	Read Chapter 10, 16 & 22	NLP At Work: Chapter 10 –

<p><b>AGENCY</b> 6:30 – 9:30pm</p> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Role Models – Do’s and Don’ts of Leadership, Most Common Mistakes and Best Practices of Leadership</b></li> <li>➤ <b>Strategic thinking and result-oriented decision making</b></li> </ul>	<p><u>Assignment #5</u>: Choose a Leader, Analyze him/her for 7C qualities (<b>10 pts</b>, Due on August 24)</p> <p><b>ACTIVITY: FIELD TRIP: THE PHELPS AGENCY</b></p>	<p>Modeling</p> <p>NLP At Work: Chapter 16 – Time</p> <p>NLP At Work: Chapter 22 – Heal Through Humor</p>
<p><b>Concept:</b> Modeling</p>	<p><b>Discussion:</b> Who is your role model? (optional)</p>	
<p><b>Week Ten – August 24</b> 6:30 – 9:30pm</p> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Designing your leadership style – Integrating your Being, Living and Believing into Be-Live in U</b></li> <li>➤ Live Lecture: <b>Student presentations</b></li> </ul>	<p><b>ACTIVITY:</b> Live Q&amp;A about final presentations on individual leadership styles in both PDF &amp; in-class formats that are due on August 25</p>	<p>Go through all the chapters of NLP at Work</p>
<p><b>Concept:</b> Your Leadership Style</p>	<p><b>Discussion:</b> What is your leadership style? (<i>optional</i>)</p>	
<p><b>Week Eleven – No class on August 31, Make up: August 25</b> (<b>MAKE UP CLASS</b>) 6:30 – 9:30pm</p> <ul style="list-style-type: none"> <li>➤ Live Lecture: <b>Student presentations</b></li> <li>➤ <b>Final Projects, Presentations and Feedbacks</b></li> <li>➤ Leadership Graduation Oath</li> </ul>	<p><b>ACTIVITY:</b> All the students will make their presentations on their individual leadership styles</p> <p><b>Mandatory Final Presentation:</b> Your own Leadership Style in both PDF &amp; in-class presentation formats (<b>25 pts</b>, Due on August 25)</p>	<p>Continue reading, learning, practicing and sharing what’s been learned with others in your life, for the ultimate growth and human excellence!</p>
<p><b>Concept:</b> Leadership Presentations</p>	<p><b>ONLINE BONUS OPPORTUNITY #3:</b> Give constructive feedback to presenters regarding their in-class presentations (<b>5 extra pts</b>, Due on August 25)</p>	

To Your Success! ☺



**Shiny Burcu Unsal**

Lead Instructor of Leadership Communication Strategies & Managing Yourself and Others with Emotional Intelligence @ UCLA Extension