# Effective Leadership Communication, CMHT 3450.001Fall 2025, T/TH 12:30 pm - 1:50 pm, CH 388

## Instructor Contact Information

Dr. Christy Crutsinger (Dr. C)
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Office Hours
Tuesday/Thursday, 9:00 a.m. - 10:00 a.m. Chilton Hall. If these times do not work, let’s schedule a time that works for both of us. I’m happy to meet via Zoom.

## Required Textbook

Genard, G. (2022). *Speak for Leadership. How to Engage, Persuade, and Inspire any Audience*. Cedar & Maitland Press. *ISBN: 978-1-7365556-0-6*

## Required Course Pack

Harvard Business Publishing course pack including the case, Alex Atala: Bringing Brazil to the World, and online simulation, Global Collaboration: A Tip of the Iceberg. Please use your UNT email when creating your account. The cost is $21.20. <https://hbsp.harvard.edu/import/1316762>

## UNT Catalog Course Description

Principles of effective leadership communication will be explored as students develop, deliver, and evaluate professional presentations. (3 hours credit).

Course Overview

This course is designed to help improve public speaking/oral presentations through theory, observation, study of best practices, and, most importantly, practice. We will cover various concepts and models of communication, how to adapt a speech for different occasions and audiences, how to effectively support your ideas, how to select and organize materials in preparation for a speech, and how to utilize multimedia tools in presentations. This course is relevant in academic, business, and social settings and facilitates the development of your leadership skills through effective communication with others and active listening.

## Learning Outcomes:

* Understand the communication process from the positions of receiver and sender in business contexts.
* Develop active listening skills to effectively respond to verbal and non-verbal cues of key stakeholders.
* Apply communication strategies to effectively manage anxiety before a business presentation.
* Evaluate how communication influences both individuals and organizations.
* Design and deliver effective oral presentations grounded in communication theory and industry best practices.

Instructor Commitment and Expectations
My teaching philosophy is one based upon mutual respect. I set high expectations, and I believe that every student can meet that standard. I am committed to your success and will respond promptly to emails, provide engaging classroom experiences, and offer clear instructions to guide your learning. On the flip side, I expect that you attend each class period, stay organized, turn in assignments on time, arrive promptly, engage in the learning process, behave professionally, and submit quality work. The sky is the limit when we are all on the same page.

Grading & Assignments
Specific guidelines, rubrics, and due dates for each of the assignments will be posted in Canvas throughout the semester. The final semester grade will be determined as noted here:

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = 59.9% or below

Case Study (50 Points)
Case studies bring industry experiences into the academic setting. Our goal is to approach leadership communication from a practical and theoretical point of view. You will submit a written analysis of the case, **Alex Atala: Bringing Brazil to the World,** prior to our class discussion. There are no make-ups for the in-class debrief.

Simulation (50 Points)
A simulation is a hands-on, interactive learning experience that allows you to engage with our course material. Participation not only helps you in grasping concepts but also offers support and feedback to other students. Our simulation, **Global Collaboration: A Tip of the Iceberg,** will occur during class and addresses the communication challenges of a global team. There are no make-ups for the in-class simulation run or the debrief.

## Learn, Lead, Connect Activities (50 pts)

This class takes a learn-it-today, apply-it-tomorrow approach, making it a highly interactive and practical experience. We will achieve this goal through a variety of teaching methods including, but not limited to, role play, impromptu speeches, flipped classrooms, group work, executive speech critique, Ted Talks, and other experiential exercises. There are no make-ups for these in-class assignments. However, we will complete enough points for you to drop an assignment.

## Exams (100 pts)

There are two exams for this class, a midterm and final. The exams are divided purposefully between our textbook, assigned readings, and class lectures.

## Presentations (300 pts)

You will orally deliver three formal presentations throughout the semester: The Pep Talk, The Product Demo, and the Pitch. Presentations will require thorough research, an outline, and quality references.

Attendance Expectations
Attendance is taken on a regular basis and will influence your final grade as most of your work will occur during our regularly scheduled class time.

Late Work Policy
Because of the interactive nature of our class there are no make-ups for Learn, Lead, Connect activities as previously mentioned. However, we will have enough points available for you to drop at least one of these assignments. Case and simulation papers turned in late will receive a 10% point deduction for each day late (after the deadline).

ODA Accommodation
Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to discuss their accommodations with faculty. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Access website at disability.unt.edu. You may also contact them by phone at 940.565.4323.

Emergency Notification and Procedures
Eagle Alert notifies you with critical information in an event of emergency. Know the evacuation routes and severe weather shelter areas. Determine how you will contact family if phones are temporarily unavailable. Identify where you will go if you need to evacuate suddenly. In the event of a university closure, I will communicate with you through Canvas.

Academic Integrity
A range of disciplinary actions may result from any finding of academic dishonesty depending upon the severity of the misconduct. At a minimum for this class, any finding of academic misconduct on exams, writing assignments, use of AI, or any other graded assignment will result in a “0.” See CMHT Syllabus Addendum for more details.

**Tentative Course Calendar**

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| **Dates** | **Topic** | **Readings/Assignment** |
| Aug. 19 |  Course Introduction    |  Course Introduction   |
| Aug. 21  |  Developing Leadership Presence |   Genard, (Chapters 1) |
| Aug. 26  |  Performing for an Audience  |   Genard, (Chapters 2 & 3)  |
| Aug. 28  |  Mitigating Anxiety  |  Genard, (Chapters 4 & 5) |
| Sept. 2  |  Understanding Body Language & Voice Dynamics |  Genard, (Chapters 6 & 7) |
| Sept. 4  |  Types of Speeches (In Class Work Day) | **LLC: Flipped Classroom**  |
| Sept. 9  |  Types of Speeches (Delivery Day) |  **LLC: Flipped Classroom**  |
| Sept. 11  |  Crafting and Delivering Your Message |   |
| Sept. 16  |  The Pep Talk  |  **Individual Presentation**  |
| Sept. 18  |  The Pep Talk  |  **Individual Presentation**  |
| Sept. 23  |  Engaging an Audience  |  Genard, (Chapter 8) |
| Sept. 25  |  Telling a Story  |   Genard, (Chapter 9)  |
| Sept. 30  |  Speaking for Leadership  |  Genard, (Chapter 10) |
| Oct. 2  |  Alex Atala: Bringing Brazil to the World |  **Case Study Discussion**  |
| Oct. 7  |  CEO, Stacey Tank, Gateway Center, 11:00 am |  **LLC: Executive Speech Critique**  Genard, (Chapter 11) |
| Oct. 9  |  Midterm Exam  |  **Midterm Exam** |
| Oct. 14  |  Giving Constructive Feedback  |  |
| Oct. 16  |  Receiving Constructive Feedback |   |
| Oct. 21  |  Leading Productive Meetings | **LLC Linked In Learning** |
| Oct. 23  |  Leading Productive Meetings |  |
| Oct. 28  |  The Product Demo  | **Indvidual Presentation** |
| Oct. 30  |  The Product Demo | **Individual Presentation**  |
| Nov. 4  |  Resolving Conflict |  |
| Nov. 6  |   Resolving Conflict |   |
| Nov. 11  |  Global Collaboration: Tip of the Iceberg |  **Simulation** |
| Nov. 13 |  De-escalating during Crisis |   |
| Nov. 18  |  Delivering on a Virtual Stage |  Genard, (Chapter 12) |
| Nov. 20  |  Bringing it all Together (Virtual Workday) |   |
| Dec. 2  |  The Pitch  |  **Group Presentation**  |
| Dec. 4  |  The Pitch  |  **Group Presentation**  |
| Dec. 11 |   Final Exam |  **Final Exam, 1:30 p.m. - 3:30 p.m.**  |

**Dates and topics subject to change to accommodate guest speakers.**