COMMUNICATIONS EXCELLENCE | Program Topics

The Communication Excellence program curriculum covers the following topics:

**Topic 1** | The Science of the Message Part 1: Verbal & Nonverbal Skills
- Principles of persuasive storytelling
- Negotiation to add value and as a relationship-building tool
- Fundamental concepts to use in every negotiation
- Psychology of negotiation
- Common negotiation mistakes
- Ladder of Abstraction

**Topic 2** | The Science of the Message Part 2: Focus on Brain, Breath & Body
- The empirical principles of persuasion
- Presentation organization: the ladder of abstraction
- Anticipation and answering disruptive questions
- The importance of centering
- Breath & voice exercises
- Ladder of Abstraction

**Topic 3** | Persuasive Storytelling Strategies: Using the Senses
- Create an effective opening for a compelling story
- How to use all the senses to engage audiences

**Topic 4** | Persuasive Storytelling Strategies: Using Data
- How to organize content and use data for clarity and impact
- Visual aids and powerpoint best practices for success

**Topic 5** | Giving & Receiving Feedback
- How to receive and use feedback
- How to provide effective feedback

**Topic 6** | Virtual Pitch Skills
- Understand the differences between virtual and in-person presentations
- Best practices for virtual presentations

Visit the program page at: https://executive.berkeley.edu/communications/excellence