

LEADER'S VOICE

2021

Professor: Natasha Velikoselskiy
E-mail: natasha.v@columbia.edu
Cell/Text: 646 784 4894

COURSE DESCRIPTION

Leadership roles involve a wide range of communication challenges—sharing your vision in a way that sticks, mentoring a colleague through a challenge, rallying demoralized employees, working the room at an industry event, handling tough questions from the media, running meetings in ways that elicit candid conversation and learning.

The world is full of communication experts: salespersons, actors, screenwriters, political speechwriters, coaches, networkers, public relations experts, diplomats and so forth. When we watch an expert in action, it is tempting to attribute their performance to a mystical gift that the rest of us lack. Yet success in any of these fields owes more to method than magic. What looks to us like spontaneous eloquence typically results from applying frameworks and focused practice.

This class pulls from different kinds of communication expertise: from consulting, politics, sales, acting and more. Similarly, we expect students to bring distinctive expertise and contribute to the collective learning experience. The goal of this class is to broaden your communication repertoire and increase your versatility.

COURSE OBJECTIVES

We aim to develop two kinds of knowledge--conceptual understanding and procedural skill. Each session will convey frameworks for particular kinds of communication and active exercises for practicing them. We rely on simulations and personalized feedback (from peers and through video) to hone behavioral skills. Note that the order of these topics may change.

Session	Topic	Assignment
1	Foundational Tools and Frameworks (Structure) Storytelling & Synthesis: Making a point memorable	<ul style="list-style-type: none"> • Set Goals for the Class: Reflect on your goals for the class, submit on Canvas and be prepared to share in class. • Storytelling: Start building your “story bank” (document in Canvas) and develop one story. Submit on Canvas.
2	Public Speaking: Effective non-verbal communication to move a crowd	<ul style="list-style-type: none"> • Storytelling: Revise your story or develop a new one. Be prepared to share in class. • Complete required reading and be prepared to share key learnings/take-aways in class
3	Public Speaking/Storytelling Practice When Things Go Wrong: Recovering from a stumble	<ul style="list-style-type: none"> • 50/50 Presentation and Coaching: Prepare to share a 2-minute story with the class and receive feedback (can be same story or a new one, will be presented in 50/50 break-outs) • Complete required reading and be prepared to share key learnings/take-aways in class
4	Building Relationships: Defining your brand and expanding your network	<ul style="list-style-type: none"> • Leader’s Voice in Progress: Reflect on your storytelling and learnings; submit a brief synthesis on Canvas. • Personal Branding: Prepare your personal brand statement, submit on Canvas and be prepared to share in class
5	Managing & Influencing: Chats that change people Other Communication Channels: Effective written communication	<ul style="list-style-type: none"> • Submit a short synthesis of your learnings on Canvas • Written Communication Sample – please submit on Canvas, be prepared to work on it in class
6	Public Speaking/Storytelling Practice Putting it all Together: Enabling sustainable change	<ul style="list-style-type: none"> • 50/50 Presentation and Coaching: Come to class prepared to share a 2-minute professional presentation with slides; receive individual coaching feedback.
	Final Project	<ol style="list-style-type: none"> 1. Presentation: Every student is expected to give one presentation outside of class. This can be in another class, for a club, outside of CBS or coordinate small groups with peers from class. You are expected to have one student (from any TLV section) serve as your peer coach – attend that presentation, record you giving it, and provide written feedback 2. Action plan: Written plan of how you plan to apply the learnings from class to your everyday communication 3. Self-Assessment of how much you applied the learnings in class to your everyday communication

COURSE MATERIAL

- Required Course Book: HBR Guide to Persuasive Presentations by Nancy Duarte. Chapters will be assigned for specific sessions.
- Additional required and supplemental readings/materials will be provided via Canvas
- Students must have a smart phone that is capable of sending text messages and taking video
- Note that slides will be uploaded to Canvas after class for your reference

REQUIRED PREREQUISITES AND CONNECTION TO THE CORE

Students must have completed the Leadership Development core class.

The class is best suited to students taking leadership roles during the MBA experience (club officer, cluster officer, peer advisor, etc.).

GRADING

Participation (40%): Your participation grade will be based on:

- **Attendance:** To be in the class, you must be present in the first class and arrive prepared. It will not be possible to add the course if you do not participate in the first session. Given that the exercises are central to the learning, missing any of the subsequent sessions without an excuse will lower your grade.
- **Preparation:** Information on assignments and required readings/materials will be provided in Canvas. You should complete required pre-work before each session and be prepared to talk about your learnings/take-aways in class.
- **Participation:** We expect you to be a generous contributor to the learning community both through class discussion and feedback to your peers during the breakout sessions. Be prepared to actively share your perspective and be called on.

Assignments (60%): There will be assignments for each class focused on communication practice, and a final project. In addition, students will be expected to practice learnings from class in real life.

- **Final project**
 - **Presentation:** Every student is expected to give one presentation outside of class. This can be in another class, for a club, or outside of CBS. You are expected to have one student (from any TLV section) attend that presentation, record you giving it, and provide written feedback
 - **Action plan:** Written plan of how you plan to apply the learnings from class to your everyday communication
 - **Self-Assessment** of how much you applied the learnings in class to your everyday communication

INSTRUCTOR BIO

Natasha Velikoselskiy

<https://leadingwhilehuman.org/meet-the-founder> (Links to an external site.)

Leadership Development Strategist and Executive Coach on a mission to help business leaders realize their full potential and achieve their business goals through impactful individual and team leadership development experiences.

In her work with organizations, Natasha draws on strong academic foundations in Organizational Psychology and a successful business background in healthcare industry to deliver relevant, practical and effective accelerated development solutions to high potential leaders globally.

A Columbia University alumna, Natasha is an adamant proponent of research-based methods in learning and development. Her signature is creating learning experiences that propel leaders from insight to action through behavior change and skill development.

Natasha has been a frequent contributor in a variety of professional forums including TEDx, Life Sciences Trainers and Educators Network, academic and professional conferences on a range of topics in Leadership Development, Emotional Intelligence, Coaching, Generation Y, Gender in the workplace and others.