



## Strategic Communication (A-Z) Course Syllabus

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Amanda Close MBA, CPT, SPHR (206) 782-1254, [aclose@drizzle.com](mailto:aclose@drizzle.com)  
The Close Group

**Dates: Feb 20<sup>th</sup>-April 24th, 2007 Tues evenings from 6-9:15 pm**

**Certificate of Completion for 30 hours of Recertification credit**

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**A) Course Description:** This 10-week course is designed to improve the students' ability to communicate in a variety of settings in a seamless manner. Learn ways to maximize your communication style dependent upon the situation and the audience. Active listening, collaborative negotiation, abstract thinking, linear learning, plus many more concepts will be covered in this course. Understand the psychology of communication styles as well as techniques to enhance the interpersonal communication of those around you. This course will enable students to understand the interactive role of facilitating strategic organizational change and serve as a business partner by including competition, customer needs, internal organizational structure and employee needs.

**B) Course Objectives:** Participants will be able to serve as a strategic business partner and facilitate strategic change through effective communication.

**C) Student Expectations:** Participants are expected to attend each class session. If you are unable to make a session, you are expected to make arrangements with the instructor to make up the course content. Participants are also expected to complete and turn in all of the application exercises, complete all tests, and participate in class activities. **Students will receive a certificate of completion for successful completion of the course.**

**Class participation:**

- Evidence of careful preparation of cases, and oral presentation of class members.
- Clarity and conciseness of recommendations.
- Strong and convincing quantitative and qualitative analysis and support recommendations.

**Personal Communication Assessment and Plan:**

**Format:** Executive Summary in accordance with the Business Case and Action Plan Guidelines

- **Background information:** -Factual information that applies to the issue and recommendations
- **Analysis:** The issue must contain symptoms and causes
- **Recommendations:** must be directly responsive to the cause or strategic initiative
- **Summary and conclusions:** A summary of background, issue and recommendations
- **Action plan:** a plan of action directly addressing the cause stated in the issue statement.

Assignment due on the assigned date.

**Final Project**

**Strategic Communication in Action:**

The executive summary and action plan will be completed as individual or a team of 2-3 students, utilizing the business case guidelines. The completed project is due on the last day of class. Late papers will be penalized 25%.

**E) Text and/or Required Reading List:**

Lewicki, Roy, Essentials of Negotiation, McGraw Hill

Whitmore, John, Coaching for Performance, Nicholas Brealey Publishing



## Strategic Communication (A-Z) Creating a New Mindset

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### Course Outline

Date	Topic	Assignment (To be completed before the next session)
Session 1 Feb 20 <sup>th</sup>	Introduction to psychology of communication and personal application	For session 2: Total Communication Tool: take the instrument and bring to class ☺
Session 2 Feb 27 <sup>th</sup>	Assertive Communication: what is REALLY going on. In-class simulation	For session 3: Coaching for Performance pgs 7-87
Session 3 Mar 6 <sup>th</sup>	Conflict and Breakthrough Strategies In-class simulation	For session 4: Coaching for Performance pgs 88-126
Session 4 Mar 13 <sup>th</sup>	Facilitation (objectives, tools and techniques) In-class simulation	<b>DUE: Personal strategic communication analysis and plan</b> For session 5: Coaching for Performance pgs 127-175
Session 5 Mar 20 <sup>th</sup>	Coaching Essentials In-class simulation	For session 6: Essentials of Negotiation pgs 1-58
Session 6 Mar 27 <sup>th</sup>	Coaching for Results In-class simulation	For session 7: Essentials of Negotiation pgs 59-146
Session 7 Apr 3 <sup>rd</sup>	Negotiation Essentials Negotiation Style Assessment In-class simulation	For session 8 Essentials of Negotiation pgs 147-200
Session 8 Apr 10 <sup>th</sup>	Negotiation Strategies and Tactics In-class simulation	For session 9: Essentials of Negotiation pgs 201-240
Session 9 Apr 17 <sup>th</sup>	Mock Negotiation	For session 10:
Session 10 Apr 24 <sup>th</sup>	Final Presentations	<b>Due: Strategic Communication in Action Papers and Presentations</b>