

COMMUNICATION AND PERSUASION IN THE DIGITAL AGE



WHEN

Dec 8 – 9, 2026 - live online

PRICE

\$4,900

WHERE

Live Online - Zoom
In Person - Cambridge

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Grounded in extensive cognitive research on how we learn and observe, Communication and Persuasion in the Digital Age is designed to help executives and managers become successful communicators in person and in virtual contexts, like group discussions, presentations, and social media.

Advancements in technology and the rapid proliferation of digital media, data analytics, artificial intelligence and online collaboration require executives to lead their organizations with sophisticated communication skills, adapted for these new ways of working. In particular, AI-assisted communication is affecting almost every aspect of professional communication—ChatGPT, AI-created slide shows, social media bots, AI created videos, and even personalized head shots. A dedicated session will describe how such technology works and what the strengths and weaknesses are of relying on AI-assisted communication. To be a successful leader today, you must be able to effectively persuade and influence at all levels, in person and virtually, and with supporting data.

Please visit our website for the most current information.

executive.mit.edu/com

FACULTY*



Edward Schiappa



Ben Shields

**Please note, faculty may be subject to change.*

TAKEAWAYS

The program will help you leverage new communication skills and harness the power of persuasion to:

- Influence attitudes and change behaviors in your organization
- Understand how new technology shapes the way we work and communicate
- Bring your message and your medium into alignment
- Manage virtual communications with power and presence
- Apply the latest research to become a confident and inspiring public speaker
- Create a compelling story to galvanize and motivate people
- Adapt and deliver your message to diverse audiences
- Advance the level of discourse within your organization
- Learn and apply inclusive tactics to cross-cultural collaboration to get results
- Build stronger, more effective work relationships through active listening skills

WHO SHOULD ATTEND

- Those whose responsibilities include interacting in some shape or form with others
- Executives and managers in sales and marketing, planning and development, operations management, or recruitment and human resources
- Professionals who work with supply chain agreements and strategic partnerships



An exceptional course that provides an excellent overview of the psychology of communication and how to improve personal communication skills and abilities.

OVERALL RATING | ★ ★ ★ ★

– Shawn H

CONTACT INFORMATION

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