

# COMMUNICATION AND PERSUASION IN THE DIGITAL AGE



## WHEN

May 22 – 23, 2025 - in person

Dec 11 – 12, 2025 - live online

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## PRICE

\$4,700

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## WHERE

Live Online - Zoom

In Person - Cambridge

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## EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Advancements in technology and the rapid proliferation of digital media, data analytics, and online collaboration require executives to lead their organizations with sophisticated communication skills, adapted for these new ways of working. 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.

Edward Schiappa and Ben Shields draw on cutting-edge communication research, theories of persuasion, studies on parasocial interaction, and empirical studies on compelling storytelling to help you solve problems, make quality decisions, and motivate people. Session topics include speaking persuasively, active listening, visual persuasion, and adapting messages to audiences. With many of us now working from home, this effective communication course exercises focus on best practices for leading virtual teams and how to avoid the common pitfalls of communicating across cultures, time zones, and language barriers.

Please visit our website for the most current information.

[executive.mit.edu/com](https://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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