MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

INTERPERSONAL COMMUNICATION:
STRATEGIES FOR EXECUTIVES

ONLINE SHORT COURSE

Learn the art of communication to lead effectively
in the modern business environment.

ABOUT THIS COURSE

In a world where digital transformation is rapidly changing businesses and how you communicate in the workplace, effective communication is becoming an increasingly important skill. Moreover, it plays an essential role in maintaining interpersonal relationships in the corporate context and navigating complexities that may arise due to the adoption of new technology. This course uses research and practice-based methods to improve your communication skills in a variety of contexts. Specifically, it's built around the RELATE framework, developed at the MIT Sloan School of Management to support a scalable communication strategy. This dynamic approach will guide you in connecting and communicating with different audiences to achieve effective business practices.

WHAT THE PROGRAM COVERS

This program uses MIT Sloan's RELATE framework to help you develop a communication strategy to effectively engage with diverse audiences across multiple platforms. You'll learn a range of communication techniques including active listening and humble inquiry, and prepare for the challenges that arise when communicating with larger and more complex audiences. Using a blend of research and practice, this course offers you the opportunity to apply your knowledge to real-world situations by means of practical applications. You'll refine your personal leadership narrative, explore cross-cultural communication, and outline methods for managing difficult conversations. Taking into account the increase of technologies such as AI in the workplace, the course covers how to best communicate with — and through — machines. This includes developing an understanding of the use of algorithms in a business context as well as robots as a communication channel to maximize social media reach. You'll also gain the comfort and confidence to discuss the use of AI in your organization.

$2,800

6 weeks,
excluding orientation

6-8 hours/week of self-paced
learning, entirely online

Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

THIS PROGRAM IS FOR YOU IF YOU WANT TO:

Improve your communication skills with **a strategy created by MIT Sloan** and learn practical methods that can be used in your work.

Discover your **personal leadership narrative** and understand how **effective interpersonal communication** has a positive impact on your ability to lead in business.

Develop tactics to **effectively manage and participate in difficult conversations** in the workplace.
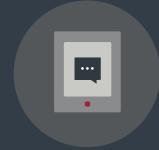
Explore the role **technology plays in modern communication** and its strategic value in business, and identify how you can **use it to your advantage**.

WHO SHOULD TAKE THIS COURSE?

This course is aimed at senior managers, executives, and business leaders looking to build their communication abilities to meet the needs of an increasingly complex, digitized world, both in person and online.

This includes technical leads who want to improve their interpersonal skills to match their practical expertise, as well as managers and HR professionals who want to communicate better with their teams in general. Consultants will also have the opportunity to add to their service delivery by improving their ability to communicate with diverse audiences, or via virtual or social media tools, as required by multinational companies.

This course is relevant to entrepreneurs and business owners who need to engage with a wide range of stakeholders or who are moving into a new market. It will also develop the skill set of professionals looking for ways to take on new or additional responsibilities.

> " *At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.* "

PAUL MCDONAGH-SMITH, DIGITAL CAPABILITY LEADER, MIT SLOAN EXECUTIVE EDUCATION

WHAT YOU'LL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities, as well as traditional didactic components such as downloadable course notes. There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

ORIENTATION MODULE

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

SHARPENING YOUR COMMUNICATION CAPABILITIES THROUGH THE RELATE FRAMEWORK

Understand who you are as a communicator to maximize engagement with multiple audiences.

MODULE 2

NAVIGATING INTERPERSONAL DYNAMICS

Explore tools to enhance interpersonal communication.

MODULE 3

MANAGING DIFFICULT CONVERSATIONS

Engage and listen to manage difficult conversations at work.

MODULE 4

COMMUNICATING ACROSS CULTURES

Explore strategies for communicating in person and across cultures.

MODULE 5

MAXIMIZING YOUR PERSUASIVE POTENTIAL

Explore persuasive strategies and tactics to motivate and manage different audiences.

MODULE 6

ADDRESSING A NEW AUDIENCE: MACHINES

Explore how humans communicate with, through, and about machines.

MIT SLOAN INTERPERSONAL COMMUNICATION: STRATEGIES FOR EXECUTIVES

WHAT IS MIT SLOAN?

Learn more about

THE MIT SLOAN SCHOOL OF MANAGEMENT

WHO YOU'LL LEARN FROM

FACULTY DIRECTORS

These subject matter experts from the MIT Sloan School of Management guide the program design and appear in a number of program videos.

BEN SHIELDS

Senior Lecturer in Managerial Communication, MIT Sloan School of Management

Shields holds an MA in communication studies and a PhD in media, technology, and society from Northwestern University. A senior lecturer in managerial communication at the MIT Sloan School of Management, he is the author or co-author of three books, *Social Media Management: Persuasion in Networked Culture* (Oxford University Press, 2016), *The Sports Strategist: Developing Leaders for a High Performance Industry* (Oxford University Press, 2015), *and The Elusive Fan: Reinventing Sports in a Crowded Marketplace* (McGraw-Hill, 2006).

He teaches a number of courses in the graduate programs at MIT Sloan, including communication for leaders, social media management, and a Sloan Fellows seminar on leadership. He previously served as the director of social media and marketing at ESPN, overseeing social media strategy for the brand.

KARA BLACKBURN

Senior Lecturer in Managerial Communication, MIT Sloan School of Management

Blackburn holds a PhD from Boston College, an MA from Teachers College, Columbia University, and a BA from Connecticut College. She is an affiliate of MIT Sloan's Leadership Center and teaches a range of MBA and executive education programs, winning the Jamieson Prize for Excellence in Teaching at MIT Sloan in 2019. She has mentored teams in the Global Entrepreneurship Lab (G-Lab), and China and India Lab courses. She has also been the faculty lead for study tours in South America and Africa.

INDUSTRY EXPERTS

MARCIO MACEDO

Co-Founder and VP of Product and Marketing, Ava Robotics

HARRIET CROSS

British Consul General, New England

EILON SHALEV

Founder and CEO, Elphi

DARREN THOMASON

Manager, Analysis Group

GABRIEL ROSE

Senior Director of Social Media, CBS Sports Digital

PRESTON CHIN

Co-Founder, Open Story

YOUR SUCCESS TEAM

Receive a personalized approach to online education that ensures you're supported by GetSmarter throughout your learning journey.

HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by the University, will guide you through learning related challenges.

SUCCESS MANAGER

Your one on one support at GetSmarter, available during University hours (9a.m. 5p.m. EST) to address technical or administrative questions.

GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech related queries and concerns.

A POWERFUL COLLABORATION

MIT Sloan Executive Education is collaborating with online education provider GetSmarter to create a new class of learning experience — one that is higher-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN?

The MIT Sloan School of Management is one of the world's leading business schools,[1] emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The school's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings. Through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

[1] QS Top Universities (2019).

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth. By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to deliver its executive programs through a dynamic, interactive, digital learning platform.

WHAT IS GETSMARTER?

GetSmarter, a brand of 2U, Inc., collaborates with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigor in GetSmarter's people-mediated model, which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.

MIT SLOAN CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools — the MIT Sloan School of Management.

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with an MIT Sloan certificate of completion you will need to meet the requirements outlined in the program handbook. The handbook will be made available to you as soon as you begin the course.

Your certificate will be issued in your legal name and sent to you upon successful completion of the course, as per the stipulated requirements.

> " This program is unique because it offers multiple perspectives on leadership communication. There is both research in theory that we draw from, as well as personal and lived experiences of industry executives from a variety of functions. "

KARA BLACKBURN, SENIOR LECTURER IN MANAGERIAL COMMUNICATION, MIT SLOAN SCHOOL OF MANAGEMENT

MIT SLOAN INTERPERSONAL COMMUNICATION: STRATEGIES FOR EXECUTIVES

HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to activity submissions

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS
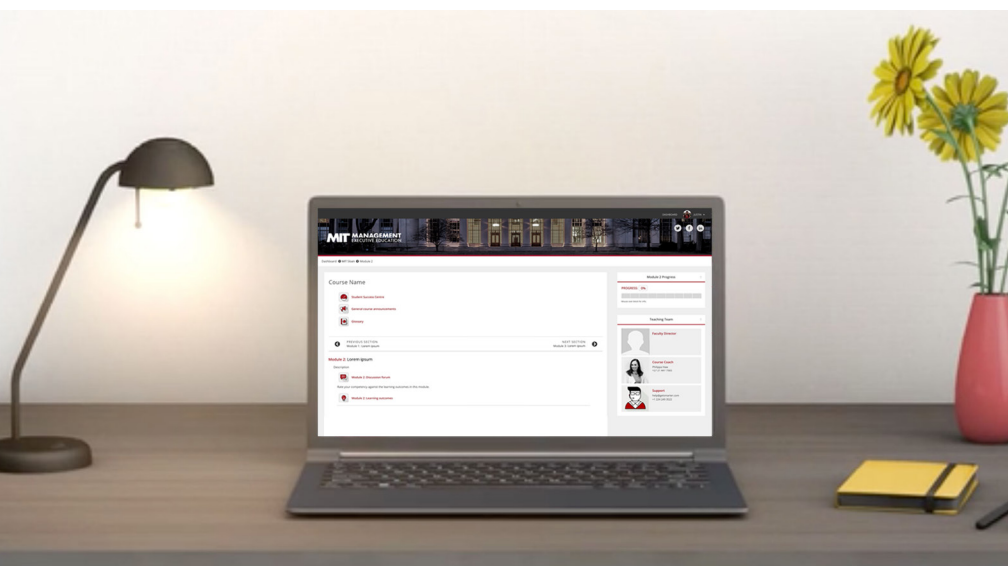
In order to complete a course, you'll need a current email account and access to a computer and the internet, as well as a PDF Reader. You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel.

BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded here.

ADDITIONAL REQUIREMENTS

Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with an Enrollment Adviser before registering for this course if you have any concerns about this affecting your experience with the Online Campus.

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about

THE MIT SLOAN ADVANTAGE