

Skill-Builders for Engineering Leaders

Persuasive Communications Module

Engineering Innovation Institute or Leadership Institute Faculty
Herbert Wertheim College of Engineering, University of Florida

Contact Hours	1 hour consisting of a 50-minute session
Target Audience	Undergraduate and graduate students
Learning Objectives	Students will be able to: <ol style="list-style-type: none"> 1. Identify and assess persuasive and influential approaches to impact the perceptions, behaviors and beliefs of individuals. 2. Analyze and assess ways to build persuasion and influence skills.
Session Overview	Effective leadership in engineering-based companies that operate in the modern-day business environment includes the skills of persuasion and influence. Without them, ideas may not come to fruition, sufficient resources or support may not be available, and target markets may not realize the value of your products or services. This module explores the concepts of persuasion and influence, and some ways these skills can be improved and integrated into communication processes. The module will consist of instructor-provided topical overviews, participant discussions, examples and exercises that will assist in understanding and applying the concepts of persuasion and influence in the communications process.

Session

Key Content	Approach
Introduction and Background	<ul style="list-style-type: none"> • Why persuasion is important • What are the key items that make a written document or presentation persuasive? • What Aristotle knew that's still highly relevant today
What the science of persuasion tells us	<ul style="list-style-type: none"> • Video, presentation and discussion about improving persuasive potential • Key steps in effective persuasion



Key Content	Approach
The standard of care concept in engineering	<ul style="list-style-type: none"> • What makes them NOT persuasive or effective? • Considerations for persuasive presentations • Great presentation commonalities • Some structural guidelines • Some persuasive techniques • Tips for effective delivery • Review and discussion of video segment with respect to persuasion, influence and persuasive communications • Persuasion guides for different types of audiences
Effects of ethics related issues in engineering	<ul style="list-style-type: none"> • Brief overview about key engineering ethics cases • The concept of brand reputational value • An example involving data selection vs. data falsification ethical issues
Resources Provided <ul style="list-style-type: none"> • Module presentation materials • Video links 	Assessments <ul style="list-style-type: none"> • Pre and Post-assessment

