

UCLA Extension

Business, Management & Legal Programs

X 490.996 - LEADERSHIP COMMUNICATION STRATEGIES ONLINE COURSE DESCRIPTION, OBJECTIVES & OUTLINE

COURSE SYLLABUS:

Course:	Leadership Communication Strategies ONLINE (<i>elective course that applies towards 29 different certificate programs</i>) <i>Internet access is required to retrieve course materials.</i>
Department:	Business, Management and Legal Programs
Quarter:	SUMMER 2021 (<i>Internet access required to retrieve course materials</i>)
Dates:	June 23 – September 1, 2021 (<i>Wednesdays, 11 weeks</i>)
Time:	6:30pm – 8:30pm PST
Location:	Online / Zoom
Instructor:	Shiny B Unsal
Office Hours:	By appointment — email: shinyunsal@ucla.edu



Course Description:

The overall objective of this course is to help you develop your leadership communication skills. We hope to prepare you as a professional, improving your ability to work with, manage, and lead others, and to succeed in a variety of communication encounters in business and elsewhere. Class lectures, experiential activities, video analyses, and student activities are supplemented by coaching by the professors. Using an "Executive Coaching" model common in business today, your professors work with you throughout the class to meet the challenges of business presentations and interpersonal communication.

The information that will be offered in this [online course](#) will include very pragmatic and fundamental studies of human psychology, positive mind philosophy, success studies, effective communication and coaching strategies that are developed by **Dr. Richard Bandler**, the co-creator of **Neuro Linguistic Programming (NLP)** a.k.a. the # 1 behavioral technology of all times; with further explanations by the business guru and father of **Life Coaching** Industry, **Anthony Robbins**.



Course Objectives:

Upon completion, you will be able to implement the following leadership communication **SKILLS**:

- ☐ In-depth knowledge & practice of Be'ing you, your skills, your values and leading your own life first ☺
- ☐ Clarify your own WHY in life, both personal and professional
- ☐ Identify the driving motivations (hidden agendas) behind human communications & behaviors
- ☐ Design your own leadership communication style by elaborating on your own strategies

Methodology:

This course will consist of 11 online meetings, group discussions and audiovisual studies for assignments. The discussions and assignments serve as means to apply the theory learned from the teaching materials to your professional settings. You are highly encouraged and expected to interact and share your perspective & feedback with your classmates in order to improve your leadership communication skills.

Because this is a Leadership Communication course, I need to be able to see you in action - meaning, while you are communicating, asking questions so that I can measure & grade your skills. Therefore, *participation (not only attendance but also online interaction) is highly encouraged. **Not participating in group discussions will not grant you a passing grade. Also, not submitting & not performing the final presentation online on zoom as a final project will not grant you a passing grade.***

Course Concept:

This course will cover a comprehensive analysis of **7 C'S OF A HEART & MIND COHERENT LEADER** by enabling students to create their own Leadership Communication Style based on the following competencies:

1. Consciousness / Self-Awareness
2. Confidence / Communication Process
3. Calling / Human Needs Psychology
4. Commitment / Principle of Identity
5. Control / Emotional Intelligence
6. Charisma / Power of Influence
7. Contribution / Passion for Human Excellence

Learning Outcomes:

1. Understanding 3 levels of life and becoming a galactic leader in 5 steps with the help of class textbook
2. Knowledge and the wisdom of Neuro-Linguistic Programming to improve your effective people skills
3. Understanding the subjective structure of communication by utilizing powerful questioning techniques
4. Developing clear and effective leadership communication strategies by clarifying your own WHY
5. Preparing and producing a 5-10min Online Presentation on your own Leadership Communication Style



Training Completion Requirements (PLEASE REVIEW)

To successfully complete this course and obtain a passing degree, participants MUST follow the following requirements:

- ✓ Attendance to a minimum of **9 online meetings** (you can miss only 2 meetings)
- ✓ Create a presentation about your own leadership style (min 15 – max 20 slides)
- ✓ Present your leadership style (min 5 - max 10 min) on zoom. I want to hear about YOUR OWN leadership style (please do not prepare a generic presentation, you will NOT earn your points if I do not hear “I” language and your own story, your own personality in your presentation)

PLEASE READ: Completing assignments and showing up in the mandatory online meeting will not be enough to obtain a passing degree, if the above requirements are not met.

Evaluation & Grading:

Course grades will be based on attendance, class participation and completion of assignments as follows:

%	Item
25%	PDF & Final Presentation
25%	Final Exam
30%	Assignments
20%	Participation & Discussions

Grade Percentage	Letter Grade	Pass/Fail
95-100%	A+	Pass
90-94%	A	Pass
85-89%	B+	Pass
80-84%	B	Pass
75-79%	C+	Pass
70-74%	C	Pass
69% and less	F	Fail

Participation

Since there is access to online sessions by Canvas, it is imperative that participants set aside enough time to complete their course requirements and submit assignments by the provided deadlines.

During this course, you may anticipate spending approximately 4-6 hours weekly on reading and viewing course materials, completing assignments and activities, and engaging with your fellow trainees.



Due Dates & Grading

All work will be assessed within 2 or 3 weeks of the due date for the assignment. Materials submitted must meet the criteria outlined by the assignment prompt to earn full credit.

PLEASE READ: All assignments must be submitted by their due dates. Failure to submit the required course elements outlined above AND obtain the minimum points required will result in failing the course.

1. Final Presentation (25%)

As a term project, you are required to prepare both a PDF document and a Final Presentation Online on Zoom about your own leadership communication style that you will integrate into your own personal and professional life. The aim of this presentation is not only improving public speaking and presentation skills; but also learning how to model a leader and transfer his/her leadership communication strategies into your personal leadership strategies.

Your online presentation is mandatory to complete the course.

Your presentation needs to include the following components:

- ✓ **Presentation document in PDF format to be uploaded to Canvas (mandatory) – 10%**
 - Minimum 15 – Maximum 20 slides – 3%
 - **6X6 RULE:** 6 bullet points per slide X 6 words for each bullet point – 2%
 - Covering all 7C's – 5%
- ✓ **Online Final Presentation Format to be shared on zoom (mandatory) – 15%**
 - Minimum 5 – Maximum 10 minutes long – 2%
 - A professional look: business attire – 3%
 - Covering all 7C's – 5%
 - Demonstrating all 7C's - 5%

2. Final Exam (25%)

Short essay questions will be utilized in order to build theoretical knowledge. And there will be 5 essay questions, 5 points each.

3. Assignments (50%)

Homeplay assignments (5 x 10 points) have analytical and experimental value in meeting the course objectives. All assignments are expected when due. Late assignments are subject to lowering of grade.

4. BONUS Discussions Online (+15%)

There are 3 extra online discussions that are designed to encourage your online engagement. And they will be graded 5 points each. Which will give you a total of 15 bonus points!

For questions: shinyunsal@ucla.edu

Assignments and Due Dates

The weekly assignments, course exam and final presentation and their due dates are listed below. Be sure to follow the rubrics closely in order to achieve full points.

Graded Activity	Points Possible	Due Date
Assignment #1: https://www.16personalities.com/	10	Week 1
Assignment #2: Answer the questions from page 77-82 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps	10	Week 2
ONLINE Bonus Point Opportunity #1: What is your Calling in life? (<i>to be shared as Personal Mission & Vision Statements in group discussion</i>)	5	Week 3
Assignment #3: Answer the questions on page 141-143 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps	10	Week 4
Assignment #4: Answer the questions on pages 194-197 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps	10	Week 5
Assignment #5: Answer the questions on pages 214-226 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps	10	Week 6
ONLINE Bonus Point Opportunity #2: Answer the questions on pages 232-234 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps	5	Week 7
Final Exam: Leadership Communication Strategies Review	25	Week 8
Mandatory Final Presentation on Zoom: Your Own Leadership Style in both PDF & online presentation formats	25	Week 10
ONLINE Bonus Point Opportunity #3: Give constructive feedback to presenters regarding their online presentations	5	Week 11
Total Points:	100 (+15)	All grades will be posted by September 15, 2020

- Please note that there won't be any make-ups for any exams or assignments.
- ☒ Please also note that **ALL COURSE GRADES ARE FINAL.**



Academic Integrity Policy

Academic integrity covers behavior in cheating, plagiarism, and fabrication of information. These behaviors are not tolerated. Students are encouraged to familiarize themselves with the UCLA Extension Student Conduct Code and the official statements regarding cheating and plagiarism at:

<https://www.uclaextension.edu/Pages/str/StudentConduct.aspx>

Services for Students with Disabilities

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services, such as note takers, audiotaping of courses, sign language interpreters, and assistive-listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation.

Arrangements for auxiliary aids/services are available only through UCLA Extension's Services for Students with Disabilities at (310) 825-7851 or by email at access@uclaextension.edu. Please request such arrangements with at least five working days' advance notice. All assistance is handled in confidence. Accommodations must be pre-approved. Requests for retroactive accommodation will not be accepted.

Emergency Numbers:

911	for Life-threatening emergencies
800-900 8252	for UCLA Emergency Information Hotline
310-825 1491	for UCPD

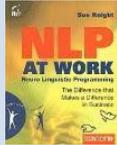
Recommended Readings:



1. TEXTBOOK: MUST BUY; E-book will also be provided by the instructor.

You Are A Star! Shine! Become a Galactic Leader in 5 Steps, Second Edition. (Balboa Press) Shiny Burcu Unsal, Los Angeles/CA, 12.21.2016

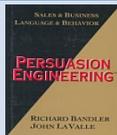
This is my book. ☺ It starts with my own story of transformation from Turkey to USA and teaches 5 steps to lead a successful and a happy life with my Neuro-Shine Technology. Chapters include cosmic laws of the universe, principles of the mind, goal setting exercises and a checklist for do's & don't's.



2. SUPPORTING TEXTBOOK: No need to buy; instructor will provide the E-book

NLP At Work: Neuro Linguistic Programming, The Essence of Excellence (People Skills for Professionals), Third Edition. Knight, Sue, London, 2009

This book is very easy to read and full of practical examples that can instantly be implemented in one's life. Topics include enriched communication, clean questions, strategies for successful living, resolving conflict, filters on your world, levels of change, high performance coaching, etc.



3. No need to buy for the course, recommended to learn about persuasion

Persuasion Engineering: Sales & Business Language & Behavior. Bandler, Richard & La Valle, John, Meta Publications, 1996

Richard Bandler is the genius behind today's #1 communication & behavior technology: NLP. Being the creator and the pioneer of all the personal development tools and strategies, Richard Bandler breaks down what it takes to persuade a human mind in this book. Can be used everywhere in one's life.



4. Recommended Website for research:

Harvard Business Review on Leadership Studies: <http://hbr.org/>

HBR is source I use for my own studies and researches when I design a course or training. Very trustworthy, high credibility and persuasive as well. Highly recommended!



5. Recommended Website for additional research:

TED Talks: Ideas worth spreading: <http://www.ted.com/>

This is the source to watch 18 min talks of successful people in their own topic. Very inspirational.



6. Recommended Magazine for additional research:

Success Magazine: What achievers read: <http://www.success.com/>

Interviews with successful people and new trends in achieving success. Very motivational.

WEEKLY COURSE CONTENT*

*Topics that are listed in this outline are subject to change.

DATE/TOPIC	ASSIGNMENTS	READINGS
<p>Week One – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 Introduction & Survey 📄 Syllabus Overview 📄 Live Lecture: Consciousness and Creating Change 📄 ACTIVITY: Student introductions 	<p>Read until page 51 of You Are A Star! Shine!</p> <p>Read Chapter 1, 2 & 3 of NLP At Work</p> <p><u>Assignment #1:</u> Take the personality test at: https://www.16personalities.com/ and the leadership test under the list of courses and upload your results to Canvas (10 points, Due on Week 1)</p>	<p>You Are A Star! Shine! Become a Galactic Leader in 5 Steps</p> <p>NLP At Work: Chapter 1 – What is NLP? NLP At Work: Chapter 2 – Thinking Patterns NLP At Work: Chapter 3 – Filters on Your World</p>
<p>Concept: Consciousness</p>	<p>Discussion: Where is your consciousness? How present are you?</p>	
<p>Week Two – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 The Communication Process 📄 Live Lecture: Confidence – Competence 📄 Self-assessment on Visual, Auditory & Kinesthetic Communication Styles 	<p>Read pages 53-95 You Are A Star! Shine!</p> <p>Read Chapter 4, 5 & 6 of NLP At Work</p> <p><u>Assignment #2:</u> Answer the questions from page 77-82 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps (10 pts, Due on Week 2)</p>	<p>You Are A Star! Shine! Become a Galactic Leader in 5 Steps</p> <p>NLP At Work: Chapter 4 – Thinking with Your Body NLP At Work: Chapter 5 – Enriched Communication NLP At Work: Chapter 6 – Clean Questions</p>
<p>Concept: Confidence</p>	<p>Discussion: How confident are you?</p>	
<p>Week Three – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 Live Lecture: Acting with higher purpose: Doing what you want now or doing what you want most 📄 6 levels of Human Needs Psychology 	<p>Read pages 96-120 You Are A Star! Shine!</p> <p>Read Chapter 11, 12, 15 of NLP At Work</p> <p>ONLINE BONUS OPPORTUNITY #1: Write down your personal Mission & Vision Statements as your calling in life and share in group discussions - <i>your calling</i> (5 extra pts, Due on Week 3)</p>	<p>You Are A Star! Shine! Become a Galactic Leader in 5 Steps</p> <p>NLP At Work: Chapter 11 – Strategies for Successful Living NLP At Work: Chapter 12 – Tap Into Your Inner Potential: Anchoring NLP At Work: Chapter 15 – Achieve What you Really Want: Well-Formed Outcomes</p>
<p>Concept: Calling</p>	<p>Discussion: What's your calling?</p>	
<p>Week Four – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 Live Lecture: Decision vs. Commitment 📄 Commitment in Relations 📄 Asking the Right Questions 	<p>Read STEP 1: FEELING pages 123-171 You Are A Star! Shine!</p> <p>Read Chapter 8, 13 & 14 of NLP At Work</p> <p><u>Assignment #3:</u> Answer the questions on page 141-143 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps (10 pts, Due on Week 5)</p>	<p>You Are A Star! Shine! Become a Galactic Leader in 5 Steps</p> <p>NLP At Work: Chapter 8 – Precision Questions NLP At Work: Chapter 13 – Align Yourself: Levels of Influence</p>

		NLP At Work: Chapter 14 – Write Your Own Life Script: Beliefs of Excellence
Concept: Commitment	Discussion: What is a great example of commitment?	
Week Five – 6.30pm – 8.30pm PST on ZOOM	Read STEP 2: BEING pages 175-206 You Are A Star! Shine!	You Are A Star! Shine! Become a Galactic Leader in 5 Steps
<ul style="list-style-type: none"> 📄 Live Lecture: Self-regulation in Emotional Intelligence 📄 Patterns of Decision Making 📄 Understanding Hidden Agendas 📄 Empathy 	<p>Read Chapter 17, 18 of NLP At Work</p> <p><u>Assignment #4:</u> Answer the questions on pages 194-197 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps (10 pts, Due on Week 6)</p>	<p>NLP At Work: Chapter 17 – Develop a Climate of Trust</p> <p>NLP At Work: Chapter 18 – Negotiate Your Way Through Life: Perceptual Positions</p>
Concept: Control	Discussion: Why do you need control in life?	
Week Six – 6.30pm – 8.30pm PST on ZOOM	Read STEP 3: LIVING pages 209-227 of You Are A Star! Shine!	You Are A Star! Shine! Become a Galactic Leader in 5 Steps
<ul style="list-style-type: none"> 📄 Live Lecture: Most charismatic people 📄 Establish “liking” on other minds 📄 Hypnotic Language 📄 Personal Branding 	<p>Read Chapters 7, 9 of NLP At Work</p> <p><u>Assignment #5:</u> Answer the questions on pages 214-226 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps (5 extra pts, Due on Week 7)</p>	<p>NLP At Work: Chapter 7 – Metaphor: The Key to the Unconscious Mind</p> <p>NLP At Work: Chapter 9 – Hypnotic Language</p>
Concept: Charisma	Discussion: Top 3 Influencers in your life	
Week Seven – 6.30pm – 8.30pm PST on ZOOM	Read STEP 4: BELIEVING pages 231-242 of You Are A Star! Shine!	You Are A Star! Shine! Become a Galactic Leader in 5 Steps
<ul style="list-style-type: none"> 📄 Live Lecture: Creating lasting change 📄 NLP-based Coaching 	<p>Read Chapter 20 & 21 of NLP At Work</p> <p>ONLINE BONUS OPPORTUNITY #2: Answer the questions on pages 232-234 of You Are A Star! Shine! Become a Galactic Leader in 5 Steps (5 extra pts Due Week 8)</p>	<p>NLP At Work: Chapter 20 – Giving and Receiving Feedback</p> <p>NLP At Work: Chapter 21 – High Performance Coaching</p>
Concept: Contribution (<i>Desire to give vs. receive</i>)	Discussion: What would you like to give to the world that ONLY YOU can?	
Week Eight – 6.30pm – 8.30pm PST on ZOOM	Read STEP 5: DECIDING & DOING pages 245-262 of You Are A Star! Shine!	You Are A Star! Shine! Become a Galactic Leader in 5 Steps
Live Lecture: Role Models – Do’s and Don’ts, Common Mistakes and Best Practices	ACTIVITY: Live panel of professionals, experts and leaders about their leadership perspective and how they handle communication problems	<p>NLP At Work: Chapter 10 – Modeling</p> <p>NLP At Work: Chapter 16 – Time</p> <p>NLP At Work: Chapter 22 – Heal Through Humor</p>
Concept: Modeling	Discussion: Who is your role model leader? Best practices and most effective leadership communication strategies at the workplace	

<p>Week Nine – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 Live Lecture: LCS course summary & highlights 📄 Q&A for Presentations 📄 Final Exam 	<p>Read all covered chapters Review all given information in class</p> <p>ACTIVITY: Live Q&A about final presentations on individual leadership styles in both PDF & in-class formats that are due on Week 10 & 11</p> <p>Final Exam: Turn in final exam papers (25 pts, Due on Week 10)</p>	<p>READ ALL THE CHAPTERS IN BOTH BOOKS AND REVIEW THE CONTENT COVERED IN CLASS TO GET READY FOR THE FINAL EXAM</p>
<p>Concept: Q&A</p>	<p>Discussion: Best practices and most effective leadership communication strategies</p>	
<p>Week Ten – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 Live Lecture: Designing your leadership style – Integrating your Being, Living and Believing into Be-Live in U 📄 Student presentations 	<p>ACTIVITY: First half of the students will make their presentations on their individual leadership styles</p> <p>Mandatory Final Presentation: Your own Leadership Style in both PDF & online presentation formats (25 pts, Due on Week 10 & 11)</p>	<p>READ ALL THE CHAPTERS IN BOTH BOOKS AND REVIEW THE CONTENT COVERED IN CLASS TO GET READY FOR THE FINAL PRESENTATION</p>
<p>Concept: Your Leadership Style</p>	<p>Discussion: What is your leadership style?</p>	
<p>Week Eleven – 6.30pm – 8.30pm PST on ZOOM</p> <ul style="list-style-type: none"> 📄 Live Lecture: Student presentations 📄 Final Projects, Presentations and Feedbacks 📄 Leadership Graduation Oath 	<p>ACTIVITY: Second half of the students will make their presentations on their individual leadership styles</p> <p>Mandatory Final Presentation: Your own Leadership Style in both PDF & online presentation formats (25 pts, Due on Week 10 & 11)</p>	<p>Continue reading, practicing and sharing what you learned with others in life, for your ultimate growth and leadership experience.</p>
<p>Concept: Leadership Presentations</p>	<p>ONLINE BONUS OPPORTUNITY #3: Give constructive feedback to presenters regarding their in-class presentations (5 extra pts, Due on Week 11)</p>	

To Your Success! 😊



Shiny Burcu Unsal

Lead Instructor of Leadership Communication Strategies & Managing Yourself and Others with Emotional Intelligence @ UCLA Extension