

PERSUASIVE COMMUNICATION CERTIFICATE

Program Description

In business and in life, one of the most crucial skills you can develop is the art of persuasion. When communicating your ideas to others, practicing how to craft a succinct and persuasive message can allow you to push projects forward, gain buy-in from stakeholders, and advance in your career.

In this certificate program, you will investigate a variety of approaches to communicate effectively with different audiences. By assessing the needs of your audience and implementing this audience analysis along with some key techniques and strategies, you will be better positioned to craft the ideal message and delivery for your persuasion goals. Whether you are preparing a presentation for a group of decision makers or speaking informally to a few colleagues, you can use the recommended best practices in this program to achieve better results.

Key Takeaways

- Convey ideas clearly and persuasively to achieve results, whether verbally or in writing
- Powerfully and succinctly deliver a specific message in an unscripted setting to gain influence in the workplace
- Effectively communicate your ideas through professional presentations and slide decks
- Deliver a message with maximum effectiveness
- Select an appropriate mediation style for resolving a conflict

What You'll Earn

- Persuasive Communication Certificate from Cornell SC Johnson College of Business
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Individual contributors
- Managers
- Executives
- Communications professionals
- Entrepreneurs

Total Investment

- 3 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Persuasive Communication Certificate (<https://ecornell.cornell.edu/certificates/leadership-and-strategic-management/persuasive-communication/>).

Elective Courses

Select four of the following:

- eCornell LSM58 Planning and Delivering Effective Presentations
- eCornell LSM70 Building Compelling Slide Decks and Reports
- eCornell ILR501 Mediation for Managers
- eCornell LSM705 Impactful Unscripted Communication
- eCornell CAS55 Humor for Influence: Lessons from Ancient Rome
- eCornell CAS552 Humor in the Workplace: Lessons from Ancient Rome
- eCornell BRKS1 Negotiating Policy Solutions

Code	Title	Hours
Core Courses		
eCornell JCB421	Persuasion	0
eCornell LSM704	Persuasive Writing	0