

COMMUNICATIONS FOR ENGINEERING LEADERS (transcript title)
SECTIONS 11, 12, 13 **TOPIC: Story-telling for Scientists**

WHEN: ENGIN 295.11: Thurs 10-11am; ENGIN 295.12: Thurs 11 am - noon;
ENGIN 295.13: Thurs 1-2 pm

WHAT is this class?

Leverage the art of storytelling to engage diverse audiences with memorable, lasting narratives. Whether describing key trends in science and tech, explaining developments in your field of specialty, or chronicling your own professional journey on LinkedIn, you will learn how to promote your groundbreaking ideas across forums and formats.

WHO takes this class?

Students who have some professional or academic writing experience and seek to expand their tools and strategies for articulating fundamental aspects of their specialties and professional journeys to technical and non-technical audiences.

WHO teaches this class?

Margaret Kolb holds a PhD in English from UC Berkeley and a BA in Math from Washington University. Her research focuses on the deep connections between science and stories.

WHY take this class?

- Learn to organize your ideas as memorable, clear, and succinct narratives.
- Practice prioritizing your key messages in speech and in writing.
- Structure your communications, written and oral, for maximum impact.