

COMMUNICATIONS FOR ENGINEERING LEADERS

SECTIONS 12, 13 TOPIC: Story-telling for Scientists

WHEN: 15 weeks

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?

Dr. Sonia Travaglini specializes in the intersection of engineering and collaborative communication. As an educator passionate about new technologies and science writing, she enjoys facilitating learning and helping future engineers work together & express their ideas – in 2018 she was awarded the UC Berkeley Teaching Effectiveness Award for her work on teaching & science communication.

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.