

# COMMUNICATIONS FOR ENGINEERING LEADERS

## SECTION TOPIC: Storytelling for Scientists

WHEN: ENGIN 295, Section 18: Fri 9.30 - 10.30 am; SECTION 19: Fri 10.30 - 11.30 am;  
SECTION 20: Fri 12.30 - 1.30 pm

### WHAT is this class?

Leverage the art of storytelling to engage diverse audiences. Whether describing key trends in science and tech, explaining developments in your field, 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 with some professional or academic writing experience, seeking to refine their tools and strategies for articulating fundamental aspects of their specialties and professional journeys.

### WHO teaches this class?

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

### WHY take this class?

- Learn to organize your ideas as memorable, clear, and succinct narratives.
- Practice defining your audience, your goals, and the limits of your format.
- Structure your communications, written and oral, for maximum impact.