



COMMUNICATIONS EXCELLENCE

Perfect Your Communication Skills to Engage and Persuade Audiences

LOCATION

On Campus
Online

COST

\$4,000 (On Campus)
\$2,650 (Online)

ENROLL

Visit: executive.berkeley.edu/communications/excellence

Today's leader is the Storyteller-in-Chief. You stand before your colleagues, your board, your investors, with nothing more than your presence, passion, and knowledge. Your leadership brings them to "Yes."

In Communications Excellence, you will become that leader. It engages you on a deeply personal leadership development journey to foster the executive communications skills you didn't know you had.

CERTIFICATE OF BUSINESS EXCELLENCE ELIGIBILITY



Leadership & Communication

** see back for details*



KEY TAKEAWAYS

Master Your Personal Communication Style

Define and refine success strategies uniquely suited to you and your business while you build the communication skills to follow through. Adapt your communication style to the virtual world to maximize your presence in the Zoomiverse.

Match Your Impact with Your Intent

Identify your objectives and learn how to tailor your business communications to get exactly the results you want and need.

Develop Confidence and Presence

Acquire and practice effective verbal and non-verbal communication skills. Use your breath, body, and voice to maximize impact and presence during your presentations.

Craft and Deliver a Truly Memorable Pitch

Learn how to create a memorable pitch, be in the moment, and ignite your audience with a message that is authentic, clear, and powerful.

Learn Advanced Presentation Skills

Recognize when something is not working and know instantly how to fix it by making internal and external adjustments based on high-level skills you rehearse and practice.



ADAM LEIPZIG,
Professional Faculty
Member, Haas School of
Business

Adam Leipzig is an expert at bringing media industry smarts to diverse companies worldwide, and coaching senior executives with how to shine in front of their boards, investors, teams, and customers.



PENNY KREITZER,
Professional Faculty
Member, Haas School of
Business

For the past 30 years, Penelope (Penny) Kreitzer has worked as a communications consultant, executive coach and master voice coach in the corporate, academic and theater/film industries.



Contact us for special group rates executive@berkeley.edu

We serve leaders and organizations who aspire to redefine the future of business. Our profound and unique learning experiences, led by renowned UC Berkeley faculty, equip global executives and their organizations with the vision, culture, and capabilities to thrive in an ever-changing world.

UC Berkeley Executive Education leverages the best resources of the world's #1 public university and the surrounding business ecosystem, and embraces the Berkeley Haas mission to develop leaders who **Question the Status Quo**, exhibit **Confidence Without Attitude**, are **Students Always**, and think **Beyond Themselves**.

OUR FOUR ACADEMIC PILLARS

Our four academic pillars are comprised of key components of the executive skillset needed to thrive in today's ever-changing business environment.

LEADERSHIP & COMMUNICATION

With increased responsibility comes the opportunity to further your impact. Strengthen your leadership and communication skills with tools and techniques to become a more effective leader and to build stronger teams.

ENTREPRENEURSHIP & INNOVATION

Today's business landscape is complex and ever-changing. It's important to stay ahead of the curve and the competition. Learn how to incorporate an entrepreneurial approach and the latest innovation tools in your business.

FINANCE & BUSINESS ACUMEN

A well-rounded executive sees things that others don't. Learn how to add value through financial engineering and best utilize financial information for operational and strategic decision-making.

STRATEGY & MANAGEMENT

From managing talent to leveraging culture and everything in between, our Strategy & Management programs deliver both high-level frameworks and practical tools for a truly competitive edge.

OUR PROGRAMS

UC Berkeley Executive Education offers a portfolio of programs developed by academia's and industry's most forward-thinking minds. Our programs are designed in collaboration with leading faculty from UC Berkeley's Haas School of Business as well as from across the Berkeley campus.

BEGIN YOUR PERSONAL LEARNING JOURNEY WITH BERKELEY



The Certificate of Business Excellence (COBE) is an opportunity to acquire and hone new skills, gain a mark of distinction from a world-class university, and do it on a timeline that works with your busy schedule. Visit executive.berkeley.edu/certificate-of-business-excellence to learn more.

CUSTOMIZE THIS PROGRAM

Turn **Communications Excellence (Online)** into a custom learning experience for your team or organization.

UC Berkeley Executive Education helps organizations of all sizes in every industry identify core problems and create new solutions to address current and future business needs. We work closely with you to holistically design a program that gets results and is strengthened through collaboration between the Haas School of Business faculty and real-world practitioners.

Visit executive.berkeley.edu/custom-programs to learn more.