Influencing people and creating change

Course description:

Even the most brilliant ideas don't sell themselves. Whether you are trying to create a viral campaign, a convincing ad, efficient corporate communication, or a powerpoint presentation that is meant to convince investors: the way you package your ideas will have a tremendoes influence on your success in convincing your audience, and getting to the result that you desire. One of the missions of our school is to deliver people to the market that can initiate and drive change in their professional environment and society at large. Apart from strong domain specific skills, communication and general interpersonal skills are crucial in achieving this. In this course we look at the basic psychological principles that govern whether communication "sticks" into the minds of an audience, and the principles that govern acceptance or resistance to change that is targetted by this communication. Once these principles are mastered, a number of cases and discussions will demonstrate how we can turn these principles to our advantage to develop more effective communication that achieves the change we desire to accomplish.

Course Schedule:

Day 1: Sticky ideas

Day 2: Creating change

Day 3: Spreading change

Day 4: Presentation and discussion

Assessment

Grading will be based on two components:

Continuous evaluation 30%: class participation, discussions and class activities.
Final assignment 70%: developing a viral message.

References

This course is based mainly on three books, added with other theory and examples.

Heath, C. and D. Heath (2007), *Made to Stick: Why Some Ideas Survive and Others Die*: Random House.

Heath, C. and D. Heath (2010), *Switch: How to Change Things When Change Is Hard*: Crown Business.

Aaker, J. and A. Smith (2010), *The Dragonfly Effect: Quick, Effective, and Powerfull Ways to Use Social Media to Drive Social Change*: Jossey-Bass.