

The Strategy of Leadership

Unleashing the Power of Influence

ACADEMIC DIRECTOR: Brian Uzzi

TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday	DAY 4: Thursday	
8:00am - 10:00am CT	<p>Welcome</p> <p>Build a Better Leadership Network</p> <p>Uzzi</p>	<p>Getting Your Ideas and Products Adopted through Social Contagion</p> <p>Uzzi</p>	<p>Personal Influence</p> <p>Nordgren</p>	<p>Visualization for Persuasion</p> <p>Franconeri</p>	
10:15am - 12:00pm CT					
WEEK 2	DAY 5: Monday	DAY 6: Tuesday			
8:00am - 10:00am CT	<p>Leading with Collective Intelligence</p> <p>Pah</p>	<p>Persuasive Communication (part 2)</p> <p>Conclusion</p> <p>Uzzi</p>			
10:15am - 12:00pm CT	<p>Persuasive Communication: Turn Rivals into Collaborators (part 1)</p> <p>Uzzi</p>				

Learn more and apply:
kell.gg/kxstratlead

Consult with an Advisor:
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