

# ▶▶▶ THE UNSPOKEN RULES OF LEADERSHIP

The Unspoken Rules of Leadership is a live online workshop designed to teach executives how to work smarter, not harder. If you want to improve your communication skills, your leadership skills, and your emotional IQ, then the Unspoken Rules of Leadership is for you.

The tools and techniques taught in the workshop are based on proven scientific principles and research conducted over the past several decades. These are not simple tips and tricks. Instead, they're science-based techniques that can help you do a better job leading yourself and leading others.



## THIS COURSE IS IDEAL FOR...

The people who benefit most from the Unspoken Rules of Leadership don't fit into any specific category or demographic. Rather, it's perfect for any executive interested in learning proven tools and techniques to do a better job leading themselves and leading others.

Are you a young, new employee who is smart, ambitious, and hard working? Perfect. Are you a manager who wants to improve their mentoring skills? Wonderful. Or a seasoned executive who wants to improve their emotional IQ? Awesome.

The bottom line: The Unspoken Rules is for any executive interested in learning new skills that will help them do a better job leading themselves and leading others.



## COURSE DETAILS:

\$450

COURSE INVESTMENT

4

NUMBER OF SESSIONS

4

NUMBER OF HOURS



## FACULTY:



### Jamie Turner, Author | University Lecturer | Speaker

Jamie Turner is an internationally recognized author, university professor, and management consultant who speaks about leadership, persuasion, and marketing at events and conferences around the globe. You may have seen Jamie in Inc., Entrepreneur, Business Insider, or Forbes. He's also a regular guest on CNN and HLN, where he delivers segments on marketing, persuasion, and leadership. Jamie is the co-author of several essential business books and his YouTube channel was designated one of the "Top 10 Business YouTube Channels" in the nation by Wishpond.com

## Course Schedule

### Day 1

12:00–1:00 p.m.

#### Mindset:

In this module, employees will learn how to improve their thinking as a way to improve their business outcomes.

### Day 2

12:00–1:00 p.m.

#### Mentoring:

This module helps employees learn how to build a bridge between themselves and the people they're working with.

### Day 3

12:00–1:00 p.m.

#### Management:

In this module, employees who are leading teams will be taught science-based persuasion and communication techniques.

### Day 4

12:00–1:00 p.m.

#### Marketing:

This module helps employees learn how to communicate with intention, how to make effective presentations, and how to build a personal brand that resonates with others.

## Course and Certificate Registration

There are three ways to register:

#### Register:

Register online on the Emory Executive Education website:  
<https://goizueta.emory.edu/executive-education/short-courses/leadership>

#### Send an email to:

[executiveeducation@emory.edu](mailto:executiveeducation@emory.edu)

#### Call Emory Executive Education:

404-727-2200

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