

OKLAHOMA STATE UNIVERSITY
Spears School of Business

COMMUNICATION CERTIFICATE SERIES FOR MANAGERS

Earn a Business Communications Certificate

Sessions available for CPE and CEU credit

Attend OSU's Business Communications Certificate Series for Managers and sharpen your business management communication skills. This series helps managers and supervisors achieve success by learning to deliver clear, persuasive, and concise messages and enhancing their communication skills. The sessions will be interactive and will include exercises and/or case studies and discussion throughout the seminars.



SPEARS
SCHOOL OF BUSINESS



**CENTER *for* EXECUTIVE AND
PROFESSIONAL DEVELOPMENT**
AT SPEARS BUSINESS

OSU Communication Certificate

MANAGING BUSINESS RELATIONSHIPS AND CAREERS by Ken Eastman, Ph.D.

Many people view organizational politics as a negative, even unethical practice—something “good” people avoid. Politics, however, is a normal part of organizational life and can be a positive force for change.

Learn to:

- Use different political tactics
- Enhance your political skills
- Effectively interact with your boss

STORIES FROM THE PAST – MANAGING THE FUTURE by Lee Manzer, Ph.D.

There has never been a society that did not use the telling of stories to establish its culture. Within organizations, storytelling is a valuable technique to create and maintain “culture” while motivating employees.

Learn to:

- Capture and use your stories
- Use stories to resolve conflict
- Describe your ideas through stories

ENHANCING EMPLOYEE MOTIVATION WITH COACHING by Raj Basu, Ph.D.

As organizations empower employees in greater numbers, managers need to focus more on coaching skills rather than on controlling and directing. Dr. Basu will discuss how leaders can enhance their skills in dealing with employee problems and opportunities.

Learn to:

- Recognize employee problems
- Create an environment of continuous improvement
- Effectively lead your team through coaching

COMMUNICATION IN COLLABORATIVE GROUPS by Durand Crosby, J.D. , Ph.D.

Teams, with their diverse backgrounds, education and experience, have the potential to solve problems better than a single person. However, they often fail to reach an optimal solution. This program will simulate the challenges people face as a part of a cross-functional team with an interactive and hands-on scenario.

Learn to:

- Overcome common obstacles that occur in team decision making
- Develop effective processes to improve team communication
- Increase group decision making performance

THE POWER OF INFLUENCE by Andrew Urich, J.D.

It is necessary to establish and maintain productive working relationships with individuals within your organization and outside clients. Dr. Urich focuses on persuasive communication skills to help you “get your point across” and “get things done” while maintaining positive relationships.

Learn to:

- Plan and execute influence opportunities
- Overcome communication barriers
- Develop a win/win approach

MANAGING CONFRONTATIONS by Bryan Edwards, Ph.D.

Most people do not like confrontation because it is seen as unpleasant, scary or threatening. Dr. Edwards will discuss how to approach confrontations in a different and more encouraging way.

Learn to:

- Effectively manage confrontation
- Hold anyone and everyone accountable
- Master performance discussions

OSU Communication Certificate

Spears School of Business Faculty



Ken Eastman, Ph.D.

Ken Eastman, Ph.D., is dean of the Spears School of Business at Oklahoma State University and holds the Norman and Suzanne Myers Chair and Richard W. Poole Professorship. His research interests are in the areas of leadership and organizational politics. Dr. Eastman has presented numerous seminars in the areas of executive leadership and organizational politics.



Lee Manzer, Ph.D.

Lee Manzer, Ph.D., is a professor of marketing in the Spears School of Business at Oklahoma State University. He has several years of practical experience as a chemist, sales representative and marketing research assistant for Dow Chemical Company. Dr. Manzer is a national recognized expert on service implementation. In addition, he has presented hundreds of seminars on topics such as attitude change, accountability and creating a service culture for a variety of national organizations and associations.



Raj Basu, Ph.D.

Raj Basu, Ph.D., is the vice president for student affairs for Oklahoma State University-Tulsa and associate professor of management in the Spears School of Business at Oklahoma State University. He researches and teaches in the areas of leadership, employee performance, team building and change management. Dr. Basu received his MBA from Duke University and his Ph.D. from Purdue University.



Durand Crosby, J.D., Ph.D.

Durand Crosby, J.D., Ph.D., is an adjunct professor of management in the Spears School of Business at Oklahoma State University and is the chief of staff and chief operating officer with the Oklahoma Department of Mental Health and Substance Abuse Services. He has published articles and given presentations on numerous topics including employee engagement, professional ethics, customer service, and creativity and innovation.



Andrew Urich, J.D.

Andrew Urich, J.D., is an associate professor of management and director of student development for the Eastin Center for Talent Development in the Spears School of Business at Oklahoma State University. He is an interesting and enthusiastic communicator who helps people get what they want. He is the recipient of university and regional Faculty Outreach Excellence Awards.



Bryan Edwards, Ph.D.

Bryan Edwards, Ph.D., is an associate professor of management and holds the Joe Synar Chair in the Spears School of Business at Oklahoma State University. He is an expert in the areas of human resources, performance management, communication, conflict resolution, and organizational training and development.