Stanford | Continuing Studies

Course Title: Executive Presence: Essential Skills to Lead and Influence
Course Code: BUS 187
Instructor Name: Tracy Wilk & JeanAnn Nichols

Class Schedule and Recording

Meeting days and times: Tuesdays, 6:30-8:20 pm PT
Meeting location: On campus (Classroom location will be provided to enrolled students closer to start date)

Class sessions will not be recorded.

How This Course Works

Class sessions will require active participation of all students. Students should be prepared to engage in discussions and/or participate in activities during class time.

Assignments & Coursework

This course includes:
- Readings and course materials posted in Canvas,
- Assignments/homework,
- Final assignment/project/paper

Grade Options and Requirements

A digital certificate will be available to students who take the course for Credit or Grade.

- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Attend at least 4 of 6 class sessions.
- Letter Grade (A, B, C, D, No Pass)
  - Attend at least 4 of 6 class sessions, and complete homework.

Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or

Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Textbooks/Required Materials

None

Tentative Weekly Outline

Week One

Definition of executive presence

Week Two

Managing our ability to influence the views of others via communications, appearance, tailoring our message and style to our audiences

Week Three

Continuation of week 2

Week Four

Managing our ability to regulate our emotions and mindset

Week Five

Doing the hard work

Week Six

Bringing it all together, managing one's reputation, addressing discrimination

Additional Information

You are welcome to use generative AI tools in this class. You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws or contain misinformation). Your use of AI tools must be properly documented and cited.