

SEATTLE UNIVERSITY
Example Course Syllabus
Persuasive Communication for Arts Leaders
ARTL-544-01— Cohort MFA14-01
MFA in Arts Leadership, Seattle University

TEXTS and MATERIALS

1. Reading Packet: Arts Organizations
 - a. *Bright Spots: Leadership in the Pacific Northwest*, Paul G. Allen Family Foundation, 2012.
 - b. *Building Arts Organizations that Build Audiences*, The Wallace Foundation, 2012.
 - c. Cornelius, Marla and Tim Wolfred. *Next Generation Organizations: 9 Key Traits*, 2011.
 2. Reading Packet: Boards
 - a. *Accepting Responsibility for the Board*, Board Café, 2006.
 - b. Jansen, Paul J. and Andrea R. Kilpatrick. *The Dynamic Nonprofit Board*, *The McKinsey Quarterly*, No. 2, 2004.
 - c. Masaoka, Jan. *Critical Path for the Board*, Blue Avocado, 2009.
 - d. Robinson, Andy and Kathleen Brennan. *Great Boards for Small Groups*, on Philanthropy, 2006.
 3. Reading Packet: Leadership
 - a. *8 Critical Leadership Skills*, Center for Creative Leadership.
 - b. Conger, Jay A. *The Necessary Art of Persuasion*, *Harvard Business Review*, 1998.
 - c. Goleman, Daniel et al. *Best of HBR on Emotionally Intelligent Leadership*, 2nd Edition, *Harvard Business Review*, 2008.
 - d. Grimm, Kristen and Spitfire Strategies. *Discovering the Activation Point*, Communications Leadership Institute, 2006.
 - e. Joni, Saj-nicole A. and Damon Breyer. *How to Pick a Good Fight*, *Harvard Business Review*, December 2009.
 - f. Potter, John P. and Jeff Kehoe. *How to Save Good Ideas*, *Harvard Business Review*, October 2010.
 - g. Rock, David. *Managing with the Brain in Mind*, *strategy+business*, Issue 56, 2009.
 - h. Williams, Gary A. and Robert B. Miller. *Change the Way You Persuade*, *Harvard Business Review*, May 2002.
 - i. Wiseman, Liz and Greg McKeown. *Bringing Out the Best in Your People*, *Harvard Business Review*, May 2010.
 4. Reading Packet: Storytelling
 - a. *The Value of Storytelling*, Pyramid Communications, 2008.
 - b. Rhiner, Denise. *The 5 Ms of Strategic Communications*, Pyramid Communications, 2012.
 - c. *The Smart Chart for Communications*, Spitfire Strategies, 2007.
 - d. Sample case document: Ploughshares Fund, 2010
 - e. Sample case document: INTIMAN Theatre, 2006
- a. May acknowledge differences of perspective but does not discriminate effectively among them.