

## New York Summer Weeks: Business and Language

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Week 1</b>	Personal Branding 1. Compelling Your Audience 2. Authentic Narrative 3. Consistency   <b>Breakfast Registration + Beginning of Workshop</b>	Personal Branding 4. Living Your Personal Brand 5. Brand and Reputation   <b>One World Observatory</b>	Networking 1. Value of Creating Diverse Networks 2. Networking as a Learned Skill 3. Networking Viewed as Nurturing Relationships v. Hunting for Relationships   <b>Company Visit 1</b>	Networking 4. Tools to Overcome Shyness and Introversion 5. Art of Listening 6. Reinforcing Your Brand Identity through Networking 7. Following up with Networks	<b>Business English Workshop</b> 1. Resume Bootcamp   <b>Columbia University Tour</b>
<b>Week 2</b>	Risk Taking and Communication 1. When to Shift Communication Strategy 2. Identifying Repeatitive Ground Hogs Day Communication Patterns	Risk Taking and Communication 3. The Fallacy of Mimicking Communication Styles 4. Calculated Shift in Communication vs. Impulsive Shift in Communication 5. Staying True to Your Personal Brand   <b>Bowling</b>	Communication Fundamentals 1. Preparing for Your Audience and Connecting 2. Non-Verbal Communication Techniques 3. Adapting to Different Situations   <b>Company Visit 2</b>	Communication Fundamentals 4. Public Speaking - How to Organize and Deliver Presentaitons 5. How to Cultivate a Leadership Identity through Communication   <b>Metropolitan Museum Tour</b>	<b>Business English Workshop</b> 1. English for communication at workspace and English for job interviews 2. English for networking
<b>Week 3</b>	Leadership 1. Authentic Leadership and Collaborative Leadership 2. Transformational Leadership 3. Moving From Command and Control to Cultivate and Coordinate	Agility in an Evolving Workspace 1. Linear and Bureaucratic vs. Decentralized Structure 2. Flat Hierarchies   <b>Baseball Game or Broadway Show</b>	Agility in an Evolving Workspace 3. Cross Functional Teams 4. Culture and People   <b>Company Visit 3</b>	Future of Work 1. New Communication Tools 2. 24/7 Access 3. On Demand Services and Communication	<b>Business English Workshop</b> 1. Cross Cultural and Cross Border Communication 2. International Teams 3. Diversity Sensitivity   <b>Closing Reception</b>