Communicating for Impact
Course Syllabus
September 2022

September 7-13: Introduction & Foundations of Knowing Your Audience

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<tr>
<th>Format</th>
<th>Learning Objectives</th>
<th>Assignments</th>
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| Self-paced learning | • Understand the flow of the course  
• Define your target audience  
• Identify audience characteristics to consider  
• Use two tools for knowing your audience | • Fill in your learner profile  
• Watch 6-minute Welcome video  
• Watch 16-minute Audience video  
• Pick a piece of research to focus on |

September 14, 2-3:30 pm ET: Knowing Your Audience

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| Live 90-minute Call | • Demonstrate understanding of key audience characteristics  
• Classify influencers in mapping exercise  
• Generate a Target Audience Profile with members of common target audiences | • Complete Audience Influencer Map  
• Complete Target Audience Profile |

September 15-20: Foundations of Effective Messaging

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| Self-paced learning | • Understand the importance of framing  
• Identify best practices for message structure  
• Use storytelling to increase understanding | • Watch a 20-minute video on Effective Messaging |

September 21, 2-3:30 pm ET: Effective Messaging

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| Live 90-minute Call | • Demonstrate understanding of messaging best practices  
• Analyze elevator pitches with experts and peers  
• Construct your ask | • Finish Elevator Pitch |

September 22-27: Foundations of Reaching Your Audience

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| Self-paced learning | • Identify channel characteristics to consider  
• Understand best practices for various channels such as social media  
• Define the best materials to reinforce your message | • Watch a 20-minute video on Reaching Your Audience  
• Translate Your Elevator Pitch |

September 28, 2-3:30 pm ET: Reaching Your Audience

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| Live 90-minute Call | • Demonstrate understanding of channels  
• Analyze effective visual communication  
• Evaluate data visualization examples  
• Reflect on learnings and plan for next steps | • Fill out Collateral Planning Table |

Registration closes August 31, 2022, and space is limited. Learn more [here].