

UGBA 194.2 | WEDNESDAYS 10AM-12PM | 1 UNIT P/NP

THIS COURSE ONLY RUNS FROM JAN 20th to MAR 10th!

LEADERSHIP BY PERSUASION



Leadership by Persuasion (UGBA 194.2) is a weekly dialogue with high profile leaders in business, the arts and beyond, each telling a first-person story of how they accomplished the challenge of getting others to think and act differently and then answering your questions.

You'll meet and interact with the following confirmed speakers:

CEO of Tinder, CEO of Reddit, CEO of The Gap brand, CEO of Ghirardelli Chocolate, CEO of GoFundMe, co-CEOs of Brilliant Earth, CEO of Hipcamp, CEO of MeetUp, CEO of Foundations for Social Change, CMO of Hulu, CTO of Glassdoor, Chief Product Officer of Care.com, Chief Privacy Officer of Google & more.

Through the leaders' stories, and the answers to your questions, you'll see first hand the diversity of techniques, skills, strategies, tactics and attitudes it takes to successfully motivate people and lead them toward a common purpose. Student Q&A is a key part of this course!

This class is great for students looking to get a head start in moving into their own leadership roles, learning about the challenges leaders face inside and outside of organizations and how best to tackle them.



Professor Doug Leeds is a Cal grad, Cal dad and a member of BerkeleyHaas' Professional Faculty. He is currently CEO of EAT Club, the largest corporate meal delivery service in California. Previously he was CEO of IAC Publishing, a portfolio of digital media companies including The Daily Beast, Investopedia, Dictionary.com, Ask.com, Ask.fm, CitySearch and About.com.

Email: dougleeds@berkeley.edu | Office Hours: By Appointment
Mode of Instruction: Remote; Synchronous strongly preferred