Business Communication and Influence (BCI) Program

A joint initiative of the uOttawa Engineering Sales School (uOESS) & the Professional Development Institute.

In the world of engineering and technology, the ability to communicate effectively guides the crucial delivery of what clients want and need which, in turn, secures business viability and longevity.

The professional (or ‘soft’) skills of listening, dialogue and influence are essential to success. However, most engineering and technology educational programs do not provide sufficient opportunities to acquire and develop these important skills.

The Business Communication & Influence (BCI) program is reversing this trend for the benefit of the engineering and technical industries. Developed and refined in the rich and diverse entrepreneurial ecosystem of the University of Ottawa and proven over ten years, uOttawa Engineering Sales School (uOESS) and PDI are partnering to deliver BCI’s highly productive tools, techniques and insights to foster business leadership, sales and product management proficiencies for professionals, teams and companies.

The Business Communication & Influence (BCI) Curriculum

The program’s four modules are available for teams, companies and individuals and may be delivered:

- online
- uOttawa main campus
- at the uOttawa PDI Kanata North Campus or
- at a client site.

Additional program details, schedules and registration available at: PDIInstitute.uOttawa.ca/BCI