So What does uOESS offer You, your Enterprise and your Partners?

In engineering & technology, effective communication always guides delivery of what clients truly want and need. Done well, it’s the key to influencing decisions that generate revenue & long-term client relationships.

With leaders from many engineering businesses on its staff, uOttawa has delivered and developed exactly these capabilities since 2009. Building on a proven and diverse entrepreneur ecosystem and the success of CEED (Centre for Entrepreneurship & Engineering Design), uOESS now delivers highly productive insights & skills to engineers wanting to go into business leadership, sales, product management and much more. For undergraduate and graduate degree-level uOttawa students, the culmination of these programmes is the unique uOttawa Sales Engineer (uOCSE) Certification.

We have trained over 3,000 students on 50+ courses and multiple projects, programmes, and commercial engagements. These have not just delivered great skills but often started attendees on new, successful life paths. We have helped build great new companies that design & deliver the products and services that people truly Want, truly Need and can Afford, whilst being better, more aware citizens at difficult times.

All these courses are available for teams, companies and individuals in full time work - through the uOttawa Professional Development Institute.

All courses can be delivered Online or (when permitted) at uOttawa Kanata North Campus. Modules can be Asynchronous Self-Teach and regular, scheduled Hybrid course with Tutors. Business teams can ‘remix’ any syllabus to support a specific Project, or we can deliver a tailored ‘multi-day ‘Team Intensive’ for you.

Some uOESS Offerings...

1. **Business Communication & Influence (BCI)**

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<th><strong>Foundation Module</strong></th>
<th><strong>Core Skills</strong></th>
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<td>Planning &amp; achieving effective conversations. Conscious &amp; effective questioning. Active listening &amp; challenging. Buying Drivers, Empathy, Control. Decision Making and Action Motivation</td>
<td>anyone who needs to connect with and talk to end users, investors or partners - to find out their true wants, needs and economic drivers. BCI’s core skill set is the foundation for a wide variety of safe, productive, 2-way relationships - commercial and personal</td>
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<th><strong>Communication Module</strong></th>
<th><strong>Use BCI Foundation skills</strong></th>
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<th><strong>Influence Module</strong></th>
<th><strong>Influential Communication</strong></th>
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<td>the P’s... Highly effective Technical Proposals Pitching the ‘BCI Way’ - formal &amp; informal Outstanding Presentations that get results Logical Pricing to drive profitable business</td>
<td>anyone needing to influence any audience - on complex problems or solutions. This suite of techniques covers every aspect of Commercial Influence that engineers need to use.</td>
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<th><strong>Application Module</strong></th>
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<td>An individual’s opportunity to earn 3 credits towards a Masters. Teams opportunity to answer the important question: “What change do we need to make best use of all this?”</td>
<td>attendees wishing to turn techniques &amp; insights into real-life skills. For CORPORATE: Product manager, sales, channels, marketing and customer service. For INDIVIDUALS: Sales Engineer Programme step one or access to Master’s Programme</td>
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So What’s In It For You?

**RETURN ON INVESTMENT**

Every item on the uOESS syllabus has been designed & tested so that it contributes to the bottom line - of an individual or an employer. Whether this is through reducing costly mistakes, speeding up revenue generating decisions (usually a sale), or creating partnerships and channels that generate revenue with minimum time and effort. Our detailed syllabus includes an analysis of the ROI for each subject.

**SAMPLE TAKEAWAYS FOR ATTENDEES**

Here are a few examples of specific techniques and insights that are learned - and then turned into conscious, targeted skills - through exercises, practice, feedback and assessment:

- **Buying Drivers** - The only five reason that any person or group is motivated to take action - and what they’re worth to different ‘buyers’ - and how to ‘engineer’ them from what you offer
- **Human Filtering** - How everyone uses their background, experience & decisions to filter what’s presented to them in words, pictures or experience - and how to use this insight profitably
- **Personal & Business Rapport** - The four levels of rapport you may experience and how they can be built to improve Communication & Influence - reducing expensive errors or finding new business
- **Needs Elicitation** - A structured, conscious process to fully discover, expand and explore operational & financial benefits to be taken away from using a specific solution or technology
- **Conversational Navigation & Control** - Simple, conscious linguistic techniques and insights that allow a conversation to be guided - to the most productive place for both parties
- **Presentations** - Universal structure for presenting ideas, solutions, problems or potential investments - clearly, easily & profitably - with confident stagecraft, props & team dynamic

**BCI Testimonials Videos & Engineering Sales Camp Documentary**

- Shy Engineer  
- Startup Incubator  
  [https://vimeo.com/337286228](https://vimeo.com/337286228)
- Business Leader  
  [https://youtube.com/OVcZoNjTS-w](https://youtube.com/OVcZoNjTS-w)
- Entrepreneur Coach  
  [https://vimeo.com/88081340](https://vimeo.com/88081340)
- Sales Camp Documentary Video  
  [https://vimeo.com/uoess/escfull](https://vimeo.com/uoess/escfull)
- Using the Hierarchy of Ideas in Sales  
  [https://vimeo.com/339137512](https://vimeo.com/339137512)

To discuss pricing, discounts, tailored trainings & intensives or our recently announced Commando Presenting Course, please contact: uOttawa Professional Development Institute at [https://pdinstitute.uottawa.ca/](https://pdinstitute.uottawa.ca/)