



John Jennings shared communication and leadership lessons to Washington University students



John Jennings, President & Chief Strategist

John M. Jennings, Chief Strategist and President at St. Louis Trust & Family Office, was a guest speaker for the *Communication Excellence for Influential Leadership* class at The McKelvey School of Engineering at Washington University in St. Louis.

Professor Leah Lorendo, Ph.D., expressed her thanks to John for generously giving his time to talk with two of her classes. She said John was “engaging” and “provided very valuable information to our

students.” Professor Lorendo believes compelling, clear and engaging communication is the most important key to great leadership, which John demonstrated to both her classes.

The focus of the course is the practical application of leadership communication strategies expressed through the virtues of spirited leadership. Through a critical-thinking framework that includes content, listener analysis, objectives of a communicative exchange, and desired business outcomes, students will learn how to inspire, motivate, and influence listeners.

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