

Spring 2026

International Career Series

Explore
career
options

Work on
Resume
Cover Letter
LinkedIn

Attend
Talks
Workshops
Panels

Apply to
Internships
Scholarships
Fellowships

Network
Make connections
Investigate the possibilities!



global.ku.edu/career

Good Ideas Need Good Stories: *Communication for Impact*



Ken Sofer
Founder & Principal
New Colossus Advisors

Good ideas can't change the world without good stories.

While academic training prepares you to analyze complex problems, the professional world demands the ability to translate technical complexity into clear, compelling stories that resonate with a wide range of stakeholders.

- ♦ Join Ken Sofer, global policy advocate & strategic communications consultant, as he shares the principles of effective policy writing & using storytelling for change-making.
- ♦ Learn how to meet stakeholders where they are, strip away jargon to influence non-experts, & use these communication skills to forge a career in international affairs.

Wed, Feb 25 ♦ 4:00 pm ♦ 318 Bailey Hall

This series is a collaborative project of 14 internationally-focused units at KU. Visit: global.ku.edu/career for details and last minute events.

Welcome

Spring 2026

International Career *Series*

A collaborative project of 14 internationally-focused units on campus.

Center for East Asian Studies
Center for Global & International Studies
Center for Latin American & Caribbean Studies
Center for Russian, East European & Eurasian Studies
Kansas African Studies Center
African & African-American Studies

KU International Affairs
International Support Services
Study Abroad & Global Engagement
Global Awareness Program

University Career Center
Center for Undergraduate Research & Fellowships
University Honors Program
Global Business Studies, School of Business

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Ken Sofer



KEN SOFER
FOUNDER & PRINCIPAL, NEW COLOSSUS ADVISORS
FOREIGN POLICY PROFESSOR, UMKC

GOOD IDEAS
DESERVE
GOOD STORIES

NEW COLOSSUS

HUNGER





ABOUT ME



GOALS OF COMMS

PROFILE

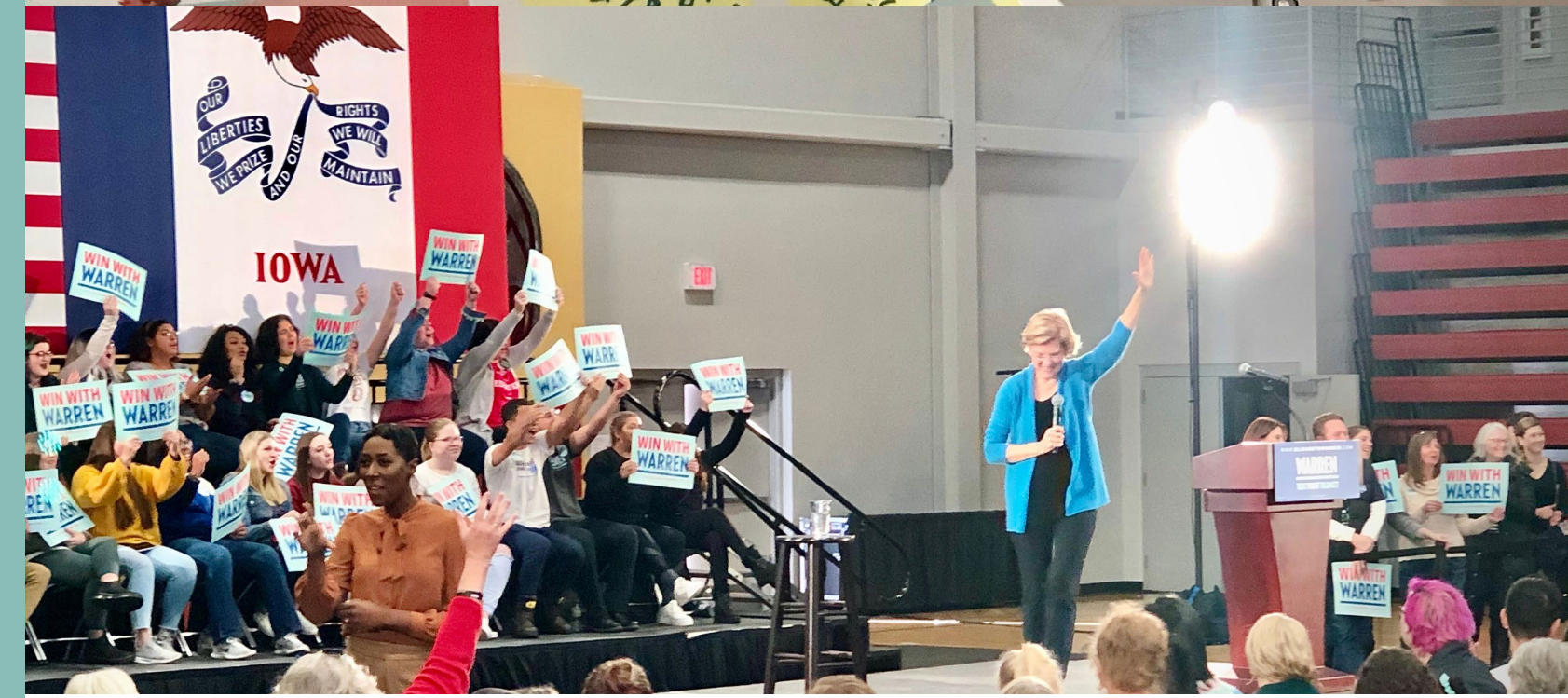
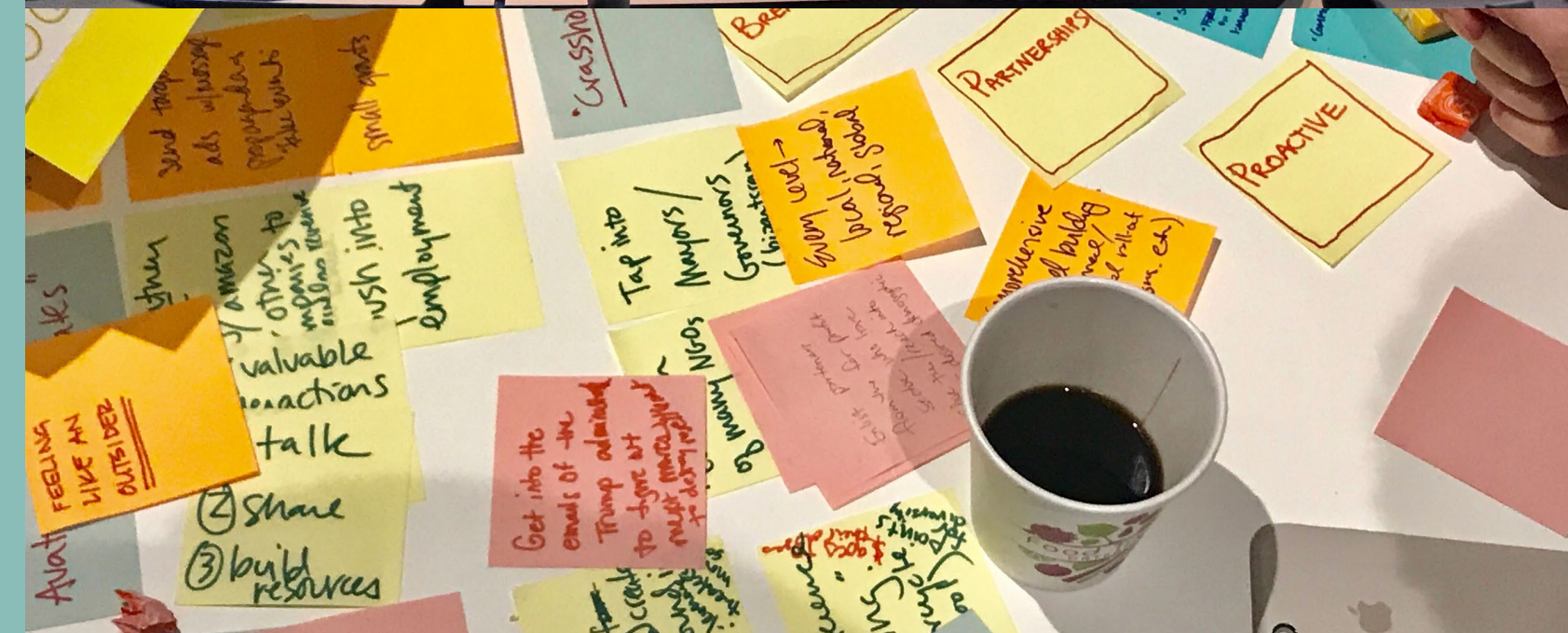
INCREASE VISIBILITY

FUNDRAISING

RAISE MONEY

INFLUENCE

DRIVE POLICY CHANGE



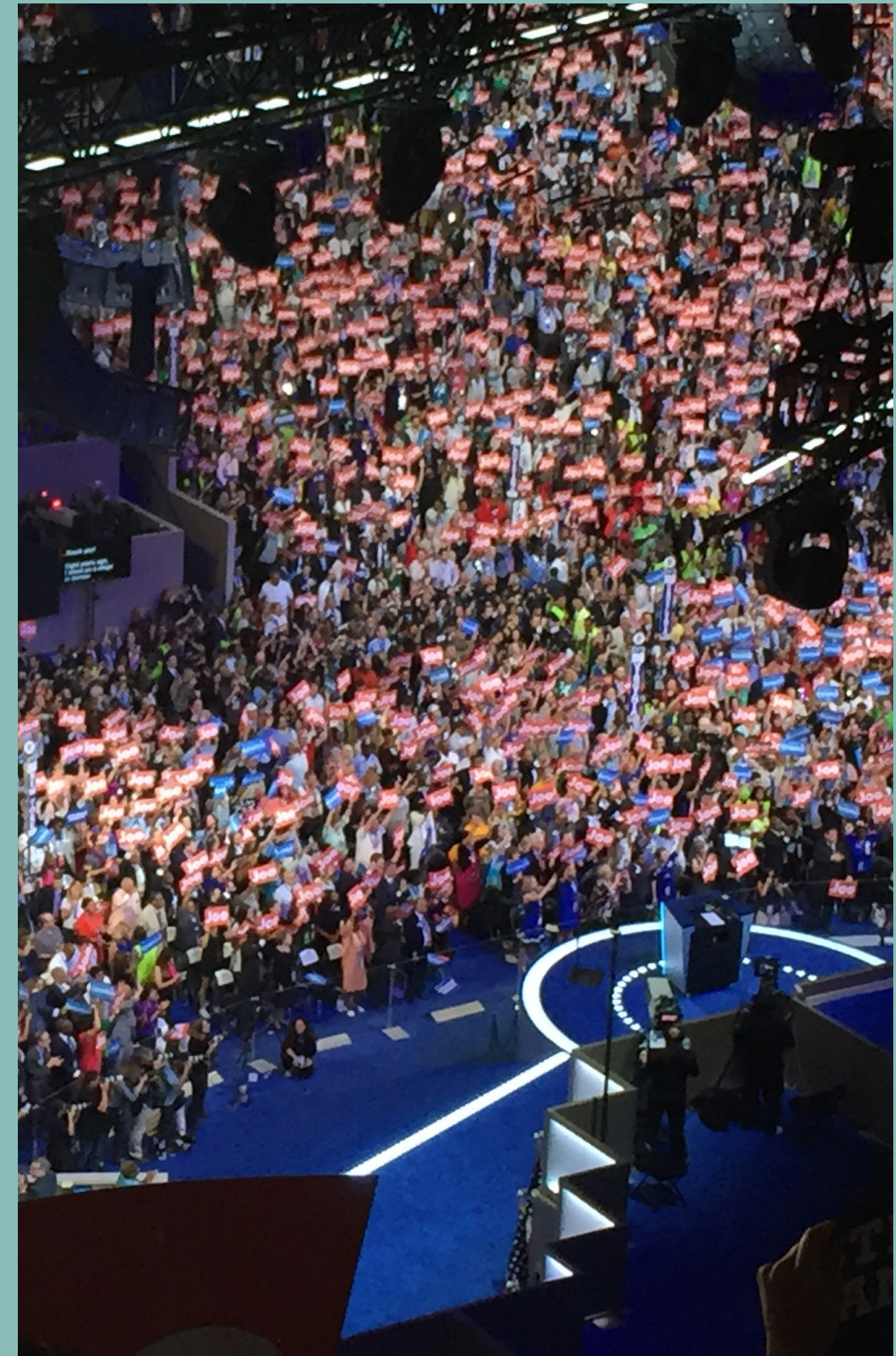
COMMUNICATIONS FOR INFLUENCE

THEORY OF CHANGE

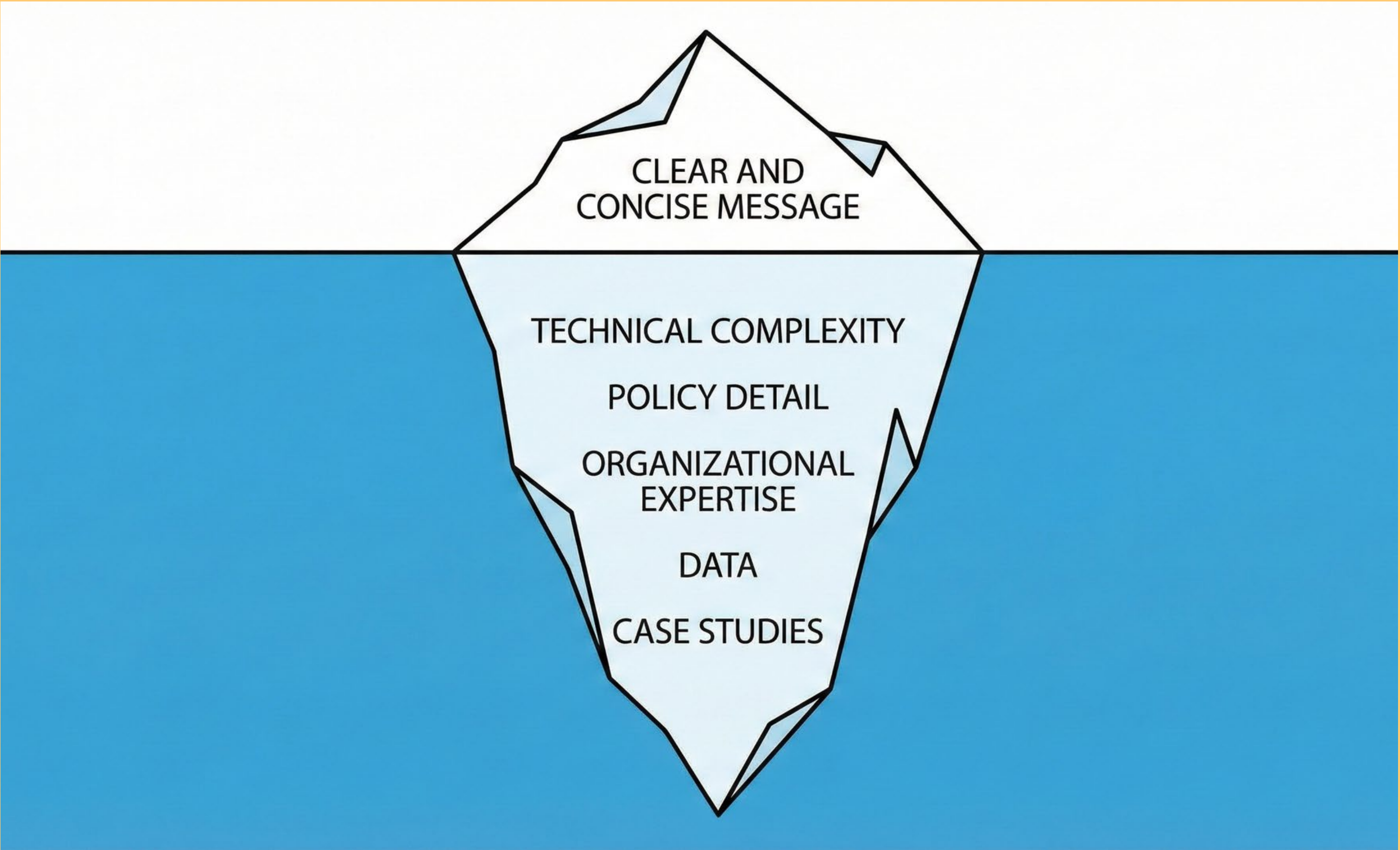
AUDIENCE

STORYTELLING

TECHNICAL → CLEAR



CLARITY AND COMPLEXITY

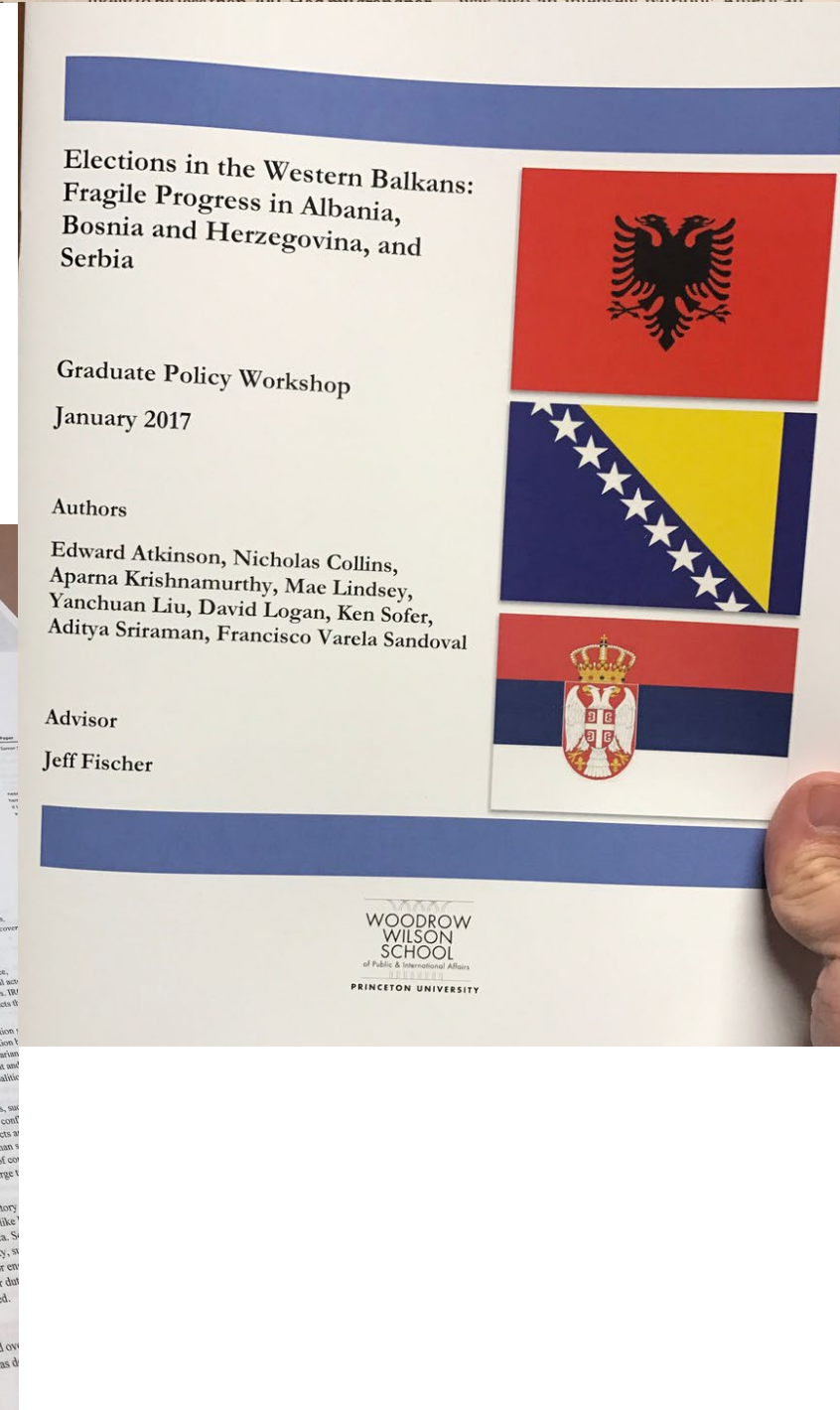
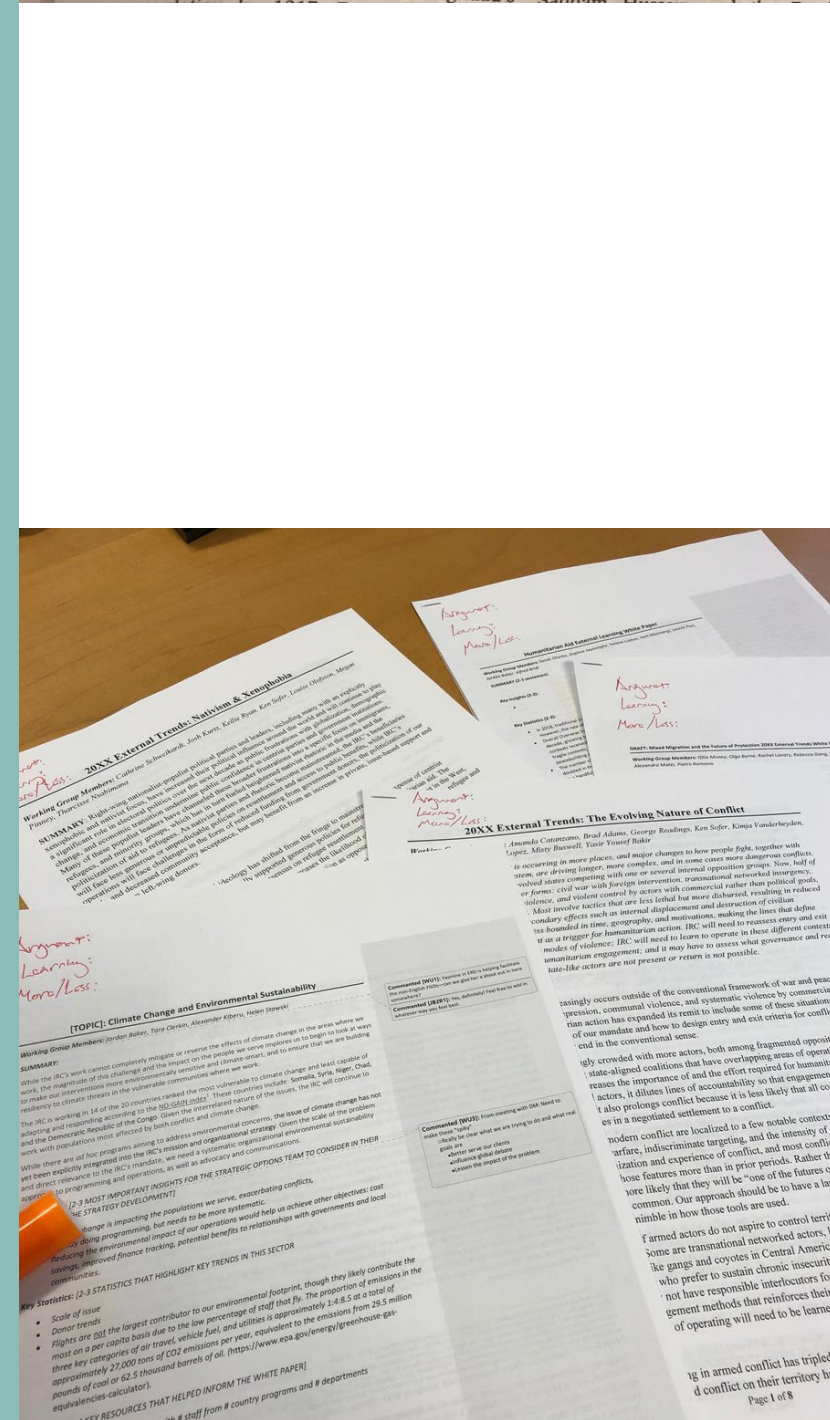


TYPES OF COMMS

ANALYSIS DETAIL, DATA, EXAMPLES

BRIEFING OBJECTIVE, CONCISE, CLEAR

PERSUASIVE HEAD AND HEART



REACHING AUDIENCE



MESSENGER

FORMAT

LOCATION

WRITING TIPS

PUT THE PRIZE FIRST

WHAT'S YOUR DIFFERENTIATOR?

SIGNPOST YOUR STORY

SPEAK LIKE A HUMAN, NOT AN EXPERT



SOLUTIONS



THANK YOU



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Thank you for attending.

For Business School Students,
scan here for E-Points

