



DALE CARNEGIE®
TRAINING

Effective Communications and Human Relations

THE DALE CARNEGIE COURSE®

BREAKTHROUGH TO SUCCESS

OUTPACE THE COMPETITION

STRENGTHEN THE BOTTOM LINE

The Bottom Line

The Dale Carnegie Course®

powers people to excel —

Companies today know that ever stronger business results are tied to the quality of “the human asset.” After all, it’s people who provide the edge to increase customer satisfaction, expand market share, and build corporate value. Yet how can organizations prepare employees to deliver peak performance?

The Dale Carnegie Course® can do it for you.

The revolutionary Dale Carnegie Course® approach uses team dynamics and intra-group activities to help people master the capabilities demanded in today’s tough business environment. Participants learn how to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. They’re better able to perform as persuasive communicators, creative problem-solvers and focused leaders. What’s more, people develop a take-charge attitude that allows them to initiate concepts and ideas with confidence and enthusiasm.

In short, the program powers people to move far beyond their comfort zone as they reach for—and attain—ambitious goals. And it gives people the means to do it.

To help organizations worldwide capitalize on the benefits of this training, we have identified the key attributes that distinguish top performers. We incorporate this knowledge into our proprietary training process, a methodology that coaches participants through a four-phase continuous improvement cycle:

- *Attitude Change—phase one builds on the resolve to learn and spurs individuals to envision who they can become*
- *Knowledge—phase two provides information, tools, methods, and strategies*
- *Practice—phase three puts new knowledge into practice in real-world situations*
- *Skill Development—phase four hones skills to deliver breakthrough performance*

The training emphasizes the principles that drive success. It teaches participants how to put them into action every day. This provides a strong foundation to sustain people as they pursue life-long professional growth and performance improvement.

You’ll see the difference the training makes as employees stretch their abilities, tackle complex challenges, generate more ideas, and excel as consensus builders. Even better, you’ll see it on the bottom line.

Develop Your Organization’s Competitive Edge - People

Process

1. Build a Foundation for Success
Recall and Use Names
2. Build on Memory Skills and Enhance Relationships
Increase Self-Confidence
3. Put Energy to Work for You
Recognize Our Achievements
4. Put Stress in Perspective
Motivate Others and Build Stronger Relationships
5. Energize Our Communications
Unleash Our Full Potential
6. Make Ideas Clear
Think on Your Feet
7. Gain the Willing Cooperation of Others
Commit to Influence Attitudes of Others
8. Build Others Through Recognition
Realize the Power of Enthusiasm
9. Demonstrate Leadership
Develop More Flexibility
10. Disagree Without Being Disagreeable
Come to Grips with Stress
11. Be a Human Relations Champion
Inspire Others
12. Celebrate Success and Renew Our Goals

After this program you will be able to:

Connect with other business professionals and achieve breakthrough goals

Apply a proven process to recall names and facts

Utilize a proven process to strengthen relationships

Discover how past events shape behavior

Become more enthusiastic in day-to-day activities

Use past achievements as a springboard to future growth

Handle stress before it handles you

Use proven skills to inspire others

Use facial expressions and body language to become more powerful in business

Express beliefs with power and conviction

Communicate clearly and concisely

Reduce self-consciousness and fear

Create a “win-win” environment

Apply nine human relations principles to motivate others

Give positive feedback on the strengths in others

Use enthusiasm to reinvigorate your life

Take intelligent risks

Use flexibility to create positive change

Keep lines of communication open even when we disagree

Inspire others to handle stress more effectively

Continuously apply Dale Carnegie principles

Inspire others to take action

Set measurable goals and track achievements

Identify major successes to become more powerful

Options for Registering

The Dale Carnegie Course® consists of one 3 1/2 hour session per week for 12 weeks. Companies can register their employees—individuals or groups—in the training. We will customize the course to meet your company’s specific business priorities. In addition, individuals can register for regularly scheduled classes offered through local licensed Dale Carnegie Training® offices.

Who Will Benefit

This training benefits employees at all levels in a corporation who seek to maximize their performance, become stronger leaders and add more value to the organization. Companies report that the training offers people—from top performers, high-potential middle managers and experienced decision-makers to team leaders, first-time supervisors and new hires—practical new knowledge, skills and tools. Employees can apply these competitive resources immediately to make a dramatic difference in business performance.

The Bottom Line:

Dale Carnegie Training® Delivers Results

As part of our ISO 9000:2001 certification and Dale Carnegie's commitment to quality, we measure the effectiveness of our training. In an ongoing global survey on customer satisfaction, 99 percent of Dale Carnegie Training® graduates express satisfaction with the training they receive.

The survey is administered globally and the report on Dale Carnegie Training® is based on a poll distributed to over 500,000 of our graduates at the end of their training programs. The survey measures important areas such as:

- Effectiveness and relevancy of the training
- Design of the training
- Performance of the Trainer
- Quality of the learning environment

You can learn more about this assessment by contacting your local licensed representative of Dale Carnegie Training®.

On the Web ...

www.dalecarnegie.com

Visit Dale Carnegie Training® at www.dalecarnegie.com. Learn how to improve job performance, get proven tips for business success, and more. Here you'll also find information on our training products and office locations, news about the company, even feedback from our clients.

In Microsoft ...

PowerPoint Users

24/7 — you can get tips and techniques from Dale Carnegie Training® to help you organize and deliver powerful presentations and to sharpen your business skills. Here's the easy way to get advice ... in Microsoft PowerPoint 2000 for Windows and Macintosh — go to the AutoContent Wizard and click on Carnegie Coach.



DALE CARNEGIE®
TRAINING

The vast majority of Dale Carnegie Training® local franchising organizations in the U.S. have been accredited by the Accrediting Council for Continuing Education and Training (ACCET).



Dale Carnegie Training®
Global Services Quality System
ISO 9001 CERTIFICATION

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