



**DALE CARNEGIE®  
TRAINING**

It's time to get human again with Dale Carnegie Training® – the original and still the best resource for developing the people side of business.

“People support a world they helped create.”  
—Dale Carnegie

Look around you at successful business people, world leaders, professional athletes and entertainers. You'll find a disproportionately high number of *Dale Carnegie Course*® graduates.

The *Dale Carnegie Course*® has transformed the careers of over 7 million graduates. And now we want to help you join the ranks of the world's most successful people.

Through a proprietary process that uses team dynamics and intra-group activities, the course will help you master the capabilities demanded in today's tough business environment. You'll learn to strengthen interpersonal relations, manage stress and handle fast-changing workplace conditions. You'll be better equipped to perform as a persuasive communicator, creative problem-solver and focused leader. And you'll develop a take charge attitude that allows you to initiate with confidence and enthusiasm.

In short, the course will power you to move far beyond your comfort zone as you stretch for and attain ambitious new goals. It will also teach you the 5 Drivers of Success:

- Build Greater Self-Confidence
- Strengthen People Skills
- Enhance Communication Skills
- Develop Leadership Skills
- Reduce Stress and Improve our Attitude

Dale Carnegie Training® research has identified the key attributes that distinguish top performers. These attributes have been incorporated into a process that coaches you through a four-phase continuous improvement cycle. The training emphasizes the principles of success and shows you how to put them into action every day. At the end of the program you'll have a solid foundation on which to build lifelong professional growth and performance improvement.

### What Our Customers Are Saying

“Last year we grew our market share to over 40% and we achieved this growth without increasing the number of our resources. What Dale Carnegie Training® allowed us to do was to take the talents we already had and to focus them.”

Matt Howard  
Director of Marketing and Public Relations  
Country Coach



For the most up-to-date listing of class schedules, and for more information, please visit us online at:  
[www.dalecarnegie.com](http://www.dalecarnegie.com)



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).

The Quality Management System of Dale Carnegie Global Services is ISO 9001:2000 certified.

## THE DALE CARNEGIE COURSE®

### Effective Communications and Human Relations

Process	After this program, you will be able to:
1. Build a Foundation for Success Recall and Use Names	Connect with other business professionals and achieve breakthrough goals Apply a proven process to recall names and facts
2. Build on Memory Skills & Enhance Relationships Increase Self-Confidence	Utilize a proven process to strengthen relationships Use our experiences to communicate more confidently
3. Put Enthusiasm to Work Recognize Achievements	Become more enthusiastic in day-to-day activities Use past achievements as a springboard to future growth
4. Put Stress in Perspective Motivate Others & Enhance Relationships	Handle stress before it handles you Persuasively communicate in a way so people are moved to action
5. Energize Our Communications Unleash Our Full Potential	Become more animated to energize and engage listeners Express beliefs with power and conviction
6. Make Ideas Clear Think on Our Feet	Communicate clearly and concisely Reduce self-consciousness and fear
7. Gain the Willing Cooperation of Others Commit to Influence Others	Create a “win-win” environment Explore methods to minimize resistance
8. Build Others Through Recognition Realize the Power of Enthusiasm	Give positive feedback on the strengths in others Use enthusiasm to reinvigorate your life
9. Demonstrate Leadership Develop More Flexibility	Deal with challenging interpersonal situations more effectively Use flexibility to create positive change
10. Disagree Agreeably Manage Our Stress	Keep lines of communication open even when we disagree Increase our ability to manage worry and stress
11. Be a Human Relations Champion Inspire Others	Continuously apply Dale Carnegie principles Inspire others to take action
12. Celebrate Achievements & Renew Our Vision	Identify major successes and commit to continuous improvement

Time Commitment: One 3½ hour session each week for 12 weeks