



**DALE CARNEGIE®
TRAINING**

Presented By Dale Carnegie Training of Long Island



Business Improvement Discussion

The **Business Improvement Discussion** is an assessment tool used to identify areas of training that create the most dramatic impact on your company's performance. The discussion is conducted in a **90-minute format** facilitated by a Dale Carnegie Performance Consultant.

The information collected can be useful in uncovering hidden needs of employees, identifying skill sets that need to be developed, and essential to designing and implementing customized corporate solutions for your company.

The purpose of the Discussion is to identify the following:

- The strengths of the company and of the individuals who work in it.
- The changes that are occurring in the company and industry.
- The challenges that these changes create.
- Participants are shown how to turn the stress in their lives into positive outlets that improve performance.

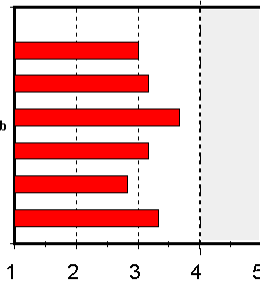
The assessment survey pinpoints areas where training will have the most dramatic impact.



Organizational Analysis

Communication

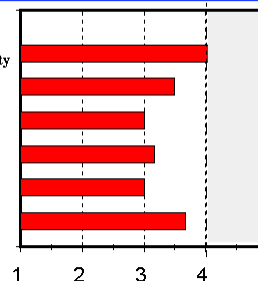
- 1) Information flows quickly and consistently from senior management
- 2) People in the organization express ideas clearly and effectively
- 3) I get information about the issues that are important to my company and my job
- 4) Senior management listens well
- 5) What is expected of me by the company is clearly understood and agreed upon
- 6) Senior management responds to employee concerns



Organizational Analysis

Sales & Marketing

- 1) Everyone in the org. understands that relationships w/ customers is top priority
- 2) Our organization is clear and focused about what we sell and who we sell it to
- 3) Our company is very proactive in attracting new customers
- 4) Everyone understands what they can do to increase sales
- 5) A persuasive convincing sales message is delivered to the marketplace
- 6) Customers success stories are shared and known by all employees



Information is compiled into **Personal and Professional Effectiveness Areas** and an **Organizational Analysis** that assess seven key business health indicators of the company.

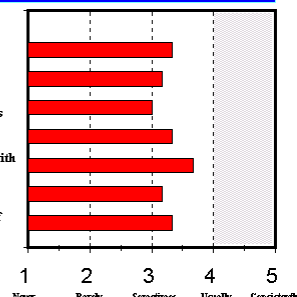
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Organizational Analysis

Leadership

- 1) Our organization has a clear vision of the future
- 2) Individual goals and strategies are discussed and reviewed
- 3) Individual goals are developed and reviewed so they tie into corporate goals
- 4) A high degree of trust exists between mgmt and the rest of the company
- 5) Organizational leadership is in touch with key business issues
- 6) Company leadership is inspiring
- 7) Our company implements the results of employees suggestions and ideas



1 Never 2 Rarely 3 Sometimes 4 Usually 5 Consistently