

# THE DALE CARNEGIE COURSE®

## EFFECTIVE COMMUNICATIONS & HUMAN RELATIONS /SKILLS FOR SUCCESS



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

Look around you: many successful business people, world leaders, professional athletes and entertainers are *Dale Carnegie Course*® graduates.

The *Dale Carnegie Course*® has transformed the careers of over 8 million graduates. Now you can join their ranks.

Companies today know that ever stronger business results are tied to the quality human asset. After all, it is people who provide the edge to increase customer satisfaction, expand market share and build corporate value. Yet how can you prepare yourself to deliver peak performance? The newly transformed Dale Carnegie Course® can do it for you.

The revolutionary *Dale Carnegie Course*® approach uses team dynamics and intra-group activities to help you master the capabilities demanded in today’s tough business environment.

This program powers you to move far beyond your comfort zone as you reach for-and-attain ambitious goals.

### WHO SHOULD ATTEND:

Employees at all levels in a corporation who seek to maximize their performance, become stronger leaders and add more value to the organization.

### REGISTRATION DETAILS:

**SCHEDULE:** Tuesday’s, 1/15- 3/5  
6:00 – 9:30 p.m.

**CLASS LOCATION:** Holiday Inn Express  
610 John Nolen Drive, Madison

**PAYMENT:** \$1995/person or \$1795/per 5+

### TO REGISTER, CONTACT:

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What you will cover	After this program, you will be able to:
<b>Build a Foundation for Success</b>	<ul style="list-style-type: none"> <li>• Connect with other business professionals and achieve breakthrough goals</li> <li>• Use a proven process to recall names and facts</li> </ul>
<b>Recall and Use Names</b>	
<b>Build on Memory Skills &amp; Enhance Relationships</b>	<ul style="list-style-type: none"> <li>• Use a proven process to strengthen relationships</li> <li>• Use experiences to communicate more confidently</li> </ul>
<b>Increase Self Confidence</b>	
<b>Put Stress in Perspective</b>	<ul style="list-style-type: none"> <li>• Handle stress before it handles you</li> <li>• Build trust and persuade people to take action</li> <li>• Communicate persuasively &amp; move people to direction</li> </ul>
<b>Enhance Relationships &amp; Motivate Others</b>	
<b>Clearly Present Ideas</b>	<ul style="list-style-type: none"> <li>• Communicate logically, clearly, and concisely</li> <li>• Energize and engage listeners</li> </ul>
<b>Energize Communication</b>	
<b>Disagree Agreeably</b>	<ul style="list-style-type: none"> <li>• Explore methods to minimize resistance and maximize team innovation</li> <li>• Create an “win-win” environment while increasing commitment</li> </ul>
<b>Gain Willing Cooperation and Influence Others</b>	
<b>Manage Stress</b>	<ul style="list-style-type: none"> <li>• Increase your ability to manage worry and stress</li> <li>• Use flexibility to build connections and create positive change</li> </ul>
<b>Develop More Flexibility</b>	
<b>Build Others’ Strengths Through Recognition</b>	<ul style="list-style-type: none"> <li>• Give positive feedback on the strengths in others build better results</li> <li>• Inspire others to take action</li> </ul>
<b>Inspire Others</b>	
<b>Demonstrate Leadership</b>	<ul style="list-style-type: none"> <li>• Improve people’s attitudes and behaviors</li> <li>• Identify major successes and commit to continuous improvement</li> </ul>
<b>Celebrate Achievements &amp; Renew Your Vision</b>	

**PROGRAM LENGTH:  
ONE 3½ HOUR SESSION EACH WEEK FOR 8 WEEKS**

### WHAT OUR CUSTOMERS ARE SAYING ABOUT US

“Since encouraging our entire workforce to attend the Dale Carnegie Course, it has made my job easier. Our people are more engaged, less stressed and overall happier doing their work. The more employees participate in the Dale Carnegie Training, the more improvement we see on the company’s bottom line.

—Paul Christensen, Owner/CEO  
1901, Inc.

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 certified.