



DALE CARNEGIE CAPABILITIES

Submitted by:

Jon Walrath
Siebert Associates, Inc.
Fitchburg, Wi. 53711
608-445-8580
Jon.walrath@dalecarnegie.com



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Introduction

Dale Carnegie has been changing lives for over 100 years. Founded in 1912, Dale Carnegie has evolved from one man's belief in the power of self-improvement to a performance-based training company with offices worldwide.

Dale Carnegie's original body of knowledge has been constantly updated, expanded, and refined through nearly a century's worth of real-life business experiences. The Dale Carnegie network around the world (190+) use their training and consulting services with companies, schools, colleges, and universities of all sizes to increase knowledge and performance. The result of this collective, global experience is an expanding reservoir of business acumen that our clients rely on to drive results.

Headquartered in Hauppauge, New York, Dale Carnegie is represented in all 50 of the United States and over 100 countries. More than 3,000 trainers present Dale Carnegie programs in more than 30 languages. Dale Carnegie is dedicated to serving the business community worldwide. In fact, we have over nine million graduates.



Dale Carnegie emphasizes practical principles and processes by designing programs that offer people the knowledge, skills, and practices they need to add value to the business. Connecting proven solutions with real-world challenges, Dale Carnegie is recognized internationally as the leader in bringing out the best in people.

“We see your spark. We see the inherent abilities hidden within you. We help you with the hard stuff – the things that intimidate you, that hold you back, the skills that really matter. That’s why we invest our time, energy, and skill in helping you bring out your inner voice and channeling it into positive results. Once you work with us, you will never see yourself the same way again – that’s exactly our goal.”

At Dale Carnegie, we commit to delivering a transformational experience in the design and delivery of our programs. We know that companies aren’t just looking for a program that makes your employees feel good; rather, they need to understand and model the behaviors you desire.

The Dale Carnegie experience starts with how we engage our clients throughout the entire process, from the initial contact through a strategy of follow-up and support. Our methodology supports the development of the skills and habits needed drive performance. We believe that the emotional shift is equally important as the behavior change.

We change how people see themselves, so they can change how the world sees them, and that changes the impact they have on the world.

Performance Change Pathway™

Dale Carnegie’s unique design and delivery framework is referred to as the Performance Change Pathway™. We are focused on transformational performance changes in individuals and organizations, and we believe that all learning is a journey.

To engage in their learning, participants need a pathway to navigate their individual journey. The Performance Change Pathway™ is a structured learning and development process that ensures participants have a consistent experience.



The Performance Change Pathway™ encompasses five key components: Input, Awareness, Experience, Sustainment, and Output. We believe these components are essential to the design and delivery of our programs and they formulate a continuous learning path for participants.

Input: The Performance Change Pathway™ starts with the participant and business need or input. Within this phase, we acknowledge these needs and encourage positive reinforcements for participants, managers, and business owners, highlighting strengths to create a tailored learning path for participants. We help identify the real issues and understand what gaps need to be bridged. This in turn helps us to assess the relevant approaches that work best for both the participant and business.

The path begins with a strategic conversation to understand where you are today, where you want to be, and what needs to change to get there. These discussions establish the priority for the integration of people and business strategy.

A series of touch points builds engagement and sets the foundation for expectations, buy-in, and commitment. Participants and managers work together to create targeted learning goals and identify outcomes.

- Self-Assessments
- 360 Feedback
- Email Notifications
- Social Connections
- Alignment with Manager
- Videos

Awareness: We introduce participants to the learning process through a series of touch points designed to arouse an eagerness to set and achieve their goals. Participants, along with their managers, set expectations for themselves to close the gap from where they are to where they want to be. In the awareness phase, we set the stage for the emotional shift that is needed to impact behavior change. Participants begin to analyze their support system, understand what to expect from the training experience, and prepare to join a cohort with other program participants.

The awareness stage is an important step in building confidence and a positive attitude for behavior change and prepares them for the next step. In short, the Dale Carnegie Experience is unique and encourages participants to stretch their comfort zones.

Experience: The moment participants enter the Dale Carnegie Experience, they will recognize our approach is unique. This phase is the participant experience. We believe that changing a habit or behavior creates a performance change. Transformation occurs when we facilitate an experience in which participants have the space and capacity to change who they are, what they do, and what they get.

Dale Carnegie trainers take participants through our Cycle of Performance Change process to create an environment that allows transformation to happen. To adopt the attitude and behavior change needed, participants in this process will not only practice the skills needed but also actively participate in a facilitated experiential learning environment. It is not about the trainer pushing or forcing a change in the participant; instead, it is about enabling people to transform themselves.

In every Dale Carnegie program, participants are constantly reflecting on how utilizing the skill or tool would positively impact themselves and their organization as well. From the very beginning, participants are encouraged to identify the changes they desire and, more specifically, the behaviors they are seeking to change or improve. They are then asked to imagine the specific results they will achieve because of these new behaviors.

Dale Carnegie believed that “Every participant must leave with a sense of victory.” Therefore, the trainer will focus on the individual’s progress toward his or her goals with feedback that is specific to personal growth. This positive group dynamic and coaching builds the individual’s confidence and allows him or her to take the risks that are necessary for growth.

Dale Carnegie’s Human Relations Principles, coupled with our unique delivery methodology, allow participants to recognize their potential and drive dramatic changes in performance.

Each program includes active participation, practical application, a goal oriented focus, and in-the-moment coaching.

- Human Relations Principles
- Unique Delivery Methodology
- Cycle of Performance Improvement
- Practical Assignments
- On-Demand Reinforcements
- Social Connection

Concentration on continuous learning lengthens the life cycle of the performance change. Reinforcements support application of new skills and provide refreshers to enhance recall of the learning. A prescribed learning path builds upon newly acquired skills.

- Live Online
- Carnegie Cloud
- Follow-up with Immediate Manager
- 360 Follow-up
- Individual Learning Maps
- Social Connections
- Free Downloads
- Videos
- Apps

Sustainment: We are proud to have facilitated the Dale Carnegie Experience for more than 9 million participants around the globe. We want them to feel connected and confident that they can continue to develop new skills. Let’s face it, if participants leave a program with a good feeling but don’t do anything differently, then the training was not successful. That’s why we build sustainment into our programs, with an emphasis on ensuring that participants can translate what they learned into real-world results. We don’t believe the pathway is complete until participants are using what they learned without having to think about it. The sustainment phase is viewed as a reinforcement in which participants are on a continuous Performance Change Pathway™ through post assessments, recommended learning paths, application assignments, and feedback opportunities.

If we give participants a clear, unbiased learning path, they will find their own connections between their current world and sustainability. Our programs connect participants to resources, opportunities, and a global community for continuous growth.

Client Engagement Process

Dale Carnegie iMap process:

At the core of the Dale Carnegie Process is a four-phase approach that ensures the training is relevant and sustainable.

Intent:

Identify the vision for the project and the “ideal outcomes” related to the strategy.

Inquire:

Meet with key stakeholders and influencers to develop clear indicators and metrics so the project can be measured in your business terms. Once we are further in our discussions, we will identify who will be involved going forward with the next steps in the process.

Involve:

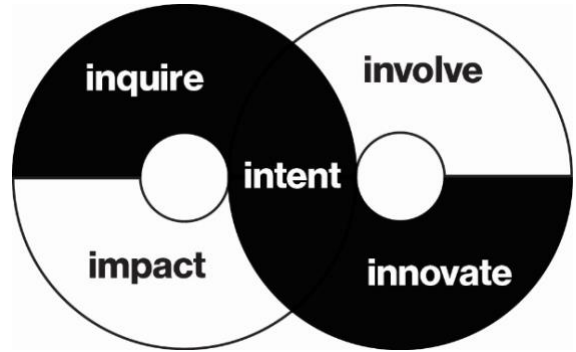
Identify skill gaps that need to be closed and attitudes that may undermine change using individual assessments or surveys.

Innovate:

Ensure we are designing a solution that will fulfill all your requirements. We use a series of project meetings with your team to review each element of the program as it is designed to ensure you have complete control of the process and are satisfied with the content before we implement.

Impact:

Include a variety of application accountability, proof points and ROI projects that will be tailored to your Client Services group to ensure sustainable results. These tools are embedded in all our solutions so you can be assured the outcomes will meet your original intent.

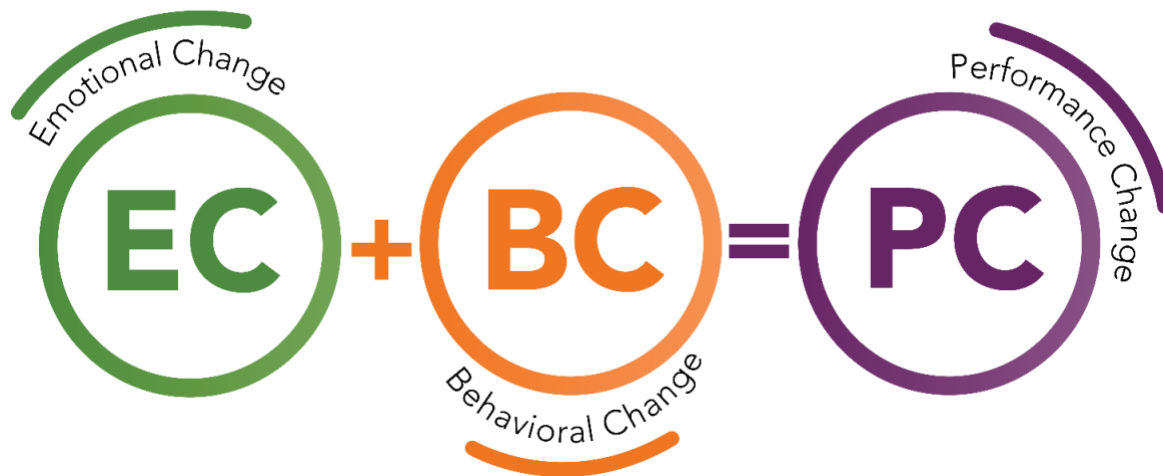


How Do We Do What We Do?

How Do We Get to WOW?

Over 100 years ago, our founder, Dale Carnegie, set down the principles of success in any endeavor – How to Win Friends and Influence People. Those principles, updated for the 21st century, are the foundation of what we do. We help people achieve success by utilizing these core concepts of human behavior and thereby unleashing the leader in each of us. Our “product” is a confident, empowered, inspired and enthusiastic individual who is ready to achieve excellence. That is our:

WOW!

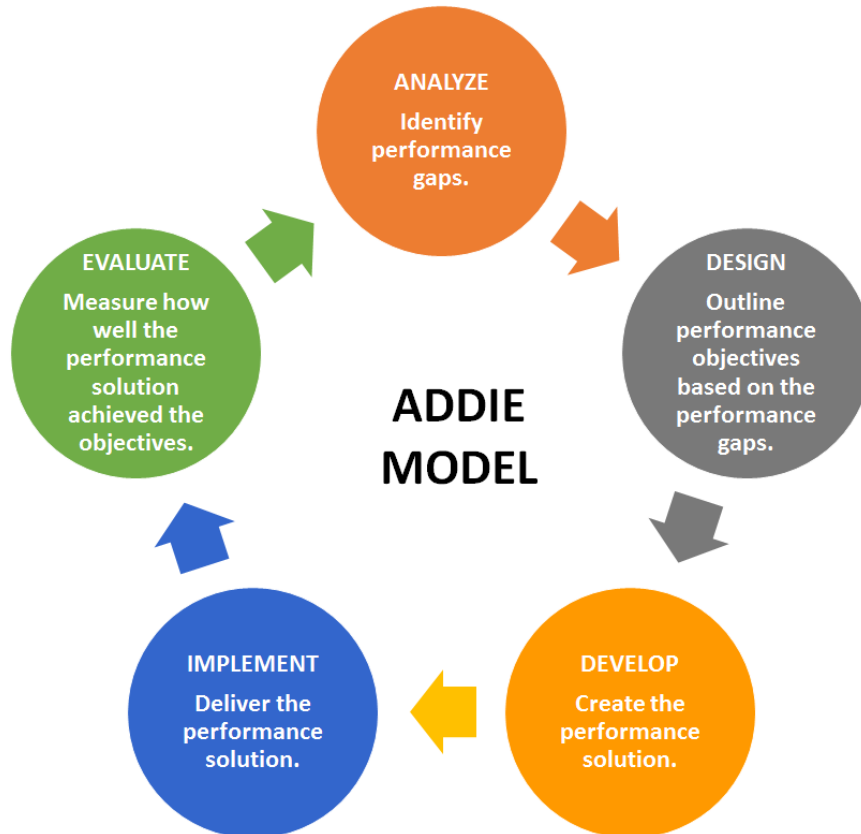


WOW IS A TRANSFORMATIONAL EXPERIENCE THAT IS ACHIEVED THROUGH OUR UNIQUE METHODOLOGY.

WOW IMPACTS EMOTIONS AND SHIFTS THINKING SO WE ARE MORE INTENTIONAL ABOUT PERFORMANCE CHANGE.

Design

We follow a process that helps training specialists plan and create training programs. The ADDIE design model revolves around the following five competencies:



These five stages of the ADDIE model encompass the entire training development process; from the time someone first asks, "What do people need to learn?" all the way to the point where someone actually measures, "Did people learn what they needed?"

At each step, we link the process to real life scenarios, examples, and situations. The unique delivery methodology of Dale Carnegie transfer skills and processes into an individual's day-to-day business and their personal life.

Curriculum

Dale Carnegie has been helping organizations grow and develop their bench strength since 1912. We have an extensive collection of intellectual property.

We have provided an overview of our core programs, one-day and two-day seminars, and our CBDS Modules (described on the following pages). Please note that the many of these programs can be delivered via in the classroom or through live online learning.

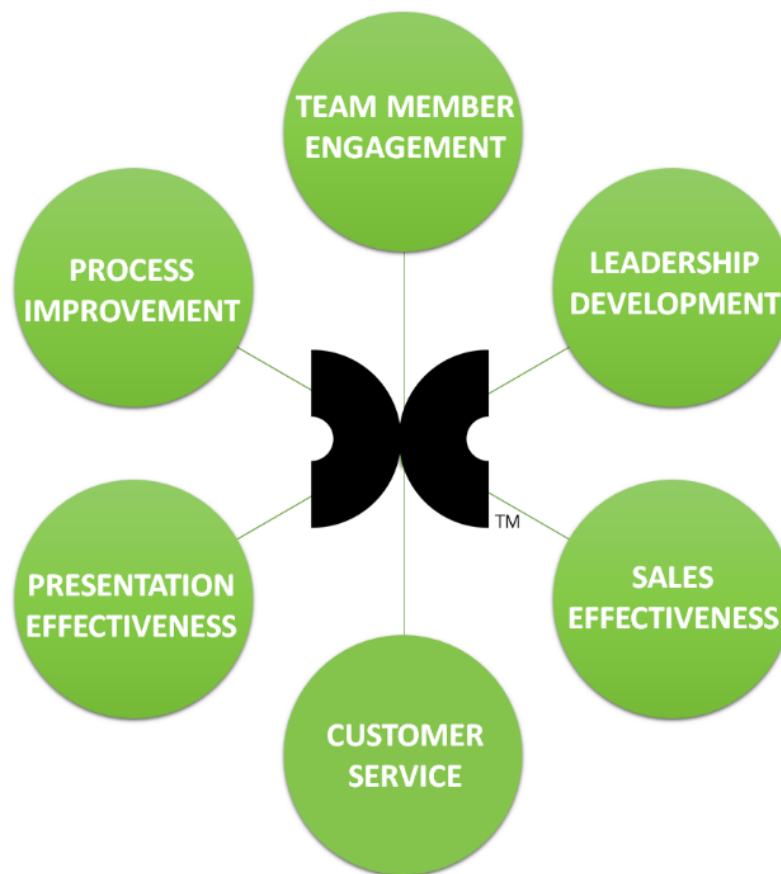
	Team Member Engagement
	Leadership Development
	Sales Effectiveness
	Customer Service
	Presentation Effectiveness
	Process Improvement

Competency Based Development System (CBDS)

The CBDS is a configurable curriculum model that enhances flexibility in delivering highly customizable training solutions that maintain a consistent look and feel. This configurability presents a great opportunity to design content in a module format.

Within each Curriculum Area there is a series of Content Categories. The Content Categories represent common areas within which a series of training modules may reside. The value of this design is that it allows Dale Carnegie to configure training programs that will address your specific training needs.

Delivery customized training starts with identify the client need. Our delivery expertise falls into six curriculum areas and 24 competencies shown in the graphic below.



The Dale Carnegie Course®:
Effective Communications & Human Relations

Through a proprietary process that uses team dynamics and intra-group activities, this course will help individuals master the capabilities demanded in today’s tough work environment. Participants learn to strengthen interpersonal relations, manage stress and handle fast-changing workplace conditions. They’ll become better equipped to perform as a persuasive communicator, creative problem-solver and focused leader. They will develop a take charge attitude that creates confidence and enthusiasm. The program will cover the **5 Drivers of Success**: Build Greater Self-Confidence, Strengthen People Skills , Enhance Communication Skills, Develop Leadership Skills and Reduce Stress & Improve our Attitude.

After this program, participants will be able to:	
Session 1A: Build a Foundation for Success	Connect with other professionals and achieve breakthrough goals.
Session 1B: Recall and Use Names	Apply a proven process to recall names and facts.
Session 2A: Build on Memory Skills & Enhance Relationships	Utilize a proven process to strengthen relationships.
Session 2B: Increase Self-Confidence	Use your experiences to communicate more confidently.
Session 3A: Put Enthusiasm to Work	Become more enthusiastic in day-to-day activities.
Session 3B: Recognize Achievements	Use past achievements as a springboard to future growth.
Session 4A: Put Stress in Perspective	Handle stress before it handles you.
Session 4B: Motivate Others & Enhance Relationships	Persuasively communicate in a way so people are moved to action.
Session 5A: Energize Your Communications	Become more animated to energize and engage listeners.
Session 5B: Unleash Your Full Potential	Express beliefs with power and conviction.
Session 6A: Make Ideas Clear	Communicate clearly and concisely.
Session 6B: Think on Your Feet	Reduce self-consciousness and fear.
Session 7A: Gain the Willing Cooperation of Others	Create an “all-win” environment.
Session 7B: Commit to Influence Others	Explore methods to minimize resistance.
Session 8A: Build Others through Recognition	Give positive feedback on the strengths in others.
Session 8B: Realize the Power of Enthusiasm	Use enthusiasm to reinvigorate your life.
Session 9A: Demonstrate Leadership	Deal with challenging interpersonal situations more effectively.
Session 9B: Develop More Flexibility	Use flexibility to create positive change.
Session 10A: Disagree Agreeably	Keep lines of communication open even when you disagree.
Session 10B: Manage Your Stress	Increase your ability to manage worry and stress.
Session 11A: Be a Human Relations Champion	Continuously apply Dale Carnegie Principles.
Session 11B: Inspire Others	Inspire others to take action.
Session 12: Celebrate Achievements & Renew Your Vision	Identify major successes and commit to continuous improvements.
Time Commitment: One 3 ½ hour session each week for 12 weeks	

The Dale Carnegie Course®: *Skills for Success*

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

The program will cover the **5 Drivers of Success**:

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

After this program, participants will be able to:	
Session 1A: Build a Foundation for Success	Connect with other professionals and achieve breakthrough goals.
Session 1B: Recall and Use Names	Apply a proven process to recall names and facts.
Session 2A: Build on Memory Skills & Enhance Relationships	Utilize a proven process to strengthen relationships.
Session 2B: Increase Self-Confidence	Use your experiences to communicate more confidently.
Session 3A: Put Stress in Perspective	Handle stress before it handles you.
Session 3B: Enhance Relationships & Motivate Others	Persuasively communicate in a way so people are moved to action.
Session 4A: Energize Your Communications	Become more animated to energize and engage listeners.
Session 4B: Make Ideas Clear	Communicate clearly and concisely.
Session 5A: Disagree Agreeably	Keep lines of communication open even when you disagree.
Session 5B: Gain the Willing Cooperation of Others	Create an "all-win" environment.
Session 6A: Manage Your Stress	Increase your ability to manage worry and stress.
Session 6B: Develop More Flexibility	Use flexibility to create positive change.
Session 7A: Build Others through Recognition	Give positive feedback on the strengths in others.
Session 7B: Inspire Others	Inspire others to take action.
Session 8A: Demonstrate Leadership	Deal with challenging interpersonal situations more effectively.
Session 8B: Celebrate Achievements & Renew Your Vision	Identify major successes and commit to continuous improvements.
Time Commitment: One 3 ½ hour session each week for 8 weeks	

Advanced Dale Carnegie Course: *Skills for Team Success*

In the Advanced Dale Carnegie Course, the participants will be guided through a highly interactive program designed to build on the successes generated from the Dale Carnegie Course. Employees will enhance the skills needed to build engagement, manage without authority, and communicate with diplomacy and tact.

Program Objectives:

- Build team confidence and risk taking skills
- Strengthen people and team engagement skills
- Enhance communication for team results
- Cultivate 360° organization leadership skills
- Reduce team stress and improve team attitudes

After this program, participants will be able to:	
Session 1A: Expand Your Capabilities for Success	Discover how individual strengths and skills create team and organization results.
Session 1B: Convert Challenges to Opportunities	Build on organizational strengths to address challenges and opportunities.
Session 2A: Be Recognized as an Expert, Assertive Communicator	Respond to difficult situations and people confidently, tactfully, and assertively.
Session 2B: Take Greater Control of Your Career	Identify how your strengths can help you and your team drive better results.
Session 3A: Be More Effective at Influencing People	Develop strategies to more effectively understand and work with various Influence Styles.
Session 3B: Be a More Compelling Communicator	Build your credibility by connecting to your listeners.
Session 4A: Create Trust that Transforms Change into Progress	Transform change into progress.
Session 4B: Show Expert, Assertive Communication Skills	Use a six-step process to communicate as an expert.
Session 5A: Demonstrate the Ability Influence Growth and Change	Expand the ability to get things done through others.
Session 5B: Coach Others toward Superior Results	Apply a skill development coaching process results.
Session 6A: Harness Emotions to Power Results	Develop strategies to overcome distress caused by ineffective problem identification.
Session 6B: Generate Results by Managing Results	Eliminate conflict as a barrier to continuous improvement
Session 7A: Use "All Win" Negotiation Skills	Apply negotiation approaches to achieve mutually beneficial results.
Session 7B: Be a Team Member Engagement Champion	Work with and communicate more effectively with diverse teams and individuals.
Session 8A: Create a Richer, Fuller More Satisfying Live	Bring more balance into your professional and personal life.
Session 8B: Prove Your Ability to Achieve Results	Develop a plan for continuous personal and team improvement.
Time Commitment: One 3 ½ hour session each week for 8 weeks	

Leadership Training for Managers

Dealing with today’s challenges and changes takes more than just being a good manager. It requires the skills of a real leader. Our dynamic action-oriented learning explores the difference between leadership and management, the strategies for decision-making, and the tools and techniques for communicating persuasively. But we also focus on nuts-and-bolts situations that leaders face regularly: how to get buy-in superior results.

What you will cover	After this program, you will be able to:
Understanding the distinction between personal leadership and organizational leadership	<ul style="list-style-type: none"> • Identify the qualities of a good leader • Recognize the role in organizations • Understand the five drivers of leadership success
Creating an innovation process	<ul style="list-style-type: none"> • Discover the process that drives innovation • Master the 8-step planning process • Develop and deploy the implementation plan
Understanding the planning process	
Understanding the performance process and accountability	<ul style="list-style-type: none"> • Align performance goals with strategy • Define performance standards • Hold people accountable • Learn effective coaching techniques
Creating a coaching and appraisal process	
Improving problem analysis and decision – making	<ul style="list-style-type: none"> • Master different methods of problem analysis and decision-making • Recognize the potential of others
Recognizing human potential	
Employing a delegation process	<ul style="list-style-type: none"> • Learn the 8-step delegation process • Handle mistakes with consideration • Help people accept new ideas
Handling mistakes	
Building quality communication to lead and facilitate more effective meetings	<ul style="list-style-type: none"> • Use human relations principles to develop teamwork and trust • Promote interactive communication • Strengthen listening skills
Striving for continuous improvement	<ul style="list-style-type: none"> • Balancing continuous improvement and breakthrough • Recognize individual and team success
Time Commitment: One 3 ½ hour session each week for 7 weeks	

Dale Carnegie Sales Training: *Winning with Relationship Selling*

Only intentional sales professionals who cut through the noise to foster authentic client centered relationships can truly help their customers win. A strong customer relationship allows the sales organization to build trust, offer insights, and then help the customer meet their business objectives. Only through enduring and meaningful customer relationships, can sales professionals learn which approach will create the best opportunity for client success. The reality is that true relationships foster loyalty, which in turn builds a sustainable pipeline, ultimately making it possible to meet or exceed goals and quotas.

Program Objectives:

- Create and demonstrate sales strategies that facilitate the buying process through relationship-oriented techniques
- Use methods to establish a connection with customers to gain access and establish trust
- Construct solutions in collaboration with customers while offering insights and establishing value
- Apply the Dale Carnegie Sales Model to eliminate objections and minimize the need for negotiation
- Employ proven techniques to maintain customer relationships and encourage repeat business

Learn How To	What We Will Cover
Create goals for personal and professional success	Committing to a Relationship-Oriented Approach
Build a winning and confident attitude	Building Confidence and Credibility
Identify the best prospecting methods to fill your pipeline	Creating Profitable Connections that Expand Your Network
Connect with your customers by applying relationship-building techniques	How Collaboration Leads to Commitment
Develop active listening skills to identify opportunities and head off challenges	Creating Value for Your Customers
Establish credibility and communicate your value	Communicating Your Value with Confidence and Ease
Use social media to expand your networking influence	Effectively Managing Hesitation
Develop powerful questions to uncover customer needs	Strengthening the Buyer Relationship
Create interest by describing an individual and customer-centric solution	
Time Commitment: One 3 ½ hour session each week for 8 weeks	

High Impact Presentations

Consider some challenges: Persuading customers to buy a new product. Getting employees to embrace a major change initiative. Urging competitors to engage in a collaborative venture. How do companies succeed at turning such communication challenges into gains for the business? Dale Carnegie gives business people the tools to successfully build their case. We excel at empowering employees to communicate boldly before any constituency, under any conditions. We deliver critical methods and tools people can use to present compelling messages, connect confidently with any audience and help generate new growth.

At the completion of this program, participants will be able to:

- Plan and organize professional presentations
- Create and maintain positive impressions
- Be more natural and relaxed when making presentations
- Communicate ideas with clarity and force
- Sell ideas and inspire others

What you will cover	After this program, you will be able to:
Create a Positive First Impression	<ul style="list-style-type: none"> • Identify personal objectives for the training • Develop rapport with the audience • Project professionalism and competency
Increase Credibility	<ul style="list-style-type: none"> • Communicate with enhanced credibility • Project enthusiasm • Communicate competency with confidence • Reinforce an informative message with supportive evidence
Present Complex Information	<ul style="list-style-type: none"> • Develop flexibility in making complex material simple and understandable • Communicate information in an interesting manner • Relate to the audience at their level • Follow a logical progression of ideas
Communicate with Greater Impact	<ul style="list-style-type: none"> • Develop flexibility using expressions, gestures, and voice modulation • Demonstrate ownership of unfamiliar material • Present written material in a captivating manner • Overcome barriers that restrict flexibility
Motivate Others to Action	<ul style="list-style-type: none"> • Present in a results-oriented way • Persuade an audience to take action • Be motivational, clear, and concise
Respond to Pressure Situations	<ul style="list-style-type: none"> • Maintain professional composure under pressure • Communicate clear, concise, positive messages • Sell strategic ideas, self and organization • Communicate leadership ability to handle stressful situations
Inspire People to Embrace Change	<ul style="list-style-type: none"> • Logically and emotionally appeal to the audience • Use structure to gain the confidence of the audience • Be convincing

Time Commitment: 2 Full Days

Dale Carnegie One Day Seminars

Action Oriented Leadership: Making Good Things Happen Quickly
Business Execution: Linking People, Goals & Accountability to Drive Results
Creating a Professional Demeanor: How to Look, Act & Sound like a Professional
Dealing Effectively with Relations and Relationships in a Family-Owned Business
Creating a Positive Work Environment and Enthusiastic People
How to be a Confident Public Speaker
How to Build Relationships and Sales through Networking
How to Coach Employees to Maximum Achievement
How to Cold Call and Build New Customers
How to Conquer Workplace Stress
How to Give Yourself a Promotion
How to Build Trust, Credibility, and Respect
How to Instill a Sense of Urgency in Your Organization
How to Instill a Strong Work Ethic in Your Organization
How to Jump Start Your Next Career
How to Keep Your Staff Engaged, Energized & Motivated
How to Make and Sustain a Great First Impression
How to Project a Professional Image
How to Remember Just About Anything
How to Replace Conflict with Cooperation
How to Replace Family Conflict with Teamwork
How to Replace Workplace Negativity with Enthusiasm
How to Run Meetings that Actually Accomplish Something
How to Say What You Mean to Get the Results That You Want
How to Take Charge of Your Future with a Confident, Assertive Attitude
How to Turn Buying Objections into Selling Opportunities
How to Turn Difficult Employees into Productive Contributors
How to Use Customer Service to Turn Transactions into Relationships
How to Use Dale Carnegie Human Relations Skills to Deal with Difficult People
How to Win Cooperation and Influence People
Management Skills for New Managers and Supervisors
Managing Across Generations
Nuts 'n Bolts Leadership in Action
People Skills for First Time Managers and Supervisors
Power Prospecting: Strategies to Increase Leads and Customers
Step Up to Leadership
Successful Public Speaking
Time: Get Focused-Get Results-Get a Life
Time: How to Handle Multiple Demands on Your Time
Time: How to Make Multi-Tasking Work for You

Dale Carnegie Two Day Seminars

Achieve Success with Exceptional Interpersonal Skills
Communication Skills for Managers
Confident, Assertive, In Charge: Developing the Attitudes of Leadership
Creating a Can-Do Workplace
Creating an Executive Image That Wins Friends and Influences People
Delegation: Holding Others Accountable for Results
Developing a Self Confident, Assertive Attitude: The Key to Success
Employee Engagement: How to Get It, How to Keep It!
Get Over It: Overcoming Your Fear of Public Speaking
Handling Difficult People and the Conflict They Create
How to Build Positive Relationships at Work
How to Coach Employees to Peak Performance
How to Communicate with Diplomacy and Tact
How to Deliver Winning Sales Presentations
How to Get More Face to Face Appointments
How to Hire the Right People
How to Hold Yourself and Others Accountable for Results
How to Inspire, Motivate, and Lead Sales Professionals
How to Keep Morale and Intensity Up in Spite of the Downturn
How to Manage Like a Pro: A Guide for First-Time Managers
How to Master the Secrets of Charismatic Leadership
How to Negotiate a Successful, Profitable Close
How to Overcome Workplace Negativity with Enthusiasm
How to Transition Successfully from Managing to Leading
How to Turn Customers Into Loyal Fans
How to Use Influence as a Leadership Tool
How to Win Friends and Influence People in Business
Integrative Business Negotiations: The Path to Smart Bargaining
Interpersonal Skills for IT and Technical Professionals
Leadership Fundamentals for New Supervisors
Leading High Performance Teams
Making Sales: How to Jump Start Your Selling Career
Managing Emotional Energy at Work
Motivational Leadership: Managing without Authority
New Management Skills for the Self-Directed Work Environment
Pain-Free Performance Appraisals
Persuasive Conversation Skills for Business Professionals
Project Leadership Mastery: Increasing Motivation & Commitment of Your Team
Public Speaking Mastery
Resolving Conflict in the Workplace
Sales Leadership Excellence
Silent Selling: How to Sell More through Intelligent Listening
Strength Based Leadership Strategies for New Managers
Thinking on Your Feet: How to Perform Well Under Pressure
Time: How to Stop Wasting Time, Stay Focused, and Get Results
What Got You Here Won't Get You There
World Class Customer Service

Dale Carnegie Competency Based Development Modules

Leadership Development

Delegation	Succession Planning
Planning	Network through Community Service
Performance Appraisals	Focus and Discipline
Motivation	Leadership Communications
Performance Defined	Leadership Styles and Tendencies
Vision, Mission, and Values	Motivational Leadership
Time Management	Share the Glory
Handling Mistakes	Visionary Leadership
Conflict Management	Mentorship - Launching an Initiative
Time Control to Work on Your Business	Build Trust, Credibility, and Respect
Coaching—Supportive and Directive Approaches	Multi-Tasking
Leading Strong Teams	Networking to Build Your Personal Brand
Lead Effective Meetings	Networking to Promote Your Organization
New Employee Orientation	Coach for Performance Improvement
Communicate to Lead	Mentorship: Creating a Partnership
Strategic Planning	Network to Build Business Connections
Ethical Leadership	Developing Personal Leadership

Team Member Engagement

Internal Conflict Resolution	Interpersonal Competence for Career Growth
Conflict – Maintaining Emotional Control	Keep Stress and Worry in Perspective
Conflict Mediation	Understanding Diversity
Conflict as a Growth Opportunity	Valuing Diversity
Bringing Conflict into the Open	Communicating Across Generations
Conflict to Collaboration	Understanding Generational Diversity
Establishing an Effective Team	Stress Reduction through New Work Habits
Being a Contributing Team Member	Disagree Agreeably
Dealing with Difficult Team Members	Foundation for Success
External Partnerships	Interpersonal Competence: Enhance Teamwork
Communicate with Diplomacy & Tact	Interpersonal Competence: Influence Change
Work with Difficult People	Interpersonal Competence: Best Practices
Emotional Control	Sustaining Measurable Success
Negotiations: A Human Relations Approach	Leveraging Diversity
Avoid Burnout	Managing Across Generations
Balance Work and Life	Staying Positive in the Face of Layoffs
Interpersonal Competence: Connect with Others	Managing Diversity

Sales Effectiveness

Successful Sales Leadership	Solution
Sales Performance Defined	Objections
Sales Meetings	Motive and Commitment
Coaching Salespeople	Hiring Salespeople
Recruiting Salespeople	Master the Selling Process
Rapport	Uncover Selling Opportunities
Interest	Foundation for Consultative Selling

Presentation Effectiveness

Planning Presentations	Present to Persuade
Vocal Skills and Body Language	Present to Gain Input
Team Presentations	Present to Inform
Confrontational Questions	Facilitate for Group Results
Presenting with Visual Impact	

Customer Service

Attitudes for Service	Create Loyal Customers
Complaint Resolution	Effective First Impressions: Face to Face
Cross and Up Selling	Customer Follow Through
Internal Customer Service	Customer Value Solutions
Telephone Skills: Outbound	Referrals
Telephone Skills: Inbound	Service to Sales
Manage Customer Expectations	Suggestion Selling
Generate Customer Interest	Telephone Skills: Inbound and Outbound

Process Improvement

Innovation	Change Engagement
Team Problem Solving and Decision Making	Manage Change Effectively
Process Improvement	Team Change Engagement
Adjust to Change	Lead Change without Authority
Analyze Problems and Make Decisions	Project Planning

All CBDS Modules are designed to be delivered in 90 minutes to three hours (or longer), depending on the importance of the topic.

Dale Carnegie Live Online Training

Live Online training from Dale Carnegie breaks the mold of lecture-format webinars – every participant must actively contribute to the session: speaking to the instructor, chatting with participants, completing activities and much more! It's a two-way online engagement like you've never experienced.

Live Online Workshops

2 and 3 hour virtual instructor-led sessions utilizing chat and voice interaction, white board tools, polling, and breakout rooms.

Breakout Rooms: Participant put skills and new processes to practice in small groups within the Adobe Connect platform.

Skills development with emphasis on relevant business examples and collaboration.

Individualized coaching from the trainer and ongoing feedback from participants.

Live online training can be delivered as stand alone sessions or in a time-phase format.

Self-paced e-learning modules for anytime learning.

Carnegie Cloud

Live Online Talent Development Subscription

Gain competitive advantage with the first ever LIVE professional development subscription delivered through the cloud. Now you can give your employees the best of the classroom experience -- with the convenience of Live Online training!



- **Differentiate your company** with a structured online program
- **Attract and retain employees** who are enthusiastic about their professional development
- **Modernize your talent development capabilities**
- **Simplify your life** with an award-winning learning portal that's ready in a matter of days
- **Boost employee performance** with real-time personalized coaching in sessions of 8-16 participants
- **Drive participation** with short, interactive programs that deliver real skills development

Dale Carnegie Assessments

Dale Carnegie Assessments provide clients an opportunity to target training outcomes to specific organizational, talent management and learning goals and objectives. Dale Carnegie's Organizational Development team provides a full range of assessments.

Training Enhancement Assessments

Insights 360— A series of tools aimed at helping participants gain the most from the Dale Carnegie® training experience. Provides participants with input to help them prepare for an effective training process, gain the most during the training, and measure progress in behavior change after the training is completed.

Talent Management Assessments

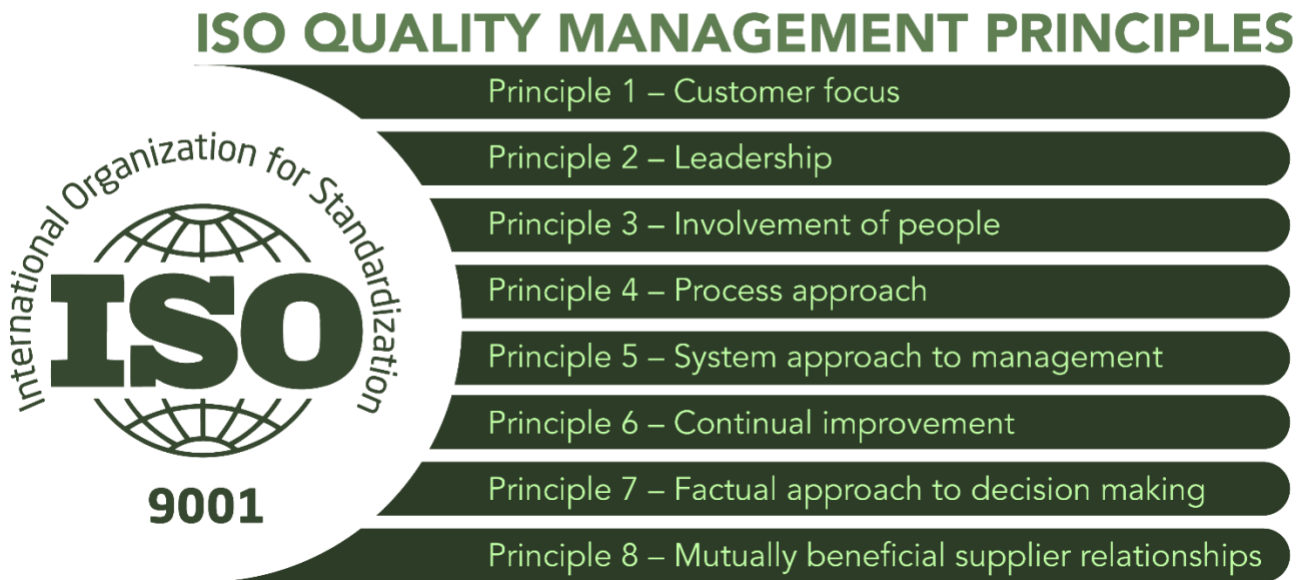
Profiles International Assessments— A complete array of tools to aid in selection and performance assessments aspects of an organization's talent management efforts. Useful in supporting effective hiring, coaching, development, promotion of key personnel.

Organization Needs Assessments

Perspectives Assessments— Tools for uncovering and clarifying organizational level needs around key performance issues. Useful in the inquiry and involve stages of the consultative iMap process to engage a cross section of an organization's personnel to give input to critical needs.

ISO Certification

Dale Carnegie's Product and Trainer Development management systems have been ISO certified since 1998 through Bureau Veritas. Bureau Veritas is an internationally recognized and well-respected ISO registrar that provides objective third party review through semi-annual audits.



The scope of our ISO 9001 certification includes our Product Development, Assessment and Measurement, Carnegie University – Trainer Development and Certification, Internal Sales Training, Product Customization, and Internal Consulting Systems.

One cornerstone of our ISO 9001 Quality Management System is continual improvement and cost reductions. We are never satisfied with the conditions of a process at the given moment; we are always looking for ways to make these processes more efficient and cost effective. Our ISO 9001 Quality Management System was written with a desire for excellence in mind. This is why continual improvement is a requirement of the standard – to inspire progress and the pursuit of perfection.

ISO 9001 is seen in every sector of the business world, and its success is a testament to its worth. With a focus on customer satisfaction, our products and services improve and flourish under our ISO 9001's Quality Management System. With a combination of continual improvement and corrective actions – tenets of ISO 9001 – we create processes, develop curriculum, and deliver training that runs smoothly and efficiently.

Why Choose Dale Carnegie?

To capture the kind of lasting, profitable results that will drive long-term growth for your company, you've got to make sure everyone on your team is competent, passionate, and committed. At Dale Carnegie, we invigorate your employees by drawing out their natural strengths, building the courage and confidence they need to take command of their role and achieve the unexpected.

As we help them excel, your employees will gain the trust and respect of the people around them, creating a culture that works harder for you at all levels of your organization. With more support, your team can take the lead in putting their ideas into action more efficiently, increasing their performance, along with your company's, by working smarter at every step.

For more than 100 years, we've helped companies of all sizes generate revenue, increase productivity, and reduce costs by revealing their bright and resourceful workforce. Together, we'll set your team in motion and help your entire organization reach new heights, powered by the unique talents of your employees.

