

THE DALE CARNEGIE COURSE®

Effective Communications and Human Relations



IT'S TIME
TO GET HUMAN
AGAIN!

Breakdown departmental silos

Create personal and organizational alignment

Open lines of communication

Build better relationships with colleagues, suppliers and customers



DALE CARNEGIE®
TRAINING

“ 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 lives 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.

Develop Your Organization's Competitive Edge - People

Process

1. Build a Foundation for Success
Recall and Use Names
2. Build on Memory Skills & Enhance Relationships
Increase Self-Confidence
3. Put Enthusiasm to Work
Recognize Achievements
4. Put Stress in Perspective
Motivate Others and Enhance Relationships
5. Energize Our Communications
Unleash Our Full Potential
6. Make Ideas Clear
Think on Our Feet
7. Gain the Willing Cooperation of Others
Commit to Influence Others
8. Build Others Through Recognition
Realize the Power of Enthusiasm
9. Demonstrate Leadership
Develop More Flexibility
10. Disagree Agreeably
Manage Our Stress
11. Be a Human Relations Champion
Inspire Others
12. Celebrate Achievements & Renew Our Vision



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
Use our experiences to communicate more confidently

Become more enthusiastic in day-to-day activities
Use past achievements as a springboard to future growth

Handle stress before it handles you
Persuasively communicate in a way so people are moved to action

Become more animated to energize and engage listeners
Express beliefs with power and conviction

Communicate clearly and concisely
Reduce self-consciousness and fear

Create a "win-win" environment
Explore methods to minimize resistance

Give positive feedback on the strengths in others
Use enthusiasm to reinvigorate your life

Deal with challenging interpersonal situations more effectively
Use flexibility to create positive change

Keep lines of communication open even when we disagree
Increase our ability to manage worry and stress

Continuously apply Dale Carnegie principles
Inspire others to take action

Identify major successes and commit to continuous improvement

Dale Carnegie Course® Schedule



For the most up-to-date listing of class schedules, and for more information, please visit us online at:

www.dalecarnegie.com



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

The Bottom Line...

THE DALE CARNEGIE COURSE® DELIVERS RESULTS

Automotive

Audi
Auto 2000
BMW AG (Wallis Motors RT)
DaimlerChrysler Mexico S.A. de
C.V. / Mercedes Benz
Ford Motor Company
General Motors Acceptance Corp.
GM AC Delco
Gwinnett Place Honda
Mercedes-Benz
Pilkington Automotive Limited
Porsche AG (Hungaria Kft)
Quality Dealerships
Skoda
Toyota Astra Motor
Toyota Motor Sales, U.S.A.

Communications & Information Systems

ABC Cable Networks Group
Alcatel Indonesia
Ampro Computers, Inc.
Aspect Communications
AT&T
Bellsouth Telecommunications
Clear Channel Communication
Comcast Cable
Computer Associates International
Cox Communications
Globe Telecom
Information Support Services Ltd
Meyer Communications
Standard & Poor's
SunCom
Telkomsel
TELMEX
Time Warner Cable
Verizon
Westel Mobile Telecommunication Co.

Education

Cardean University
Colorado State University
Fordham University
Harvard University
London Business School
Penn State University
Purdue University
St. Lawrence University
Universitas Surabaya
Universidade Potiguar
Universitas Kristen Petra
Washington State University

Energy Services

Alstom Power
BP Chemicals
Chevron Energy Solutions
EXXONMOBIL
Kondur Petroleum
Kuwait Oil Company
Phillipinas Shell Petroleum
Shell Oil Products

Financial & Insurance Services

ABN Amro Bank
AEGON Insurance Co.
Aetna
Al Rajhi Bank
AutoOne Insurance
Axa Insurance
Ahold Financial Services
Allstate Insurance Company
American Express
American Equity Investment Life
Banco de México
Bank of America
Bank Central Asia
Bank of New York
Bank of Tokyo-Mitsubishi
BMW Financial Services
Charles Schwab
Cigna Insurance
Citigroup
Commercial Bank of Kuwait (CBK)
Community National Bank
Deloitte & Touche
Discover Card
Empire BlueCross BlueShield
Equitas
Farmers Insurance Group
First Community Bank
Fleet Bank
Florida First Bank
Hawaii USA Federal Credit Union
Housing Authority Insurance Bank
JP Morgan Chase
KPMG
Merrill Lynch
Moneycentre
Municipal Credit Union
Navy Army Federal Credit Union
Nordea Bank Sverige
Progressive Insurance
Prudential Life Plans Inc.
Sovereign Bank
State Bank of India
State Farm Insurance
Washington Mutual

Food & Beverage

Anheuser Busch
Butter Krust Baking Company
Campbell Soup Company
Cargill
Coca Cola Enterprises
Coors Brewing Company
Frito Lay
Hatfield Quality Meats
Hormel Foods
Interbrew
National Beef
Nestle Purina AB
Pepperidge Farm, Inc.
Sara Lee Corporation
Stanflico a Division of Dole Phis
Unilever
YUM! Brands, Inc.

Healthcare & Pharmaceuticals

Abbot Laboratories, Inc.
AstraZeneca
Aventis Co.
Bayada Nurses
Bayer Inc.
Bayer Indonesia
Boulder Community Hospital
Bristol Myers Squibb
Capital Health Management Group
CareCentric, Inc.
Charleston Naval Hospital
Dankos Laboratories Tbk
Evans Vaccines Ltd
GlaxoSmithKline
Health Point Medical Group
IDEXX
ImClone Systems
Jacob Healthcare
Johnson & Johnson
Kwong Wah Hospital
Laboratorium Klinik Prod.
Lab Klinik Prodia
Medical Center, Upstate California
Merck & Co.
Parmed Pharmaceuticals, Inc.
Quest Diagnostics
US Department of Health and
Human Services
Warren Hospital

Hospitality

Aladdin Resort & Casino
Argosy Casinos
Clarion Hotel
Dwidaya Tour & Travel
Four Seasons Hotel, Las Vegas
Hampton Inn & Suites
Hilton Hotels
Hotel Caesar Park
Hotel Kristal
InterContinental Buenos Aires
Kahala Mandarin Oriental Hawaii
Palmer House Hilton
Radisson Hotels
The Breakers Palm Beach

Manufacturing/Shipping

Adidas
Alcan Packaging
Alumindo Light Metal
Astra International
BASF
Baker Concrete Construction
Caterpillar, Inc.
Delami
DOW Chemical
Dupont Indonesia
FCX
Federal Express Corp.
Hitachi Metals America, LTD
Honeywell
Hong Kong Oxygen & Acetylene Co. Ltd
Hunter Douglas

Indah Kiat Pulp & Paper

Ingenieria Gastronómica S.A.
Ingersoll-Rand
Innogy
International Truck
JanPak
John Deere
Lear Corporation
Liz Claiborne
Marvin Development
Mitsui O.S.K. Lines, Ltd.
Multi Garmentjaya
Nucor Steel-Indiana
Phillip Morris
Robb and Stucky
Samudera
Sappi UK
Securitas
Solutia
Star Shipping Argentina S.A.
Superior Manufacturing & Hydraulics
Synthes
Target Worldwide Express
Tetra Pak PT
Thomas & Betts
Tirtha RIA
United Distributors
USA Screen Printing
3M Company

Retail

ACE Hardware
Ahold
Best Buy
Blockbuster
Conn's
Costco Wholesale
Dominos Pizza
EMHCO (Dunkin Donuts)
Enterprise Rent-A-Car
Fila USA
Home Depot
Hy-Vee
Jeld-Wen
McDonald's Corporation
Outback Steakhouse
Radco Food Stores
Radio Shack
Staples
Stop and Shop
Target Corporation
Taskers DIY
TJ Maxx
Wal-Mart
Wawa
Weis Markets

Service Companies

1-800-FLOWERS.COM
ADT Security Systems, Inc.
American Dental Service
American Heart Association
American Red Cross
American Society for Quality

ARAMARK

Bonita Springs Utilities
BBC Worldwide
Chicago Bulls
Cinecolor Argentina
Dixie Plumbing Services
Finning Inc. (Canada)
Hapag-Lloyd
HDR Engineering
Jasa Marga
Kaplan Higher Education
K-Force
Kier Group
Manpower
Manchester City Football Club
March of Dimes
Morgan Cole
McCann Erickson Indonesia
Northrop Grumman
NYC Department of Corrections
NYC Transit
National Service Cooperative
Ocean International Suppliers, Inc.
Pal Indonesia PT
Paychex, Inc.
Perini Building Company
Plumbase Ltd
Practice Works
Reed & Mackay Travel Ltd
Skanska USA
Structure Tone
Superior Ambulance Service, Inc.
Thomson Learning Iberoamerica
UCI UK
United States Postal Office
United Water
United Way of America
US Coastguard
US Food Service
US Navy
Unicef
United Tractors
US Department of Veteran Affairs
Winwholesale/Primus

Technology

Amcom Software
Apple
Applied Systems
Binatone Electronics International Ltd
Ciudad Internet
Gateway
IBM
Intel
Microsoft
Motorola
Oracle
VoxCom
WebMD



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TRAINING

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