

The Dale Carnegie Course



Developing a Greater Self Confidence by:

- Having a greater belief in yourself and your abilities.
- Being willing to express your opinions and ideas.
- Communicating more assertively.
- Being more decisive in making decisions.
- Maintaining a positive attitude, appearance, demeanour.

Developing Better Communication Skills by:

- Speaking more effectively to groups, in meetings and one to one.
- Being more clear and concise.
- Communicating with greater confidence and conviction.
- Selling your ideas with more enthusiasm and persuasiveness.
- Being a better listener: more attentive and sensitive.

Developing Better People Skills/ Human Relations by:

- Demonstrating a sensitivity and genuine interest in others and their ideas.
- Looking for, and expressing, positives rather than negatives towards others.
- Being able to disagree in an agreeable way.
- Remembering people's names.
- Being seen as friendly and co-operative.

Developing Improved Leadership Skills by:

- Motivating and inspiring people (leading versus driving).
- Being recognised as enthusiastic, open and approachable.
- Demonstrating flexibility and adaptability.
- Obtaining willing co-operation from others.
- Effectively conducting problem-solving meetings.

Improve Our Attitude by:

- Managing excessive stress and tension.
- Exhibiting the willingness to take on more challenges and risks.
- Demonstrating a more balanced life.
- Displaying more flexibility, less rigidity.
- Making life more interesting and satisfying.

Companies know that ever stronger business results are tied to the quality of the "human asset". After all, it's people who increase customer satisfaction, expand market share and build corporate value. Yet how can organisations prepare employees to deliver peak performance?

The Dale Carnegie Course teaches you how to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. What's more, you will develop a take-charge attitude that allows you to initiate with confidence and enthusiasm.

Visit our website at
www.centralengland.dalecarnegie.com

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The Dale Carnegie Course

12 Weekly Sessions

Session by session—at a glance

Session One

- 1a Build a Foundation for Success**
 - Learn methods to connect with others.
 - Familiarise ourselves with the Five Drivers of Success.
 - Expand our capacity to achieve our vision by committing to breakthroughs.
- 1b Recall and Use Names**
 - Focus on people as individuals.
 - Create positive first impressions.
 - Use methods for remembering names.

Session Two

- 2a Build on Our Memory Skills & Enhance Relationships**
 - Apply a process for memory improvement.
 - Become familiar with the principles for improving human relations.
 - Identify opportunities for improving business relationships.
- 2b Increase Our Self-Confidence**
 - Use our experiences to communicate more confidently.
 - Communicate with clarity and conciseness.
 - Discover how past experiences influence behaviour.

Session Three

- 3a Revitalise Ourselves**
 - Plan and prepare to reach breakthrough enthusiasm goals.
 - Demonstrate how changing our attitude can alter behaviours.
 - Understand how enthusiasm helps us achieve our vision.
- 3b Recognise Our Achievements**
 - Improve attitudes by acknowledging our successes.
 - Focus on our strengths and the strengths of others.
 - Enhance our professional communication skills.

Session Four

- 4a Put Stress in Perspective**
 - Recognise the impact negative stress has on our results and effectiveness.
 - Commit to using concepts and principles to better handle stress.
 - Discover more effective ways for business professionals to prepare for and address challenges.
- 4b Motivate Others and Enhance Relationships**
 - Persuasively communicate in a clear and concise way so people are moved to action.
 - See how consistent application of the Human Relations Principles improves results.
 - Discover how relationships help us advance toward our goals.

Session Five

- 5a Energise Our Communications**
 - Recognise that including action in our communications releases nervous energy.
 - Become more natural when communicating with others.
 - Become more animated to energise and engage others.
- 5b Organise Our Ideas to Get Action**
 - Display increased levels of courage, confidence, and conviction.
 - Effectively tap our reserve power.
 - Develop a greater freedom for self-expression.

Session Six

- 6a Make our Ideas Clear**
 - Demonstrate clarity when giving directions.
 - Learn to present information in a logical sequence.
 - Reinforce the value of demonstrations when explaining information.
- 6b Think on Our Feet**
 - Communicate effectively in impromptu situations.
 - Apply methods that assist in communicating with clarity and conviction.
 - Recognise the value of presenting our ideas with confidence.

Session Seven

- 7a Gain the Willing Cooperation of Others**
 - Influence people through trust and respect.
 - Achieve cooperation rather than compliance.
 - Discover the power of finding points of agreement.
- 7b Commit to Influence Others**
 - Understand the principles to demonstrate leadership.
 - Explore methods to minimise resistance.
 - Discover how to coach for improved performance.

Session Eight

- 8a Build Others through Recognition**
 - Concentrate on the strengths in others.
 - Develop skills in giving and receiving positive feedback.
 - Discover the value of sincere appreciation.
- 8b Realise the Power of Enthusiasm**
 - Realise that we are responsible for our attitudes.
 - Use positive 'self-talks' to increase our confidence.
 - Discover the benefits of being proactive.

Session Nine

- 9a Demonstrate Leadership**
 - Positively influence the attitudes of others.
 - Use positive approaches when coaching people.
 - Deal with challenging situations more effectively.
- 9b Develop More Flexibility**
 - Implement a wider range of communication skills.
 - Apply the power of risk taking.
 - Become more open-minded to change and opportunity..

Session Ten

- 10a Disagree Agreeably**
 - Demonstrate a process to organise our thoughts in impromptu situations.
 - Communicate our ideas effectively even when we disagree.
 - Strengthen our personal opinions with evidence.
- 10b Manage Our Stress**
 - Increase our ability to control worry and stress.
 - Learn from others how to confront our fears.
 - Recognise that we can triumph over adversity.

Session Eleven

- 11a Be Human Relations Champion**
 - Form a habit of applying principles to win friends and influence people.
 - Inspire others to achieve similar results through application of the principles.
 - Champion human relations to increase productivity and efficiency.
- 11b Inspire Others**
 - Communicate with strong and powerful feelings.
 - Connect with others on an emotional level.
 - Inspire others to think and act differently.

Session Twelve

- 12a Celebrate Achievements and Renew Our Visions**
 - Recognise breakthroughs resulting from this programme.
 - Inspire and motivate others by sharing our visions.
 - Commit to continuous improvement.

The Dale Carnegie Course consists of twelve 3½ hour sessions once a week. Companies can enrol their employees – individuals or groups – in the training. Or we will customise the course to meet your company's specific business priorities.

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