



# The Dale Carnegie Course®

## *Program Overview*



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Underlying Dale Carnegie programs are the 30 human relations principles – the distilled wisdom of Dale Carnegie's famous book *"How to Win Friends and Influence People,"* one of the most popular business books of all time.

These time-tested principles will help you build relationships by focusing on the needs, concerns, and interest of the other person. For more than 100 years, the focus of our programs has been on improving relationships by focusing attention on others and fostering trust and integrity.

Using team dynamics and intra-group activities, participants master the capabilities needed in today's business environment. They learn to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. They become persuasive communicators, creative problem-solvers, and confident, enthusiastic leaders.

The Dale Carnegie Course® focuses on these five drivers of success:

1. Build Greater Self-Confidence
2. Strengthen People Skills
3. Enhance Communication Skills
4. Develop Leadership Skills
5. Reduce Stress and Improve our Attitude

# The Dale Carnegie Course®

## Session 1A: Build a Foundation for Success

### *Learning Objectives*

- Learn methods to connect with others
- Familiarize ourselves with the Five Drivers for Success
- Expand our capacity to achieve our vision by committing to breakthroughs

Individual and organizational success does not happen by chance. It happens intentionally. By defining the kind of person we want to be and intentionally working toward that goal, we become more effective in both the workplace and our personal lives.

In this session, we will learn more about Dale Carnegie and be introduced to the Five Drivers for Success. Effective leaders have a clear picture of where they are going and what goals must be achieved to get there, and they commit to achieving these goals.

## Session 1B: Recall and Use Names

### *Learning Objectives*

- Focus on people as individuals
- Create positive first impressions
- Use methods for remembering names

When we remember people's names we help them and ourselves be more confident. Many people struggle with this important people skill. In this session, we will learn a fun, yet effective way, to recall a person's name, thereby enhancing this important first step in building professional and personal relationships.

## Session 2A: Build on Memory Skills and Enhance Relationships

### *Learning Objectives*

- Apply a process for memory improvement
- Become familiar with the principles for improving human relations
- Identify opportunities for improving business relationships

Building greater self-confidence and strengthening people skills are two of the Five Drivers for Success. The ability to establish and maintain relationships enables us to learn from others and achieve results we could not accomplish alone. In this session, we will learn the fundamental principles required to build a network of friends and professional associates.

## Session 2B: Increase Self-Confidence

### *Learning Objectives*

- Use our experiences to communicate more confidently
- Communicate with clarity and conciseness
- Discover how past experiences influence behavior

Being creatures of habit, we tend to stay within our comfort zones. Our comfort zones create barriers to our growth. As we attempt to make progress in our lives, this tendency can inhibit the realization of our visions. Participating in this session helps us break through those barriers. Learning from our past experiences can increase our self-confidence. When we establish a solid foundation with others and increase our self-confidence, we can significantly advance toward our visions. In this session, you will benefit from experiences that you have earned the right to communicate.

## Session 3A: Put Stress in Perspective

### *Learning Objectives*

- Recognize the impact that negative stress has on our effectiveness and results
- Commit to using concepts and principles to better handle stress
- Discover more effective ways for professionals to prepare for & address challenges

Medical experts have known for years the serious ramifications of not dealing with stress effectively. It is vital that we channel our energies to diminish the impact of stress in every aspect of our lives. By committing to and practicing Dale Carnegie's proven principles for more effectively controlling worry, we put ourselves in a position to decrease stress not only for ourselves, but also for our associates. In this session, we will commit to reducing stress more proactively in our lives.

## Session 3B: Enhance Relationships and Motivate Others

### *Learning Objectives*

- 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

To be successful, it helps to build strong relationships and gain the willing cooperation of others. When we build strong relationships that we can count on, our organizational objectives will be achieved more quickly, with better quality. Challenges become manageable and people are more engaged.

By reviewing and applying Dale Carnegie's principles to enhance relationships and gain the willing cooperation of others, we become the catalysts who create beneficial outcomes for our associates, clients, managers, and ourselves. To ensure we become persons of influence and persuasion, we will apply a formula to our communication that enables us to motivate and inspire others.

## Session 4A: Energize Our Communications

### *Learning Objectives*

- Recognize that including action in our communication releases nervous energy
- Become more natural when communicating with others
- Become more animated to engage others

Have you ever noticed yourself being completely riveted when someone is telling you a story? Chances are the speaker can make you feel what he or she felt, to connect you directly to the point of the story. When we use our moments in the spotlight to relive an experience for our listeners just like it happened, we capture and hold their attention.

Identify a specific incident in your life that includes a lot of action. When you tell this story, don't hold back. Use action verbs and body language, and project your voice. You will be amazed at the feeling of excitement you create when you communicate this way. Imagine the impact you can have.

## Session 4B: Make Our Ideas Clear

### *Learning Objectives*

- Demonstrate clarity when giving directions
- Learn to present information in a logical sequence
- Reinforce the value of demonstrations when explaining information

Our communication isn't always understood the way we'd like it to be. Some of the language we use might be easily understood within our own organization, but could be confusing for those outside our organization or industry. It is important to use every means at our disposal to be sure our meaning is clear. Using exhibits and visuals helps ensure that we connect with our listeners. Organizing our thoughts and refraining from trying to cover every aspect of a topic allows our listeners to keep up with us and follow along. People like order and clarity.

## Session 5A: Disagree Agreeably

### *Learning Objectives*

- Demonstrate a process to organize our thoughts in impromptu situations
- Communicate our ideas effectively, even when we disagree
- Strengthen our opinions with evidence

The unexpected presents significant opportunities to make unique contributions. As these opportunities occur, we have the choice to speak up or remain silent. Voicing our opinions is inherently somewhat risky, yet remaining silent also comes with a cost. Our silence prevents others from benefiting from our ideas and experiences.

In this session, we will learn a process to organize our thoughts and practice stating our opinions when we disagree with other people.

## **Session 5B: Gain Willing Cooperation and Commit to Influence Others**

### *Learning Objectives*

- Influence people through trust and respect
- Achieve cooperation versus compliance
- Discover the power of finding points of agreement
- Discover how to coach for improved performance

You will have the opportunity to tell us what you did to gain the willing cooperation of others. Use the Magic Formula for Influencing Action to inspire us to a positive action connected to a specific benefit. Finally, we will commit to applying Dale Carnegie's Leadership Principles. The Demonstrate Leadership Principles provide tools to coach others to improve their performance without giving offense or arousing resentment.

## **Session 6A: Manage Our Stress**

### *Learning Objectives*

- Increase our ability to control worry and stress
- Learn from others how to confront our fears
- Recognize that we can triumph over adversity

We have a choice in how we respond to stressful situations. Our choices affect our performance, health, and happiness. In this session, we will have the opportunity to report on the positive choices we have made in addressing and overcoming stress. We will inspire others by communicating how concentrated efforts can help us better address stress in our lives.

## **Session 6B: Develop More Flexibility**

### *Learning Objectives*

- Implement a wider range of communication skills
- Apply the power of risk-taking
- Become more open-minded to change and opportunity

This session will help each of us develop more flexibility. With increased flexibility, we put ourselves in a better position to adapt to the changing conditions of our fast-paced lives and to approach opportunities in our lives with more vigor and commitment.

## **Session 7A: Build Others through Recognition**

### *Learning Objectives*

- Concentrate on the strengths of others
- Develop skills in giving and receiving positive feedback
- Discover the power of sincere recognition

In our interactions with others, we often miss opportunities to show genuine appreciation. Recognizing the strengths of others requires a conscious effort and it doesn't take much time. In this session, we discover the power of recognition. We'll discuss the "how to" strategies that have the greatest impact on strengthening our relationships. By better understanding the power of building others through recognition, we can increase morale and create a positive culture.

## Session 7B: Inspire Others

### *Learning Objectives*

- Communicate with strong and powerful feelings
- Connect with others on an emotional level
- Inspire others to think and act differently

By relating our most profound life stories, we can do more than interest our listeners; we can inspire them to do the things that must be done if our listeners and organizations are going to achieve their full potential.

Share an incident that had an emotional impact on you. You might identify an individual you work with or have worked with and tell us specifically how that person has inspired you. Let your emotions shine through your story. Inspire us!

## Session 8A: Demonstrate Leadership

### *Learning Objectives*

- Positively influence the attitudes of others
- Use positive approaches when coaching people
- Deal with challenging situations more effectively

When we demonstrate leadership, we have a unique opportunity to impact the attitudes and behaviors of our associates. Our ability to influence the attitudes and behaviors of others is often limited by our approach. When we choose a positive approach, it enhances the likelihood of a positive result.

In this session, we will report on an experience in which we demonstrated leadership by applying the Demonstrate Leadership principles.

## Session 8B: Celebrate Achievements and Renew Our Vision

### *Learning Objectives*

- Recognize breakthroughs resulting from this program
- Inspire and motivate others by communicating our visions
- Commit to continuous improvement

Reflecting on progress toward our vision gives us evidence of growth and confidence in our potential. Renewing our vision and commitments sets a direction and path for continued growth. Start by telling us what has been your greatest success in this program? Then, immediately identify a specific incident that best communicates the major benefit you gained from being an active participant in this process. Remember to use the Magic Formula for Influencing Action.

You will also present a renewed vision for your future. This process of reflection and renewal will inspire you to vigorously pursue your dreams and to further enhance results.