



## BREAKTHROUGH TO SUCCESS OUTPACE THE COMPETITION STRENGTHEN THE BOTTOM LINE

*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 organizations prepare employees to deliver peak performance?*

*The revolutionary Dale Carnegie Course® teaches participants how to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. What's more, people develop a take-charge attitude that allows them to initiate concepts and ideas with confidence and enthusiasm.*

*The training powers people to move beyond their comfort zone as they reach for—and attain—breakthrough goals. This provides a foundation for life-long performance improvement.*

*Does the training make a difference? You'll see it in business results as employees stretch their abilities, tackle complex challenges, and excel as consensus builders. Even better, you'll see it on the bottom line.*

### Develop Your Organization's Competitive Edge - People

#### WHAT OUR CUSTOMERS ARE SAYING...

*"You can really see the change in people. They are markedly different. They're engaged. They go the extra mile to get things done."*

Bob Stiller  
Founder & CEO, Green Mountain Coffee Roasters

*"Dale Carnegie helped us to institute the understanding that the better we take care of our internal customer - the better we'll take care of our external customer. The impact of the training shows on our bottom line."*

Jim Kessler  
Human Resources Director, Weis Markets

Time Commitment: One 3 1/2 hour session each week for 12 weeks

Process	After this program, you will be able to:
1. Build a Foundation for Success Recall and Use Names	Connect with other business professionals and achieve breakthrough goals Apply a proven process to recall names and facts
2. Build on Memory Skills and Enhance Relationships Increase Self-Confidence	Utilize a proven process to strengthen relationships Discover how past events shape behavior
3. Put Enthusiasm to Work Recognize Achievements	Become more enthusiastic in day-to-day activities Use past achievements as a springboard to future growth
4. Put Stress in Perspective Motivate Others and Enhance Relationships	Handle stress before it handles you Use proven human relations to connect with others
5. Energize Our Communications Unleash Our Full Potential	Use appropriate facial expressions, tonal quality and body language to become more effective in business Express beliefs with power and conviction
6. Make Ideas Clear Think on Our Feet	Communicate clearly and concisely Reduce self-consciousness and fear
7. Gain the Willing Cooperation of Others Commit to Influence Others	Create a "win-win" environment Apply nine human relations principles to motivate others
8. Build Others Through Recognition Realize the Power of Enthusiasm	Give positive feedback on the strengths in others Use enthusiasm to reinvigorate your life
9. Demonstrate Leadership Develop More Flexibility	Take intelligent risks and effectively coach others Use flexibility to create positive change
10. Disagree Agreeably Manage Our Stress	Keep lines of communication open even when we disagree Inspire others to handle stress more effectively
11. Be a Human Relations Champion Inspire Others	Continuously apply Dale Carnegie principles Inspire others to take action
12. Celebrate Success and Renew Our Goals	Set measurable goals and track achievements Identify major successes to become more effective