

HIGH IMPACT PRESENTATIONS

TO REALLY **CONNECT**,
GET OUT FROM
BEHIND THE SCREEN
AND **GO LIVE!**



Empower employees to:
Present compelling messages
Project confidence and enthusiasm
Sell yourself and your ideas
Earn trust through credibility



DALE CARNEGIE®
TRAINING

Communicators get ideas across with enthusiasm and poise.

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.
- Missing great opportunities because of an ineffective presentation.
- Derailing a promising employee because of fear and nervousness in front of senior management.

How do companies succeed at turning such communication challenges into gains for the business?

Dale Carnegie Training® knows the answer.

For over 90 years, Dale Carnegie Training® has been giving business people the tools to successfully build their case. And today we excel at empowering employees to communicate boldly before any constituency, under any conditions. We deliver critical methods and techniques people can draw on to present compelling messages, connect confidently with any audience, and help generate new growth.

To accomplish this, we identified the essential attributes—skills, attitudes, behaviors—that distinguish powerful communicators. And we incorporated this knowledge into our proprietary process.

The process focuses on structuring a presentation, building credibility, and selling the idea. How to use voice and gesture to create a strong impression. How to handle a formal speech, impromptu remarks, or a contentious press conference.

It is experience that makes a marked difference in business results. You'll see measurable gains in better communication, enhanced company image, the increased sales of products and services. . . and on the bottom line.



Companies use the *High Impact Presentations* Program to:

- Give people at all levels the skills to sell their ideas
- Help sales people and executives make presentations that win the business
- Assist technical professionals with client presentations
- Improve the company's image through the professionalism of its staff
- Build the confidence of leaders and future leaders
- Prepare executives for media appearances

Dale Carnegie Training® helps Press Ganey improve presentation effectiveness to the 90th percentile

Customer:
Press Ganey Associates, Inc.

Type of business:
Healthcare

Number of employees:
560

Challenge

At Press Ganey, the demand for self-improvement and leadership is mission critical. Matt Anders, Director of Customer Service, observes that “a well-prepared, well-delivered presentation is one way to earn credibility, allowing our customers to more willingly engage in service improvement. We sought to increase the number of our people who were capable of traveling on-site to deliver presentations.”

Solution

To meet these demands, Press Ganey chose to work with Dale Carnegie Training®. Anders knew that to retain the company's leadership position in the market, his group needed to expand its numbers as well as its capabilities. According to Anders, the Carnegie trainers responded to the challenge by customizing their *High Impact Presentations* training course to the specific requirements of Press Ganey. DCT's *High Impact Presentations* seminars incorporate a variety of training methods, including group interaction, one-on-one critiques and facilitation.

Results

For Anders' Customer Service group, the benefits of Dale Carnegie Training® have been tangible and significant. Since engaging DCT, the average score for *Likelihood to Recommend this Speaker* has increased from 85 to 90, and the average score for *Presentation Style* has increased from 84 to 90. More importantly, the number of trained service consultants on the road presenting to clients has more than doubled, providing Press Ganey with many more opportunities to provide improvement solutions and stay out in front of the competition. The *High Impact Presentations* seminar is now part of Press Ganey's employee orientation program, and to date nearly 200 Press Ganey employees have completed the training.



How to Work With Us

Any Dale Carnegie Training® program can be delivered directly to your staff on-site at your location. Our corporate consultants will work with you to achieve the specific objectives and goals of your organization.



What Our Customers Are Saying

“Gaining credibility was a critical step in fulfilling our mission to improve the delivery of healthcare. Dale Carnegie Training® complements our internal training efforts by providing a well-structured program for improving performance.”

Matt Anders
Director of Customer Service
Press Ganey Associates, Inc.

The Bottom Line...

HIGH IMPACT PRESENTATIONS 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
Prudentialife 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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