



DALE CARNEGIE®
TRAINING

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HOW TO INSTILL A SENSE OF URGENCY IN YOUR ORGANIZATION

A new one-day seminar from Dale Carnegie Training® will show you how to turn your operation into a powerhouse by

**turning people who show up to get a paycheck
into people who show up to get the job done**

Use the proven techniques you'll learn at this information-packed seminar back on the job and watch

**Quitters turn into doers
Foot draggers transform into enthusiasts
And "That's not my job" become "Can I help out?"**

HOW TO INSTILL A SENSE OF URGENCY IN YOUR ORGANIZATION

As a manager, you can probably divide your people into two groups very quickly—the doers and the deadwood. The doers are busy people who, nevertheless, love to volunteer for new challenges. The deadwood appear to be busy and duck anything outside their job description. The difference is work ethic. Just imagine what you could accomplish if you could instill your own strong work ethic in all your employees. Well now you can learn how to at

How to Instill a Sense of Urgency in Your Organization

A poor work ethic is caused by a negative attitude about the job, the employer and, very often, the individual himself. Dale Carnegie Training® is the acknowledged leader in creating positive attitudes and behaviors.

For 90 years, we have perfected techniques that turn deadwood into high-impact contributors to organizations.

Now you can learn to use these same techniques to

- crank up the enthusiasm in the workplace
- help employees get excited about the work
- create corporate cheerleaders out of malcontents
- turn idlers into go-getters

It is an unfortunate fact of business life that deadwood attitudes spread like the plague. They cause resentment, crush morale and eventually strangle productivity. But you can wipe out this plague and replace it with a work ethic that will drive your operation to new levels of achievement. Find out how at *How to Instill a Sense of Urgency in Your Organization*. Enroll today.

Who should attend

Managers who want to surround themselves with people who value the work as much as the paycheck. Everyone who is tired of employees who just take up space.

For more information or to register visit us at www.dalecarnegie.com

There is only one way under high heaven to get anybody to do anything. And that is by making the other person want to do it.

– Dale Carnegie

At this course, you'll learn how to

- Understand the root causes of a poor work ethic
- Create enthusiasm in the workplace
- Help employees take pride in their work
- Replace apathy with drive
- Arouse in people a desire to succeed
- Stop the spread of negative attitudes
- Motivate people who would rather whine than work
- Eliminate the “us vs. them” attitude
- Energize the deadwood
- Use Carnegie's 5 Drivers as a foundation for a strong work ethic
- Use feedback to encourage good work habits
- Understand when to coach and when to counsel
- Change “won't do” into “can do” attitudes
- Blunt the discontent caused by people with too much time on their hands
- Help employees feel that their contributions are important
- Match jobs with interests and talents to increase the desire to perform well
- Turn “That's not my job” into “I'd like to help”
- Transform assignments into opportunities
- Use values as motivational tools
- Prevent the resentment felt against do-nothings from ripping the group apart
- Give people a reason to come to work other than the paycheck
- Turn your biggest malcontent in your team cheerleader
- Reinvigorate people who have retired on the job
- Change attitudes and behaviors without causing resentment

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Seminar Registration Form

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Please indicate course location and date

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When it comes to developing positive work habits, **we wrote the book**



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