



DALE CARNEGIE®
TRAINING

THE LEADERSHIP ADVANTAGE

DEVELOP THE POTENTIAL

BUILD THE TALENT

STRENGTHEN THE BOTTOM LINE

The Bottom Line

Dale Carnegie Training® and The Leadership Advantage

develop leaders of business growth—

In today's leaner, flatter organizations, leadership isn't limited to people in the executive suites or corporate boardrooms. Now leadership is everybody's business. Employees throughout a company recognize their role in fulfilling the company's mission. They seek the right solutions to the hard challenges. They find strengths in others. And they motivate people to go for peak performance.

Dale Carnegie Training® has earned its unique reputation over the years by helping companies discover and develop the full leadership potential of all their people.

The Leadership Advantage gives participants the basic building blocks for understanding and cultivating leadership abilities: how to recognize the traits and styles of leaders, how to sharpen existing skills, how to master new strengths. It emphasizes the principles of superior leadership—from listening creatively and fostering trust to forging collaborative relationships and boosting team results. But our training goes beyond theory—offering people the practical tools and techniques to become effective leaders.

To help businesses capture the full benefits of leadership, we have identified the key attributes—skills, attitudes, behaviors—that mark the most successful individuals and teams. And we incorporate this knowledge into our proprietary training process, a methodology that coaches people through a four-phase continuous improvement cycle:

- ◆ *Attitude Change—phase one builds on the resolve to learn and spurs individuals to envision who they can become*
- ◆ *Knowledge—phase two provides information, tools, methods, and strategies*
- ◆ *Practice—phase three puts new knowledge into practice in real-world situations*
- ◆ *Skill Development—phase four hones skills to deliver breakthrough performance*

The training leverages the advantages of interactive learning. It features team exercises, sharing of actual experiences, and other dynamic intra-group activities.

Our customers know that leaders fuel the growth of a company. And they say The Leadership Advantage deepens the leadership qualities of their employees. They see it in heightened self-assurance, invigorated teamwork, better mentoring, and increased productivity. Results that have a strong impact on the bottom line.

— The Global Leader in Business Training.

At a glance

1. Understanding What
Leadership Is—and Isn't

2. Strengthening
Leadership Skills

3. Mentoring as a
Leadership Strategy

4. Developing Collaboration

Participants learn how to:

Recognize leadership potential
Distinguish the strengths and deficits of leadership styles
Assess one's own leadership style
Develop the traits of a leader

Cultivate self-esteem, self-confidence, and self-direction
Define personal values, vision, and mission
Manage the stress of individuals and teams
Recognize and reward others
Build relationships with people across the organization

Avoid the pitfalls of stereotyping
Leverage the value of respect
Listen with openness
Use communication as a collaborative tool
Coach people and monitor their performance
Foster cooperation

Define a clear vision and a shared mission
Empower others to take responsibility and deliver results
Engender trust and eliminate fear
Reduce workforce stress
Help people change behavior

What Leaders Do

Performance development researchers has been building a strong case that leaders share common traits and behavioral patterns. The findings show that leaders typically excel in these ways:

- ***Create vision***—They see ahead and develop a strategy to make things happen in the future.
- ***Communicate powerfully***—They convey ideas with clarity, confidence and passion.
- ***Demonstrate empathy***—They are genuinely sensitive to individuals and groups.
- ***Work open-mindedly***—They welcome the ideas of others.
- ***Experiment continually***—They take risks as they look for new ways to improve results.
- ***Have keen self-awareness***—They are very realistic about their strengths and weaknesses.
- ***Foster collaboration***—They find the common ground and stimulate others to work together.
- ***Inspire others***—They instill self-assurance in their team and spark peak performances.

Options for Enrolling

The Leadership Advantage consists of four sessions of intensive training. Companies can enroll their employees—individuals or groups—in the training. Or we will customize the program to meet your company's specific business priorities. In addition, individuals can enroll in regularly scheduled classes offered through local Dale Carnegie Training® offices.

Who Will Benefit

The training is valuable for all people with an interest in supervision or management. The Leadership Advantage also benefits employees who are leading teams, ad hoc or standing committees, and special initiatives.

The Bottom Line

Dale Carnegie Training® Is a Leader in Meeting Customer Expectations

In an ongoing global survey on customer satisfaction, 96 percent of Dale Carnegie Training® graduates express satisfaction with the training they receive. That's 20 points higher than the average score received by other major training organizations in similar surveys!

The survey is conducted globally by Motorola University, the training division of Motorola, Inc. The report on Dale Carnegie Training® is based on a poll distributed to over 200,000 of our graduates at the end of their training programs. Graduates responded to such questions as:

- ◆ Are training materials relevant to the workplace?
- ◆ Is the learning process in line with specific training objectives?
- ◆ Is the program sequence practical? What about the presentation of concepts? And the topic-related exercises?
- ◆ Are the instructors focused, insightful, effective?

You can learn more about this assessment by contacting your local licensed representative of Dale Carnegie Training®.

On the Web ...

www.dale-carnegie.com

Visit Dale Carnegie Training® at www.dale-carnegie.com. Learn how to improve job performance, get proven tips for business success, take a stress test, and more. Here you'll also find information on our training products and office locations, news about the company, even feedback from graduates.

In Microsoft ...

PowerPoint Users

Get great results with Microsoft PowerPoint 97 for Windows and Microsoft PowerPoint 98 for the Macintosh by clicking on Carnegie Coach™ in the AutoContent Wizard. As the wizard helps you create your presentation, you'll get interactive coaching from Dale Carnegie Training® that features tips and techniques to help you organize and deliver powerful presentations. What's more, there's beneficial advice for you and your audiences to sharpen your business skills. And look for more Dale Carnegie Training® coaching features in future releases of Microsoft PowerPoint.



**DALE CARNEGIE®
TRAINING**

People. Performance. Profits.

*All Dale Carnegie Training®
local sponsoring organiza-
tions in the U.S. and Canada
have been accredited by the
Accrediting Council for
Continuing Education and
Training (ACCET).*

Dale Carnegie Training®
Product Development
Quality System has achieved

ISO 9001 CERTIFICATION



A DIVISION OF
THE NATIONAL REGISTRY

Accredited by
the Council for
Accreditation