



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY

CUSTOMER

Core Products
International, Inc.

CORPORATE PROFILE

Headquarters
Osceola, WI

Type of Business

Therapeutic Products Manufacturer

Details

Founded in 1988, Core Products is a therapeutic products manufacturer whose motto promises to "make your life more comfortable."

"Dale Carnegie Training has contributed to our corporate culture in a significant way. In fact, it's probably done more to help us create a common culture than almost anything we've pursued and has helped us to keep that culture intact. The camaraderie and sense of oneness created in the Dale Carnegie Course has been incredibly valuable to our business."

Phil Mattison
President and Owner



Dale Carnegie Training Helps Core Products Increase Its Sales By 300%

While businesses are thrilled by the idea of growing their competitive advantage, in reality, most resist change. To survive in the age of globalization, companies must learn to adapt. As the competition heats up, organizations unwilling to adjust to marketplace anomalies may find themselves standing on the sidelines.

Core Products, a therapeutic products manufacturer, recognized that in order to prepare for the uncertainty that lay ahead, it needed to transform its corporate culture and to challenge its employees to embrace risk rather than avoid it. Teamwork was essential for cementing key employee relationships, improving communications and enhancing the company's overall versatility and dynamism.

The Dale Carnegie Course provided the "employees with an environment where they could succeed together and [gave] them the tools and self confidence they needed to accomplish goals as a group and as individuals," says Phil Mattison, Core Products' President and Owner.

The training initially focused on basic skills development, which managers required in order to properly engage their staff with



regard to some of the changes impacting the workplace. Spaced repetition and experiential training methods challenged Core's managers to "get their fingers dirty" by putting classroom principles into practice and then bringing the real world experience back to the classroom.

Dale Carnegie Training helped cultivate a team-oriented environment in which knowledge and idea sharing thrived, making it easier to respond to changing market conditions. As employees' self confidence grew, their adversity to risk diminished, providing Core with the assuredness it needed to boldly tackle new markets, create new opportunities and set the pace others now follow.

CHALLENGE

Core Products was anything but content when it came to protecting its market position and state of financial health. Changes to managed care, the threat of competition and a series of costly acquisitions conspired to undermine Core's growth.

SOLUTION

The Dale Carnegie Course's public format and group training method helped prepare Core Products' leaders to effectively handle change by engaging in a continuous 360-degree cycle of practice and feedback.

RESULTS

In the ten years since Core began training with Dale Carnegie, its sales have soared from \$3 million to in excess of \$12 million. Gains in individuals' self-confidence have propelled innovation and leadership throughout the organization, and change is now accepted as an integral part of how Core does business.