



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY

CUSTOMER

Country Coach

CORPORATE PROFILE

Headquarters

Junction City, OR

Type of Business

Manufacturing

Number of Employees

1,600

Details

Founded in 1973, Country Coach is a leading manufacturer of luxury motor coaches.

"Recently, we were able to develop the first company wide manufacturing standard - a huge step. What might have taken months to accomplish was completed in three short days."

Glenn A. Smith II

Manufacturing Engineering
Technicians

"Last year we grew our market share to over 40% and we achieved this growth without increasing the number of our resources. What Dale Carnegie Training allowed us to do was to take the talents we already had and to focus them."

Matt Howard

Director of Marketing &
Public Relations



Dale Carnegie Training Helps Country Coach Increase Its Market Share To Over 40%

Being successful often means understanding that knowledge and know-how must flourish at every level of an organization - from the boardroom on down. The corporate culture must be cultivated to encourage participation, learning and respect for individuals' ideas and opinions.

Country Coach, a leader in the luxury motor coach manufacturing industry with over 1,600 employees, encountered low retention rates and high employee turnover. The problem lied in an outdated management style, which produced negative attitudes in employees.

Dale Carnegie's approach helped Country Coach establish a common language and a shared vision for success that would help its supervisors to work better together and better understand how their actions and attitudes affected the employees.

The training created an expectation for managers to be more affirmative



and appreciative, forming an environment where employees became more comfortable in expressing ideas and more open to new things, making it easier to implement new processes and concepts across the enterprise.

Dale Carnegie Training was able to produce measurable results for Country Coach. Criticism has given way to cooperation; innovation and new ideas now flourish. Country Coach is poised to establish itself once more as the preeminent leader in the recreational vehicle industry.

CHALLENGE

Country Coach's outdated management has led to low employee retention rates and negative attitudes that resulted in losses for the company.

SOLUTION

Dale Carnegie's practiced, practical and principles-based approach helped Country Coach establish a common language and a shared vision for success that would help its supervisors better understand how their actions and attitudes affected coworkers.

RESULTS

The cumulative effect of the training was a 40% increase in the market share in the last year without increasing the number of resources. Country Coach continues to stand by its commitment to nurture its leadership and to make a lasting change in its organization.