



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY



CUSTOMER
HDR, Inc.

CORPORATE PROFILE

Headquarters
Omaha, Nebraska

Type of Business
Architectural, Engineering and
Consulting

Number of Employees
6,000

Details
Founded in 1917, HDR is one of
the world's top architectural design
and engineering firms.

"We've used Dale Carnegie from the first day we started this program, and we're still using them. This should tell you that we believe in it. We had some people internally suggest that we should incorporate some of their concepts and do it ourselves, but we disagree. We want the outside interaction that Dale Carnegie Training does for us."

George Little
President
HDR Engineering, Inc.

"Over the last two years we grew 29 and 24 percent. This year we have a good opportunity to have another year of strong growth. We could not have experienced this growth without Dale Carnegie Training."
— George Little, President, HDR Engineering, Inc.

Businesses must continually evolve and grow, or risk losing ground to the competition. Some companies grow by acquisition of talent or assets. However, some of the most successful companies leverage their own internal strengths to succeed and increase market share.

HDR, Inc. is a leading architectural, engineering and consulting firm that solves complex problems and manages large projects for both government and private sector clients. In the late 1990s, HDR embarked on an aggressive growth strategy, which hinged on identifying strong leaders to drive the change.

For the company to be successful and achieve a high rate of growth, these technically oriented engineers had to develop the interpersonal and communication skills that would help them build teams, run offices and communicate effectively with clients and their stakeholders.

HDR employees were lead through a fifteen-month, multi-phased training program. The twelve-week Dale Carnegie Course was a key component from the beginning. HDR Engineering included the Dale Carnegie Course specifically to help build the communication skills, interpersonal skills and confidence of their highest potential employees.



"I think the key part of the Dale Carnegie Course was that it really broadened us. Public speaking, the collection of your thoughts and communicating them and the perspective of how to develop human relationships is, to me, very effective," said Chuck Sinclair, SVP/Regional Director, HDR Environmental Resources Management Group.

HDR's commitment to employee development has led to extraordinary success. The company is doubling in size every three and a half to four years, and George Little sees a direct correlation between that success and the Career Skills program. He concludes, "I do not think our company would be growing at the rate it is, in a very competitive market for talent, without the development of our people through our Career Skills training, including the Dale Carnegie Course. "Over the last two years we grew 29 and 24 percent. This year we have a good opportunity to have another year of strong growth. We could not have experienced this growth without Dale Carnegie Training."

CHALLENGE

HDR was challenged with turning technical professionals into leaders with good people and communication skills. "We recognized that we needed to develop people faster to step up and be able to deal with tough communications issues with clients," said George Little.

SOLUTION

HDR employees were lead through a fifteen-month, multi-phased training program. The twelve-week Dale Carnegie Course was a key component. Dale Carnegie's national presence gave HDR the ability to send a mandated 15 employees to training without having to incur the time and expense of traveling to one place to train.

RESULTS

HDR is enjoying extraordinary growth and Dale Carnegie graduates are leading the way. "Probably 40 percent of those who graduated in the first three years are now officers and 90 percent have received a promotion. Plus, people who graduate from Career Skills have a higher rate of retention than non-graduates," says Chuck Sinclair.