

Product Catalog



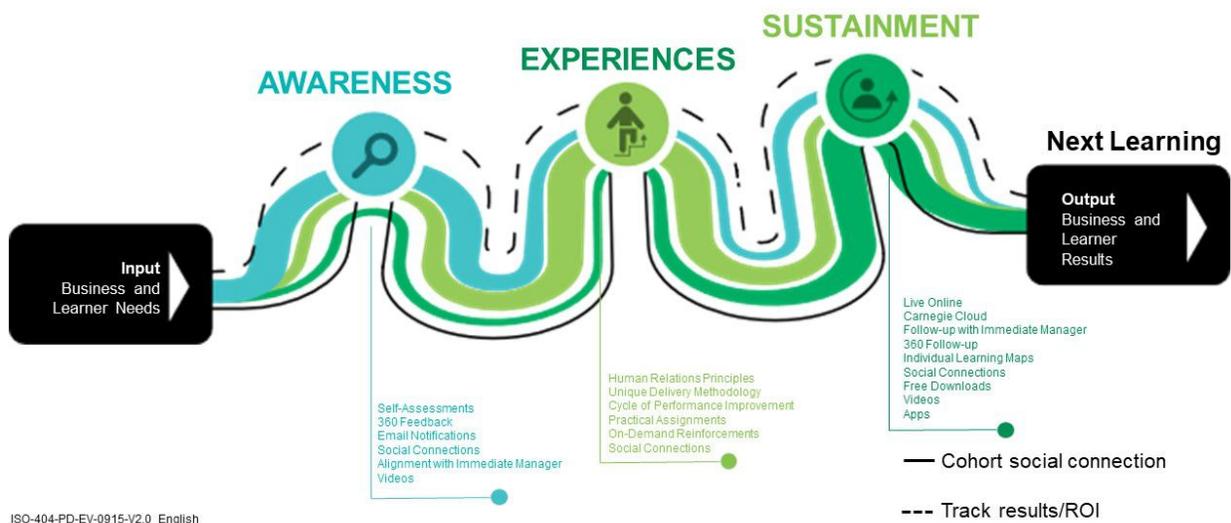
About this Catalog

It takes more than traditional training programs to create lasting change. It takes a comprehensive approach that addresses the whole person and/or organization, and the entire learning journey.

At Dale Carnegie we achieve lasting results by supporting and advancing emotional, behavioral, and performance change that results in greater understanding, competency, and ongoing growth and development.

We do this through our Performance Change Pathway™, which encompasses and enables our unique design and delivery methodology.

Performance Change Pathway®: The Dale Carnegie Design and Delivery Framework



This catalog provides a listing of all current Dale Carnegie products. The catalog is structured based on the phases of the Dale Carnegie Performance Change Pathway™ as listed below:

Awareness

Targeted learning solutions have their foundation in an understanding of a variety of components such as skills needs, skills gaps, culture, personality and communication styles, and organizational and individual goals. During this stage, the following products help evaluate where you are, what gaps exist, and support us in defining a desired future state together:

- **Assessments/Consulting**
- **Coaching**

Experiences

Once we understand where we need to go, we devise a customized learning plan that addresses your needs with laser focus. We have **more than 150 course titles** in a variety of formats, all of which are highly customizable. Components across courses can be easily mixed and matched to provide you with a unique content design tailor-made to meet your learning and development needs. Using a training approach that focuses on experiential learning and in-the-moment coaching, learners are offered the opportunity to make the real and immediate behavior changes and shifts in attitude that facilitate dramatic growth. View all available titles:

- [Courses A-Z](#)
- [Courses by Curriculum Area](#)
- [CBDS Modules](#)

Sustainment

Dale Carnegie once, “Knowledge is not power until it is applied.” Repeated practice, backed up by opportunities to test and adjust in the real world, extends and expands learning in powerful ways. That’s the key to the Sustainment phase of the Performance Change Pathway™. In the Sustainment phase, we support you through these products:

- [Assessments](#)
- [Subscriptions](#)
- [Coaching](#)

You will find the main sections of this catalog listed in the Table of Contents. In addition, each section has its own Table of Contents to support you in finding the information you’re looking for quickly. The entire document is searchable and at the bottom of each page, you will find a dynamic navigation bar that takes you directly to any section in the catalog.

Thank you for your interest in Dale Carnegie!

For more information on any of our products, please contact your Dale Carnegie representative or visit our web site at <http://www.DaleCarnegie.com> to find your local Dale Carnegie franchise office.

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ASSESSMENTS



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About Assessments

The assessments listed in this section can be used as standalone products that can help you assess your team's skills, competencies, personalities, learning styles and more.

When used in conjunction with Dale Carnegie courses, assessments can provide insights that support you in developing your training plans, and even quantifying their impact.

Most assessments can be customized and are noted appropriately by product. Please consult with your local Dale Carnegie representative to accurately scope the desired assessment or project, including any required customization and timelines.

For additional information and current pricing, please contact your local Dale Carnegie representative

Assessment Types:

- **Self** – Provides individual insights for development
- **360°/180°** – A multi-rater tool gathering feedback from multiple sources
- **Team** – Provides insights on a specific group
- **Organization** – Utilizes the feedback of a large group or company

Customer Service Profile

Self-Assessment

The Customer Service Profile measures how well a person fits specific customer service jobs in an organization. This assessment is used primarily for selecting, on-boarding and managing customer service employees.

Business Improvement Discussion

The Business Improvement Discussion is an assessment tool used to identify areas of training that create the most dramatic impact on your company's performance. The discussion is conducted in a 90-minute format facilitated by a Dale Carnegie Training business specialist.

- The purpose of the Discussion is to identify the following:
- The strengths of the company and of the individuals who work in it.
- The changes that are occurring in the company and industry.
- The challenges that these changes create.

Participants are shown how to turn the stress in their lives into positive outlets that improve performance. Information is compiled into Personal and Professional Effectiveness Areas and an Organizational Analysis that assess seven key business health indicators of the company.

[Assessments](#)

[Courses](#)

[OnDemand](#)

[Subscriptions](#)

[Coaching](#)

The information collected can be useful in uncovering hidden needs of employees and identifying skill sets that need to be developed. It is essential to designing and implementing customized corporate solutions for your company.

Dale Carnegie Course Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors from the Dale Carnegie Course program. This assessment is ideal for professionals at all levels who wish to optimize their performance and build leadership awareness. Is best utilized with a training or coaching solution. *Can be customized.*

Develop Your Leadership Potential Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors from the *Dale Carnegie Develop Your Leadership Potential* program. This assessment is ideal for Individuals who have been recently promoted into management or supervisory positions. It can be utilized with a training or coaching solution, as a one-time awareness process or both pre- and post- course evaluations. *Can be customized.*

DISC

Self or Team Assessment

The DISC assessment measures and provides insight into four primary behavioral tendencies and emotions, and explores how these come together in a personal blend of style to create our DISC style: Dominance, Influence, Steadiness, Conscientious.

Incorporating DISC into the workplace can improve communication, giving and receiving feedback, and conflict resolution to enhance team performance. Managers can create a more cohesive and effective team by understanding each person's motivational tendencies, communication styles, and cognitive diversity.

In addition to the core assessment, DISC offers expanded solutions combining multiple tools to provide more robust insights.

DISC Awareness (with EI) - A seamless integration of both the DISC and Emotional Intelligence (EI) assessments, offering a comprehensive understanding of communication styles, observable behavior, and EI insights, shaping powerful interpersonal dynamics. Provides deep insights into behavioral styles, facilitating the recognition of others' styles, and enhancing adaptability in communication. This integrated approach empowers individuals to engage effectively with emotions, fostering more meaningful interactions and refined communication strategies.

DISC Executive Insights - A strategic resource for executives and high-level managers to enhance self-awareness, improve leadership communication, and align their style with organizational goals.

DISC Workplace Insights - A comprehensive tool for HR professionals and mid-level managers to refine recruitment processes, optimize team performance, and develop employees effectively.

Emotional Intelligence

Self-Assessment

Emotional Intelligence is a way of recognizing, understanding, and choosing how we think, feel, respond and act. It is based on two competencies, measured as Recognition and Management:

- the ability to recognize, understand, and manage emotions (self or intrapersonal)
- the ability to recognize, empathize, and relate appropriately to the emotions of others (social or interpersonal)

The Emotional Intelligence assessment serves to heighten awareness of our own EQ, identify relative strengths and weaknesses based on our emotional dispositions, and provide a framework for interpersonal and intrapersonal effectiveness. Emotionally intelligent people can communicate with others in a healthy, constructive way, which helps increase workplace productivity. They're also able to boost morale when needed since they can read others' emotions easily.

Employee Engagement Assessment

Organization Assessment

This assessment measures the level of engagement in the organization, and identifies key factors that are driving or inhibiting engagement in organizations. Includes measurement around critical competencies related to engagement, emotions related to the Immediate Supervisor, Salary and intent to leave the organization, Satisfaction, as well as open-ended questions allowing for employee comments. Results can be broken out by demographics important to an organization. *Can be customized.*

Executive Development Program Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors that focus on the strategic side of senior leadership. This is for high-level leaders that want to inspire others to action through effective communication and gaining buy-in from the organization. This assessment can be utilized with a training or coaching solution, as a one-time awareness activity, or both pre- and post- training evaluation. *Can be customized.*

High Impact Presentations Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors from the Dale Carnegie program, *High Impact Presentations*. This assessment is for professionals looking to improve their performance for inspiring and motivating an audience. It can be utilized with a training or coaching solution, as a one-time awareness process, or both as a pre- and post- training evaluation. *Can be customized.*

Leadership Development for Sales Managers Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors that are essential to develop in a sales management role. This assessment can be utilized with a training or coaching solution, as a one-time awareness process, or both pre- and post- training evaluation. *Can be customized.*

Leadership Development Process Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors that focus on the tactical side of leadership. This is intended for an established leader that wants to improve their results for themselves and their teams. It can be utilized with a training or coaching solution, as a one-time awareness process or both pre- and post-training evaluation. *Can be customized.*

Leadership Effectiveness Survey

Team or Organization Assessment

This survey measures 15 areas to provide insight into how effective leadership is within an organization or large team based on the perspective of team members. Employees at all levels rate their direct managers, as well as items related to the organization, thus providing a clear understanding of current leadership capabilities. It can be tailored to assess all levels of management—from front line supervisors to executive management. *Can be customized.*

Leadership Training for Managers Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors from the Dale Carnegie program, *Leadership Training for Managers*. This assessment is ideal for managers who seek to maximize their performance to become stronger leaders. It can be utilized with a training or coaching solution, as a one-time awareness process or both pre- and post-training evaluation. *Can be customized.*

Leadership Training for Results Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors from the Dale Carnegie program, *Leadership Training for Results*. This assessment is intended for leaders and managers who have experience and want to improve their results for themselves and their teams. It can be utilized with a training or coaching solution, as a one-time awareness process or both pre- and post-training evaluation. *Can be customized.*

Learning Styles

Self-Assessment

The Learning Styles assessment reveals where our general preferences, or natural learning biases, might lie, and provides insight into our Learning Style preferences, made up of 4 steps in the Learning Cycle with sub-categories to further explain our unique blend of learning.

This assessment measures and provides insight into our Learning Style preferences, made up of 4 steps in the Learning Cycle with sub-categories to further explain our unique blend of learning:

- Step 1: Attending: Motivation to Learn, our commitment and concentration given to new information. *Telescopic and Wide-angled*
- Step 2: Translating: Making Information Meaningful, who we rely on most to manage our learning transfer. *Dependent, Collaborative and Autonomous*
- Step 3: Relating: Linking Data to Existing Knowledge, evaluating our perception of information and data - *Visual, Auditory and Kinesthetic*
- Step 4: Understanding: Using and Applying the Knowledge, how we synthesize and use the information we receive- *Global and Analytical*

Organization Effectiveness Survey

Team or Organization Assessment

This assessment is designed to present a broad overview of an organization by highlighting strengths and indicating areas in need of further development and focus. This is conducted by assessing employees' perceptions through 13 key dimensions of organizational success. *Can be customized.*

Motivators

Self or Team Assessment

The Motivators assessment offers an in-depth identification and exploration of seven dimensions and how they uniquely combine to influence behavior, decision, and actions. Just as the DISC assessment gives insight into “how” someone will behave, the Motivators assessment explains “why.” Motivators are the reasons we want to act.

Profiles CheckPoint 360

360° Assessment Only

This 360° feedback survey helps evaluate the effectiveness of managers and leaders, and provides a personalized approach for developing leadership skills and improving job performance around 8 universal leadership competencies: Communication, Leadership, Adaptability, Relationships, Task Management, Production, Development of Others, and Personal Development.

Profiles Performance Indicator

Self or Team Assessment

This is a DISC-style assessment from Profiles/Wiley. The Profiles Performance Indicator provides an individual and their supervisor with information about the individual's significant behavioral tendencies and preferred style for performing their job. Team report is an option for the PPI.

Profiles Sales CheckPoint 180

180° Assessment Only

This 180° feedback survey from Profiles/Wiley helps sales managers evaluate critical gaps in sales skills and develop salespeople in seven universal sales competencies: Entrepreneurial Approach, Understanding the Prospect, Develops Appropriate Solutions, Prospects Proactively, Manages Selling Process, Closes the Sale, and Manages Sales Relationships.

Profiles Sales Indicator

Self-Assessment

The Profiles Sales Indicator uses personality and typical behavior to predict effectiveness in a sales role by measuring five key qualities of successful salespeople. Management reports require the development of a performance model.

PXT Select

Self-Assessment

The PXT Select provides a comprehensive picture of someone's thinking style, behaviors, and interests to gain a better understanding of how to manage, hire, and retain productive employees. This can be used to fit the right people into the right roles while gaining insight into one's leadership potential.

Sales Effectiveness Survey

Team Assessment

This survey measures the current snapshot of what salespeople think to provide insight on both strengths & barriers to success when selling. Looks at two major areas of success; People and Process. *Can be customized.*

Sales IQ Plus

Self or Team Assessment

The Sales IQ Plus assessment is an objective analysis designed as a starting point — a type of 'personalized map' for your sales knowledge at this moment in time. It tells you where you are, why you are there and how to improve by offering specific insights and responses based on your assessment results.

This assessment takes approximately 30 minutes to complete and consists of 48 questions that guide you in assessing each of the eight primary sales competencies. From this, you will be able to accurately and more easily:

- Develop a plan to overcome challenges
- Simplify sales training
- Focus on areas that produce results
- Build confidence
- Determine strategies that are needed to sell a specific product/service in a given market
- Identify every new sales applicant's strengths and weaknesses
- Address specific training or management needs of a salesperson or sales team

Winning with Relationship Selling Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors from the Dale Carnegie program, Winning with Relationship Selling. This assessment is intended for all sales professionals who want to achieve higher results. It can be utilized with a training or coaching solution, as a one-time awareness process or both pre- and post-training evaluation. *Can be customized.*

Working Genius

Self or Team Assessment

The Six Types of Working Genius assessment is the fastest and simplest way to discover our natural gifts and thrive at work. This 10-minute assessment and custom report provides detailed insights about our areas of Working Genius along with an easy-to-use application section that will help us leverage this information in our work, on our team and in our life. When teams take this assessment concurrently, a team map offers insights into how they can work more effectively while taking advantages of each members talents and passions.

World Class Customer Service Assessment

360°/180° Assessment

This multi-rater assessment gathers feedback for an individual on competencies and behaviors that would be essential to develop in a customer service role, as covered in the Dale Carnegie program, World Class Customer Service. It can be utilized with a training or coaching solution, as a one-time awareness process or both pre- and post-training evaluation. *Can be customized.*

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A Manager's Guide for Sustainable Employee Engagement

Included in the *Leadership Essentials* subscription

Overview

Organizations with engaged employees outperform other organizations by 202%, and shareholder return is nearly 20% higher! Be the catalyst of high engagement in your organization and watch productivity and profits go through the roof – and employees STOP going out the door!

Sure paychecks matter, but research shows that front-line managers have more of an impact on employee engagement levels than any other driver—more than faith in the company, pride in a product, and job promotions. Relationships with their managers is the biggest determining factor for employees' willingness to go the extra mile or even stay with the company. This seminar explores factors that drive employee engagement and why the manager's role is vital.

Outcomes

- Define employee engagement and why it is critical to organization success
- Identify skills that will enhance emotions leading to higher engagement levels
- Apply strategies to improve discretionary effort
- Adopt best practices to become a C.A.R.E.ing manager
- Devise and share a plan to impact engagement in our organization

Format

- In Person: 3 sessions (2 hours each)
- Live Online: 3 sessions (2 hours each)

Competencies: Leadership, Management Controls, Results Oriented

Action Oriented Leadership: Making Good Things Happen Quickly

Overview

A leader must demonstrate that they understand the difference between being busy and being effective. Effective people focus on getting those things done that advance top management's agenda. They bring a strategic point of view to the job that helps them separate the "must do" from the "nice to do."

This seminar helps participants learn how to set priorities that contribute to mission-critical initiatives. Unlike other leadership programs that concentrate on human relations skills, this unique program focuses on the actions we as leaders must take to impact organizational performance.

Outcomes

- Gain a strategic view of what management wants
- Understand our organization's objectives and how we fit in
- Develop a plan to immediately impact our organization's future
- Learn action-oriented tools that improve performance
- Apply a tool to achieve consensus and collaboration

Format

- In Person: 8 hours

Competencies: Leadership, Results Oriented, Accountability

Adjust to Change*

Included in the *Leadership Effectiveness* subscription

Overview

Considering the ever-accelerating rate of change in today's workplace, there may be no more important skill than to adjust successfully to change.

Sometimes, adjusting to change comes easily. We enjoy the challenge and opportunity that change presents. Other times, we find ourselves resisting change and focusing on what we might lose as a result of the change, rather than on what we might gain.

In this course, we concentrate on the aspects of workplace change that are within our control. We commit to adapting our work patterns to more successfully meet the challenges of change.

We examine the change model and ways of adapting our attitudes so that we remain positive and productive during times of workplace change.

Outcomes

- Define the challenge of change
- Commit to principles for adapting to change
- Adapt personal work patterns and attitudes in response to change
- Be a role model of change for others

Format

- In Person: 3 hours
- Live Online: 3 hours
- Blended: 90 minutes live online; 90 minutes self-directed

Competencies: Adaptability, Change Management

Advanced Dale Carnegie Course: Skills for Team Success

Overview

The Advanced Dale Carnegie Course is exclusively for those who have graduated from the Dale Carnegie Course. It is a highly interactive course, which further enhances the skills needed to build engagement, manage without authority, and communicate with diplomacy and tact.

When we become successful as leaders and have gained significant recognition for positive results, it's easy to become complacent. Now is not the time to rest on our laurels. This course is designed to push us further, to help us re-evaluate your goals, and meet them!

It's the Dale Carnegie we know and love... taken to new heights!

Outcomes

- Build confidence and risk-taking skills
- Strengthen people and team engagement skills
- Enhance communication skills
- Cultivate 360° organization leadership skills
- Reduce stress and improve attitudes
- Advance mutual trust for continuous success

Format

- In Person: 8 sessions (3.5 hours each) or 3 sessions (8 hours each)
- Live Online: 8 sessions (3.5 hours each) or 3 sessions (8 hours each)

Competencies: Teamwork, Influence, Communication, Results Oriented, Leadership, Initiative

Advancing Women in Leadership

Included in the *Executive Essentials* subscription

Overview

In this module, we will look at behaviors and techniques for women leaders that will help us assess and build our skills to enable full potential.

We will heighten our awareness of the current reality professional women face. Define gaps to achievement and identify behaviors to close the gaps. Define opportunities to add value, influence, and drive impact. Increase connections, relationships, and networks.

Outcomes

- Heighten our awareness of the current reality professional women face
- Define gaps to achievement and identify behaviors to close the gaps
- Define opportunities to add value, influence, and drive impact
- Increase connections, relationships, and networks

Format

- Live Online: 2 hours

Competencies: Leadership, Influence, Accountability

Analyze Problems and Make Decisions*

Included in the *Leadership Effectiveness* subscription

Overview

Individuals and organizations alike are faced with many choices and an overload of information that can make decision-making quite a challenge. Gathering the right data, analyzing it, involving the right people and resources, and coming to a good decision all take time. Sometimes this seems impractical, even impossible.

This module highlights several different problem-solving tools and methods for gathering and analyzing data to make the process efficient and interactive.

Outcomes

- Tap into diverse perspectives to analyze and solve business problems
- Use defined processes to solve challenging problems
- Implement decision-making techniques to reach sound decisions
- Apply principles of controlling stress and worry in making decisions and solving problems

Format

- In Person: 3 hours
- Live Online: 3 hours
- Blended: 90 minutes live online; 90 minutes self-directed

Competencies: Decision Making, Initiative

Appeal to Buyer Motives to Close More Sales

Included in the *Sales Essentials* subscription

Overview

Effective sales professionals can recognize, accurately interpret, and respond appropriately to these signals. Often customers seem convinced that our solution can help them, yet they hesitate to commit. This course helps sales professionals create a sense of urgency by truly understanding the emotions behind why customers engage with you from the start.

In this module, we will learn how to gain commitment by closely evaluating buyer perspectives through all phases of the sale.

Outcomes

- Evaluate buyer perspectives to move the sale forward
- Engage the prospect's emotions in the buying process
- Leverage best practices for advancing the sale, gaining commitment and closing
- Find ways to ask for the sale with confidence

Format

- Live Online: 1 hour
- Blended: 90 minutes live online; 90 minutes self-directed

Competencies: Customer Acquisition, Influence

Attitudes for Service*

Included in the *Customer Service Essentials* subscription

Overview

When it comes to customer service, attitude outshines aptitude!

In this module, we learn to project a friendly willingness to serve customers in a low-pressure, high-touch way, in every customer interaction.

We discover ways to increase our self-awareness, improve our communication skills, and ask the right questions.

With the Four Drivers of Customer Service, we'll set goals for being a customer champion.

Gain the skills to be a customer champion!

Outcomes

- Discover how to energize customer interactions to create value for the customer, for us, and for our organization
- Gain strategic communication skills for optimum benefit and quantifiable good will
- Maintain consistently positive attitude by applying Attitude Control Principles
- Mobilize key enablers for commitment to excellence in customer service

Format

- Live Online: 3 hours
- In Person: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Attitude, External Awareness

Being a Contributing Team Member

Overview

This module allows us to evaluate what we contribute to our teams and understand the challenges of serving on multiple teams. As team members, we will also learn how to exceed expectations to ensure collective success.

Outcomes

- Evaluate ourselves as team members
- Plot out our involvement in multiple teams
- Define and share common goals and expectations with team members
- Incorporate strategies for team success

Format

- In Person: 3 hours

Competencies: Professionalism, Accountability, Teamwork

Bringing Conflict into the Open

Overview

The word “constructively” is defined as serving to improve or advance; helpful. Experts in organizational development tell us that conflict is one of the most powerful catalysts to change in relationships, a team, or an organization.

Rarely is there only one factor with conflict. Physical, emotional, and intellectual elements can all play a part. Conflict that is not out in the open can be costly for an organization and for people. We miss the chance to improve or make a change that can have a significant impact on not only ourselves, but others.

This module allows our teams to build courage and confidence when confronting conflict. Team leaders learn to create a comfortable environment in which people feel safe to air issues, with the understanding that all discussions will be respectful and productive.

Outcomes

- Identify sources of conflict
- Transform conflict into opportunities
- Openly discuss disagreements
- Integrate strategies that maintain harmony
- Move beyond conflict and achieve more as a team

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Values, Conflict Resolution, Initiative

Build a High Performing Virtual Team

Included in the *Leadership Effectiveness* subscription

Overview

What does it take to build and manage a successful virtual team? Dispersed workforces are today's norm, and while virtual teams can be like traditional ones, we can no longer rely on only face-to-face communication and team building methods to build a productive virtual team.

Discover the right attitudes and actions to be an effective virtual leader, and learn how to use the tools that make this possible. Apply proven techniques to engage and encourage your team, even from a distance. Inspire collaboration and communication that drives the whole team's performance to new heights.

This module introduces the tools, attitudes and actions we as leaders need to encourage maximum performance in team members.

Outcomes

- Define the skill sets important to virtual team members and leaders
- Identify the five success factors for building and leading virtual teams
- Discuss the prevailing myths and challenges about leading virtual teams and ways to overcome them

Format

- Live Online: 1 hour

Competencies: Adaptability, Teamwork

Build Trust, Credibility, and Respect*

Included in the *Leadership Effectiveness* subscription

Overview

Research by Dale Carnegie found that trust drives employee engagement. Yet some statistics say that a staggering 40 percent of employees don't trust management. Without trust, employees may feel insecure and experience worry—both of which are counterproductive to healthy teams and high-performing workplaces. This program explores the relationship among trust, credibility, and respect and provides principles and processes for restoring broken trust and building a trust-driven work environment.

Outcomes

- Discern the differences between trust, credibility and respect and how they interconnect.
- Cultivate a trust-based work environment using proven principles.
- Minimize trust-busters and restore broken trust.
- Appreciate how trust is cornerstone to employee engagement and retention.

Format

- In Person: 3 hours
- Live Online: 3 hours
- Blended: 2 hours (60 minutes live online; 60 minutes self-directed)

Competencies: Communication, Interpersonal Skills, Professionalism

Business Execution: Linking People, Goals, and Accountability to Drive Results

Overview

This program helps us define our role in our organization's plan and then create personal goals that align with corporate objectives. Our expert coaches help implement a personal accountability system that focuses on critical success factors.

Our coaches guide us to “cascade” our goals and accountability to the employees in our group. Graduates of this program will know how to create a team where the members know their roles in the plan, the plan pieces they are personally responsible for executing, and what measurements will be used to hold them accountable for results.

Outcomes

- Define our role and the role of our team in the corporate strategy
- Apply a planning process that gains consensus
- Set clear and meaningful goals and maintain accountability
- Create a cohesive team committed to achieving results
- Effectively manage the performance of team members

Format

- In-Person: 8 hours

Competencies: Leadership, Results Oriented, Accountability

Business Professionalism 101

Overview

In this module, we will learn the importance of making others feel the way we intend for them to feel – comfortable. We'll learn the importance of introductions, how best to conduct ourselves at a business meeting or dinner, and we'll learn the value of a thank-you note.

We will learn the do's and don'ts of business etiquette, appropriate communication guidelines, and strategies for interacting comfortably in business situations. We will deliver best practices on business etiquette that help to create a professional, mutually respectful work environment and promote improve communication.

Outcomes

- Understand the role of good manners in business
- Apply guidelines for interacting comfortably in business and social situations
- Be confident in representing themselves or our organization
- Demonstrate etiquette to boost their professional image

Format

- In Person: 3 hours

Competencies: Professionalism

Change Engagement

Overview

This module prepares us for the changes to come in our organizations. First, by learning the challenges for engaging with change and how to overcome them. Then, by understanding a structured model that helps us determine our role in change engagement, regardless of our level in the organization.

Outcomes

- Be ready for change and manage it head on!
- Articulate the intricacies of change engagement
- Make commitments to implementing change engagement principles
- Employ a flexible and positive approach to embracing change

Format

- In Person: 3 hours

Competencies: Adaptability, Change Management

Coach for Performance Improvement

Overview

In order to improve someone's performance, we have to first establish a goal. With a clear target to reach, a leader can properly evaluate both individual and team performance and guide them, more efficiently, to the finish line. By holding team members accountable and encouraging them along the way, a great coach keeps them motivated and open to opportunities for growth.

In this module, we discuss the importance of goal setting, and evaluate how to achieve those goals. We will follow a proven coaching process designed to improve performance, and you'll identify additional methods for developing your team members to become outstanding performers.

Outcomes

- Describe the Cycle of Growth and Change and how it relates to training and development
- Apply the steps of the Coaching Process to improve performance in others
- Establish individual and team performance goals
- Identify additional opportunities to develop people to become their best self

Format

- In Person: 3 hours

Competencies: Coaching, Leadership

Coaching for Improved Performance*

Included in the *Leadership Essentials* subscription

Overview

Coaching is about providing support and advice to help an individual recognize ways in which they can improve their effectiveness and performance.

Effective leaders use coaching to provide direction, instruction, and training to help their team members grow skills and achieve objectives. In this module, we will learn the tools to close the gap between good performance and great performance.

We will discuss the importance of goal-setting, and evaluate how to achieve those goals. We will follow a proven coaching process designed to improve performance, and we'll identify additional methods for developing our team members to become outstanding performers.

Coaching is recognized as a core leadership skill and a solid methodology for encouraging strong performers to grow and improve even faster.

Outcomes

- Describe the Cycle of Growth and Change and how it relates to training and development
- Apply the steps of the Coaching Process to improve performance in others
- Establish individual and team performance goals
- Identify additional opportunities to develop people to become their best selves

Format

- *Live Online: 3 hours*
- *Blended: 3 hours (90 minutes live online; 90 minutes self-directed)*

Competencies: Coaching, Leadership

Coaching: Supportive and Directive Approaches

Overview

Anytime a person speaks or acts, we have an opportunity to give feedback. Our response lets the person know we are paying attention, and that we have genuine interest. Feedback shouldn't be one-way, but a dialogue that encourages idea sharing, collaborative problem solving and accountability.

In this module, we examine what situations call for which type of feedback. We learn to offer positive feedback to encourage others to build on their strengths. We also discover ways to offer constructive criticism without being discouraging and recognize the value that giving feedback has on individual, team, and organizational growth.

Outcomes

- Recognize the need for different types of feedback
- Help people build on their strengths through positive feedback
- Use corrective feedback to encourage behavior change
- View giving feedback as a way to enhance relationships and overall performance

Format

- *In Person: 3 hours*
- *Live Online: 3 hours*

Competencies: Coaching, Results Oriented

Communicate Effectively*

Included in the Professional Essentials and Sales Essentials subscriptions

Overview

We have all been awed by someone who always seems to know what to say and how to say it in any situation. These people know how to communicate effectively anytime, anywhere. The ability to communicate effectively in a variety of settings and styles is one of the key behaviors critical to being a successful leader. Not only is this skill crucial to success in the work environment, but it has an important impact on all areas of life.

This course helps us become more effective communicators by teaching us to build rapport and positive relationships, become better listeners, honor diversity in the workplace, and adapt our messages for our audience.

Outcomes

- Make connections that are instantly meaningful
- Discover how to lead valuable conversations
- Gain skills to communicate with emotional intelligence
- Amplify collaboration by recognizing and honoring differences

Format

- *In Person: 3 hours*
- *Live Online: 3 hours*
- *Blended: 3 hours (90 minutes live online; 90 minutes self-directed)*

Competencies: Communication, Interpersonal Skills

Communicate to Lead

Included in the *Professional Essentials* subscription

Overview

The ability to persuade others requires discovering what's important to others and what influences their actions. That insight comes from listening. Best-selling author and highly respected leadership consultant, Marshall Goldsmith, asserts that 80 percent of learning from others is based on how well you listen. Listening is not a passive activity, but rather a highly active process. When you genuinely listen to someone without anticipating your reply, you build understanding, trust, and respect — all qualities that increase your chance at responding with a relevant and persuasive reply. This module equips leaders with techniques to master the art of listening. Exceptional listening skills and the ability to convince others to a particular way of thinking sets great leaders apart.

Outcomes

- Discover how to influence action
- Demonstrate effective questioning and listening skills that strengthen relationships
- Consider various forms of communication and their impact
- Create feedback opportunities throughout the communication process

Format

- In Person: 2 hours
- Live Online: 2 hours
- Blended: 2 hours (60 minutes live online; 60 minutes self-directed)

Competencies: Communication, Influence, Leadership

Communicate with Different Personality Styles*

Included in the Professional Essentials and Customer Service Effectiveness subscriptions

Overview

Many behavioral psychologists have researched the theory that people's behavior can be roughly classified in four groups. No one is purely any style, and no style is better or worse than another. Each tendency has strengths and weaknesses. By recognizing our dominant style and developing the ability to identify traits in others, we can change our behaviors to interact with a wide variety of personalities and tendencies.

This module will help us understand the four dominant personality styles: driver, expresser, amiable, and analytical. Knowing your style is the most important element to help reach across barriers and connect with others. You need to identify your own strengths and weaknesses to take control of your actions and feelings. Then you can focus on understanding others and using effective approaches to build collaboration..

Outcomes

- Define the four main personality styles
- Identify your own style and how it influences your behavior
- Gain the insights to effectively connect with people of various styles

Format

- *In Person: 2 hours*
- *Live Online: 2 hours*
- *Blended: 2 hours (60 minutes live online; 60 minutes self-directed)*

Competencies: External Awareness, Communication, Conflict Resolution

Communicate with Diplomacy and Tact

Overview

This module gives us the opportunity to practice dealing with challenging situations in a confident and diplomatic way. We will discover ways to speak honestly and tactfully, give and receive constructive feedback, and use mediation skills to help others find common ground when holding opposing viewpoints.

This module will help us influence outcomes and create cooperation through diplomatic and tactful communication. We'll realize that standing up for ourselves, when done effectively, doesn't offend others; rather it strengthens our relationships and enables positive results through effective communication. Diplomatic communication skills not only improve our professional image; they also make people like us!

Outcomes

- Identify their own personality style and how they react under pressure
- Modify their behaviors to better connect with people of different styles
- Influence the attitudes and behaviors of others

Format

- *In Person: 3 hours*

Competencies: Professionalism, Communication, Interpersonal Skills

Communicating Across Generations

Overview

provides insight into identifying with others. Accepting generational differences can bring new skills to the table, as well as provide exciting new opportunities in the workplace. Together we learn to work and communicate across generations to create a unified, productive, and successful team.

This module explores the differences between generations and

Outcomes

- Communicate clearly and confidently with diverse generations
- Cross generational borders and become a cohesive team free from time or era constraints
- Motivate and appreciate contributions from all team members
- Adapt new skills and work approaches when working with others from different generations

Format

- *In Person: 3 hours*

Competencies: Diversity, Communication

Communication Skills for Managers

Overview

In this program we will learn how to clearly, precisely, and appropriately convey a message. We will learn to assess our audience's learning style and match the right media to it. We will examine the language we use when speaking or writing. We will learn to keep our language simple, straightforward, and clear. Expert coaches will teach us to read our own body language and the body language of our listeners for cues to understanding. Finally, we learn a questioning formula that helps us quickly determine comprehension. We gain the skills we need to eliminate the frustration of miscommunication forever

Outcomes

- Know how to assess the audience
- Learn how to use correct language and write for impact
- Know non-verbal factors
- Communicate for various results
- Practice listening

Format

- *In Person: 2 days (16 hours)*

Competencies: Leadership, Communication, Interpersonal Skills

Compelling Sales Presentations

Included in the *Sales Essentials* subscription

Overview

This module is a must for any sales professional who wants to increase close rates through more effective presentations.

We will work with a Dale Carnegie expert coach to discover the most powerful presentation format, and understand how to frame our ideas in the most interesting and valuable way. The module provides an overview and flow of a sales presentation and highlights the ideas that people need to know and practice to get started. In addition to sales presentations, it emphasizes how we should present ourselves in any situation. The skills addressed are especially useful for people involved in consultative selling.

Outcomes

- Leverage customer research and analysis to create targeted sales presentations.
- Ask thought-provoking questions and practice sincere listening to understand the customer's needs.
- Build rapport, trust, and believability with customers.
- Use vocal skills and body language to transfer the message in a compelling way.
- Apply techniques to create a buying atmosphere and call to action.

Format

- *Live Online: 3 hours*

Competencies: Customer Acquisition, Communication

Complaint Resolution

Overview

This module explores the causes of complaints, and ways to respond to both rational and emotional customer concerns. We will discover how to maintain a positive attitude when dealing with difficult people and issues, and techniques to resolve issues that not only fix the problem but keep customers coming back. We will explore the causes of complaints, and ways to respond to both rational and emotional customer concerns. We will learn how to maintain a positive attitude when dealing with difficult people and issues, and techniques to resolve issues that not only fix the problem but keep customers coming back.

Outcomes

- Deal with emotional and practical aspects of complaints
- Reduce stress on both sides when resolving complaints
- Resolve complaints using a consistent service recovery process
- Reduce the number and type of complaints we receive

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Conflict Resolution, Customer Experience

Confident, Assertive, In Charge: Developing the Attitudes of Leadership

Overview

Confidence is one the most important elements to being a compelling leader, and it all starts with attitude. This seminar explores ways to increase our visibility, approach new people, and most importantly, boldly deal with difficult situations with composure.

The extent to which we will be successful as a leader is predicated on our ability to influence others at all levels of our organization. We can learn to tap into our latent power, unleash our inner attitudes of confidence and enthusiasm, and build our visibility in our organization.

Outcomes

- Increase our visibility
- Influence others to our point of view
- Reduce our fear and self-consciousness
- Effectively handle difficult situations

Format

- In Person: 2 sessions (8 hours each)
- Live Online: 4 sessions (4 hours each)

Competencies: Conflict Resolution, Customer Experience

Conflict: Maintaining Emotional Control

Overview

Maintaining emotional control is one of the most important yet challenging aspects of preserving relationships. By understanding and applying six elements of the conflict cycle—which include ways to manage frustration and respond productively—we can guard relationships and solve conflict without the usual drama and stress. This module helps team members manage negative emotional reactions to contentious situations, fostering a culture that works harder together to solve challenges.

Outcomes

- Understand and apply the steps of the conflict cycle
- Express emotions in a transformative way
- Embrace the values that help manage emotions
- Confidently discuss conflict with others

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Conflict Resolution

Conflict as a Growth Opportunity

Overview

Conflicts can be difficult as they occur, and the positive resolution of conflict can build courage and confidence in the workplace. Sometimes, only conflict can create the dynamic tension that enables a team to reach new heights. This module introduces us to ways we can learn, grow, and expand our skills in conflict situations. We will prepare for clashes and develop strategies for disagreements in positive ways.

Outcomes

- Identify when conflict inhibits opportunities for growth
- Remove conflict-based barriers to show measurable improvements
- Build stronger relationships through conflict resolution
- Create a trusting workplace with open communication

Format

- In Person: 3 hours

Competencies: Conflict Resolution

Conflict Management

Overview

As long as there is more than one person working on a team, the opportunity for conflict exists. Conflict is usually the result of opposing viewpoints, and when we consider it as a natural sharing of ideas, which can be beneficial. With a clear understanding of the issues and personalities involved, a good manager can use conflict for the benefit of the team.

In this module, we explore practical ways to manage conflict within our organization. We learn to use proven tools and methods to expose issues, discuss them objectively, and find a neutral solution.

Outcomes

- Recognize the upside of conflict
- Analyze conflict within their organization
- Recognize their conflict response style
- Apply a variety of strategies for managing conflict

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Conflict Resolution

Conflict to Collaboration

Overview

Broadminded organizations use collaboration to draw upon the natural strengths of their team members.

This module shows how collaboration enables us to draw upon our unique, individual strengths while creating a sense of unity. We will discover how working communally eases the pressure off a single individual and extends responsibility evenly among team members, giving everyone the opportunity to take command of their roles and excel together.

Outcomes

- Identify opportunities for collaborative problem-solving
- Enlist the skills and abilities of others to solve challenges
- Collaborate with others to reduce conflict and create synergy
- Build a collaborative environment through shared values

Format

- In Person: 3 hours

Competencies: Conflict Resolution, Teamwork

Confrontational Questions

Overview

Even some of the most adept business executives find the Question-and-Answer session of a presentation to be the most difficult portion to traverse. The transition from delivering an effective message, to responding to questions in a manner that leaves people thinking that you were well prepared, is challenging.

In this module, we learn how to maintain control when challenged by a difficult person with a confrontational question. We will learn to keep moving at a brisk pace, communicate our response positively, both verbally and with body language, and practice a proven method for responding to adverse questions.

Outcomes

- Learn to face the challenges of difficult questions through preparation
- Communicate positive messages verbally and non-verbally
- Stay in control of confrontational sessions
- Use an easy-to-follow method for responding to confrontational questions

Format

- In Person: 3 hours

Competencies: Conflict Resolution, Teamwork

Connecting and Collaborating with Others*

Included in the Customer Service Effectiveness and the Professional Essentials subscriptions

Overview

In any industry, our leaders and customers have high expectations of us, and most of our organizations require that we do more, better, faster, with less. The best way to meet those challenges is through creating strong teams, supportive relationships, and a cooperative work environment. Beginning with establishing trust and rapport, we can develop relationships that will enable us to meet our career goals.

Building trusting, collaborative relationships with peers and managers results in respectful, productive work relationships. This module explores the benefits of connecting positively with others, be it a single customer or a whole team of peers or reports.

In this module, we explore the impact on our professional development when we apply Dale Carnegie's principles for building trust and rapport. Trust is the foundation of all successful professional relationships. Once we have built trust, we are able to build even stronger relationships by collaborating with our colleagues. By focusing on collaborative behavior, we will establish professional rapport while building productive work relationships.

Outcomes

- Increase awareness to build strong rapport
- Identify opportunities to gain trust, credibility, and respect
- Use a defined process to plan effective collaboration

Format

- In Person: 3 hours
- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Interpersonal Skills, Communication, Leadership, External Awareness

Create Loyal Customers

Overview

It takes more to find a new customer than it does to keep an existing one, and retaining customers in a growing global market is no easy task.

Understanding how to deliver extraordinary service that creates loyal customers is the main focus of this module. We'll explore what it means to have a customer-focused mindset and learn six key strategies for providing extraordinary service. We'll also discover how and why to building lasting customer relationships.

Outcomes

- Increase customer loyalty through exceptional customer service
- Apply principles to exceed customer expectations
- Build relationships using creative follow-up techniques
- Understand the reasons why customers defect

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Interpersonal Skills, Customer Experience

Create Your Work-Life Breakthrough*

Included in the *Sale Effectiveness* subscription

Overview

Most of us aspire to live a balanced life. We want to spend the appropriate amount of time and energy in each aspect of our lives. Yet, often our lives fall out of balance due to workplace stress or changes, an accident or injury, an unpredicted event, or even a small worry that grows larger with each passing day.

By analyzing our current levels of energy and focus in each aspect of life – work, family, health, community, spirituality, social life, and finances – we can determine how satisfied we are with each, identify potential stressors, and plan a course of action based on what is truly important to us.

Outcomes

- Use a balance self-assessment to identify areas of balance and imbalance
- Identify common stressors that upset work-life balance
- Apply stress-reducing principles to our professional and personal life
- Use the Balance Wheel to measure balance across several areas
- Determine actions you can take to improve balance
- Commit to the actions that will reduce stress and help you regain balance

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Adaptability, Stress Management

Creating a Professional Demeanor: How to Look, Act, and Sound Like a Professional

Overview

This seminar is based on the groundbreaking work of Dale Carnegie, author of *How to Win Friends and Influence People*, and himself the consummate professional. People who come across as professional get promoted because companies want employees who are in front of the public to reflect positively on the organization. Get the skills you need to project a professional demeanor, stand out from the crowd, get noticed and get promoted.

Outcomes

- Understand the connection between behavior and image
- Distinguish between behaviors that hold us back and propel us forward
- Demonstrate listening and effective communication with confidence and enthusiasm
- Identify our work style, emotional intelligence, and how to best work with others
- Develop a plan to sustain success by managing others' behaviors

Format

- In Person: 1 day (8 hours)

Competencies: Influence, Communication, Interpersonal Skills

Creating an Executive Image that Wins Friends and Influences People

Overview

This program demonstrates how to unleash and inner attitudes of confidence, enthusiasm, and professionalism. The program begins by providing several proven techniques for creating a great first impression. We then learn how to sustain and expand this important beginning every day all day. We'll discover how to disarm hostility and turn potential adversaries into colleagues. This program provides more than just the principles. It lays out a step-by-step practice regime that virtually guarantees results. By completing these exercises every day, we can transform our attitudes into the attitudes cultivated by leaders everywhere.

Outcomes

- Close the gap between how we see ourselves and how we are perceived
- Increase self-confidence by re-coloring our attitude
- Effectively manage our thoughts and behaviors
- Learn techniques for relating to others
- Practice methods for creating cooperation in negative situations

Format

- In Person: 2 days (8 hours each)

Competencies: Influence, Communication, Interpersonal Skills

Critical Thinking

Included in the *Sales Effectiveness* subscription

Overview

One of the greatest challenges organizations face is fostering innovation while still practicing critical thinking and logical decision-making. The Critical Thinking Process guides us through all the phases of generating and evaluating new ideas, and can help organizations solve problems using rational thought and logical decision-making.

Using the Critical Thinking Process, this module helps us pinpoint opportunities for improvement, brainstorm creatively, logically evaluate options, and make informed decisions that will lead to success.

Outcomes

- Follow the Critical Thinking Process to encourage logical decision-making
- Utilize defined processes to identify and analyze challenging problems
- Employ brainstorming techniques using idea fluency
- Critically evaluate alternatives using reasoning strategies
- Apply decision-making techniques to choose effective solutions

Format

- *In Person: 1 day (8 hours)*

Competencies: Decision Making, Creative Thinking, Change Management

Critical Thinking: Tools for Effective Action*

Overview

One of the greatest challenges organizations face is how to foster innovation while still practicing critical thinking and logical decision making. Critical Thinking guides us through all the phases of generating and evaluating new ideas, and can help organizations solve problems using rational thought and logical decision-making.

This module will help us to pinpoint opportunities for improvement, brainstorm creatively, logically evaluate options, and make informed decisions that will lead to success. The tools discussed will help us become proactive instead of reactive in the face of problems and move from possibilities to solutions.

Outcomes

- Differentiate and optimize use of both creative and analytical thinking mechanisms.
- Employ visualization and fact finding to identify root causes of problems and challenges.
- Practice the Critical Thinking Process to gather and interpret relevant information to implement well-reasoned conclusions and solutions.

Format

- *Live Online: 3 hours*
- *Blended: 3 hours (90 minutes live online; 90 minutes self-directed)*

Competencies: Decision Making, Results Oriented

Cross and Up Selling*

Included in the *Sales Essentials* subscription

Overview

Acquiring new customers requires time and effort, but once onboard they create excellent opportunities for cross-selling and up-selling. By asking the right questions and making appropriate suggestions, we can significantly increase their overall purchase level, add revenue to our company's top-line, and satisfy our client all at the same time. The secret is to uncover our customer's unarticulated needs, and to offer solutions in a professional and consultative way.

In this module, you will discover ways to provide more value to customers and recognize how this is good for them, for you, and for your company. We will explore ways to make cross and up selling a win-win-win proposition. We will work with proven tools to open doors for additional business and learn how to sell without feeling pushy.

We will learn to identify opportunities to delivery more products and services to your customers, and to apply a proven selling process that makes decision-making easy. You will become confident presenting additional buying opportunities and higher margin alternatives, and your customer will thank you for it.

Outcomes

- Transform perceptions and perspectives to energize cross and upselling
- Identify win-win-win opportunities to offer added-value products and services for increased customer satisfaction
- Apply a cross selling and up selling process to make the ask simple for us and buying decisions easier for customers

Format

- In Person: 3 hours
- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Customer Acquisition, Customer Experience

Cultivate Power without Being Intimidating*

Included in the *Executive Effectiveness* subscription

Overview

Part of successful organizational leadership is having the ability to assert the power of our position without intimidating others to the point where they are hesitant to take initiative. For staff members to respect us, they need to feel that we are approachable and able to keep our emotions in check. By applying Dale Carnegie's principles, and by gaining the willing cooperation of others, we become a catalyst for beneficial outcomes for our colleagues, customers, and ourselves.

Outcomes

- Define and differentiate the components of healthy power
- Understand how emotional fitness sets us up for success as leaders
- Learn to use charisma to bring people around to our way of thinking
- Discover innovative practices to give feedback and modify behavior

Format

- In Person: 3 hours
- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Leadership, Interpersonal Skills

Customer Follow Through

Overview

Our current customers expect some form of a thank-you, follow-through communication, or other acknowledgment. Our prospective customers often visit several competitors and wait to see who follows through with them before making a buying decision. They want to know who cares enough about their profession to submit a proposal, stay in touch, give a reminder, or pass on additional information.

This module opens our eyes to the seemingly little things we can do to follow through with customers so they will know we cherish them. Using a creative, yet organized approach, we will explore a variety of follow-through activities to extend our contact with customers and exceed their expectations for ongoing conversation and care.

Outcomes

- Recognize and exceed customer follow-through expectations
- Create opportunities for follow-through actions
- Discover a systematic process for customer follow-through
- Build long lasting relationship by staying connected to customers

Format

- In Person: 3 hours

Competencies: Communication, Customer Experience

Dale Carnegie Sales Training: Winning with Relationship Selling

Overview

Only intentional sales professionals who cut through the noise to foster authentic client centered relationships can truly help their customers win. A strong customer relationship allows the sales organization to build trust, offer insights, and then help the customer meet their business objectives. Only through enduring and meaningful customer relationships, can sales professionals learn which approach will create the best opportunity for client success.

This program delivers practical tools to connect, collaborate, create solutions unique to each buyer, gain confirmation, and secure commitment at all points in the sales cycle.

Outcomes

- Create and demonstrate sales strategies that facilitate the buying process through relationship-oriented techniques.
- Use methods to establish a connection with customers to gain access and establish trust.
- Construct solutions in collaboration with customers while offering insights and establishing value.
- Apply the Dale Carnegie Sales Model to eliminate objections and minimize the need for negotiation.
- Employ proven techniques to maintain customer relationships and encourage repeat business.

Format

- In Person: 3 days (8 hours each) or 8 sessions (3.5 hours each)
- Live Online: 8 sessions (2 hours each)

Competencies: Attitude, Initiative, Confidence, Influence, Persuasion, Communication, Professionalism, Interpersonal Skills, Customer Experience, Customer Acquisition

Dealing with Difficult Team Members

Overview

Dealing with difficult members comes with the territory in any culture that relies on collaboration. Yet regardless of the attitudes and behaviors of the individual players, teams still have to produce.

When team members share the same vision, work ethic and commitment, they can put ideas into action and handle any situation. While this is the work dynamic most teams want, not all team members are equally cooperative.

This module enables us to identify disruptive behaviors and apply principles and techniques to keep things moving in a positive direction. We learn principles and skills to move through challenging moments proactively rather than defensively.

Outcomes

- Identify disruptive behaviors
- Discuss the impact of team dysfunction
- Focus on maintaining productive team relationships
- Follow a process for influencing behavioral change of difficult team members

Format

- *In Person: 3 hours*

Competencies: Conflict Resolution, Attitude, Influence

Delegation*

Included in the *Leadership Essentials* subscription

Overview

This module offers us the tools to develop valuable team members by building productivity and engagement, while maintaining accountability and control. Effective delegation helps develop individuals and achieve specific organizational outcomes. We will learn how to identify who is ready for delegation using a reliable and collaborative process, and become prepared to determine “who will do what, when, and to what standard?” in our day-to-day roles.

Outcomes

- Delegate tasks and responsibilities to develop others and optimize outcomes
- Plan and prepare for a delegation discussion
- Communicate clear performance standards for follow-up and accountability
- Understand and apply the Delegation

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Accountability, Human Resource Management

Develop Your Leadership Potential: Stop Doing, Start Leading

Overview

This program goes beyond traditional leadership training programs because it focuses on the essential skills that are necessary to build strong teams and equip new leaders with the right attitudes to step up and take charge. This program is specifically designed to address the challenges that we as new leaders face, to help us change our mindset, and to give us confidence with proven strategies and tools that are used by the most successful leaders.

Outcomes

- Convey honesty, integrity, and accountability
- Use authority and influence appropriately
- Increase self-awareness
- Model effective interpersonal communication

Format

- In Person: 3 days (8 hours each) or 8 sessions (3.5 hours each)
- Live Online: 8 sessions (2 hours each)

Competencies: Honesty and Integrity, Self-Aware, Positively Influences Others, Inspiring, Others-Focused, Accountability, competent, Uses Authority Appropriately, Develops Self, Develops Others, Effectively Communicates, Confident, Self-Directed, Self-Regulates

Developing Others through Mentoring and Coaching

Overview

Developing stronger relationships among colleagues drives results both within the organization and with vendors and partners. These relationships cannot be developed without strong mentoring and coaching. To develop these skills, mid and senior level leaders must have the tools to drive coaching and mentoring initiatives. This program supports us supporting increased productivity levels, focus on measurable results, and track projects closely to maintain the lines of communication.

Outcomes

- Develop trust and relationships among employees
- Coach colleagues for continuous improvement
- Recognize the qualities of successful employees and leaders
- Utilize time-tested principles to lead your employees to success and help others advance in their careers
- Devise additional strategies to develop others

Format

- Live Online: 3 hours

Competencies: Communication, Interpersonal Skills, Accountability, Influence, Vision

Developing Personal Leadership

Overview

In this module, we discover the differences between leadership and management, and learn the common elements that will help us to succeed at both. We will learn leadership values and work toward creating our own personal style as a leader. We will complete this module with a greater understanding of ourselves, and a clearer understanding of how to become the leader that we aspire to be.

Outcomes

- Understand leadership and management and the related drivers for success
- Describe leadership experiences and values
- “Innerview” to open the lines of communication and build trust
- Create a personal vision as a leader and manager

Format

- In Person: 3 hours

Competencies: Leadership, Interpersonal Skills

Developing the Leader in You

Overview

This intensive program will help us stop managing and start leading so that we can become an important part of our organization's future.

We will learn to use Dale Carnegie's proven techniques to influence people, gain commitment at every level, and motivate others to accomplish goals. We will learn to discard weaknesses and build on strengths to bring forth true leadership potential.

Outcomes

- Differentiate between leadership and management core competencies
- Increase our leadership sphere of influence
- Develop additional skills within the five drivers of business success
- Examine our leadership styles—maximize strengths, minimize weaknesses
- Increase the productivity of individuals and teams within our organization

Format

- In Person: 2 days (8 hours each)

Competencies: Influence, Leadership, Results Oriented

Disagree Agreeably—In Person

Overview

Disagreements are not only inevitable but a natural dynamic between people. Left unresolved, they can waste time and energy, and also negatively impact productivity. For many, the normal reaction is to avoid disagreements in order to maintain a peaceful work environment. Yet we can gain so much from those with whom we disagree if we can learn to view these situations as learning opportunities, and deal with them in an agreeable and professional way. Research suggests that successfully resolving disagreements can result in greater mutual respect and a more positive relationship.

In this module, you will gain insights into your personality and reactions when dealing with differences of opinion surrounding your “hot buttons.” You will learn to give others the benefit of the doubt and how to practice expressing yourself in a way that promotes acceptance, agreeable outcomes, and improved productivity.

Outcomes

- Identify personal hot buttons and their role in disagreements
- Give others the benefit of the doubt
- Moderate opinions to open up to potentially great ideas
- Apply techniques that empower team members to disagree diplomatically

Format

- In Person: 3 hours

Competencies: Communication, Conflict Resolution

Disagree Agreeably—Live Online*

Included in the Customer Service Effectiveness, Professional Essentials, and Sales Effectiveness subscriptions

Overview

Disagreements are not only inevitable but a natural dynamic between people. Left unresolved, they can waste time and energy, and also negatively impact productivity. For many, the normal reaction is to avoid disagreements in order to maintain a peaceful work environment. Yet we can gain so much from those with whom we disagree if we can learn to view these situations as learning opportunities, and deal with them in an agreeable and professional way. Research suggests that successfully resolving disagreements can result in greater mutual respect and a more positive relationship.

In this module, you will gain insights into your personality and reactions when dealing with differences of opinion surrounding your “hot buttons.” You will learn to give others the benefit of the doubt and how to practice expressing yourself in a way that promotes acceptance, agreeable outcomes, and improved productivity.

Outcomes

- Identify personal hot buttons and their role in disagreements
- Give others the benefit of the doubt
- Moderate opinions to open up to potentially great ideas
- Apply techniques that empower team members to disagree diplomatically

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Communication, Conflict Resolution

Diversity and Inclusion: Cultural Awareness and Competency

Overview

The benefits of diversity in the workplace include faster problem-solving, better decision-making, increased innovation, employee engagement, and better financial performance.

This program helps us understand the hidden biases that can keep us from achieving inclusivity and equity within our organizations. Develop the tools for the self-awareness and cultural competency needed for our organizations to perform at its highest level.

Outcomes

- Recognize conscious or unconscious (implicit) biases and implement ways to mitigate the negative effects they may have on others and the organizations and institutions they serve.
- Be more culturally aware and recognize and appreciate the nuances of culture and background in our organizations and personal life.
- Better accept negative feedback and improve performance after receiving it.
- Utilize skills to communicate with empathy, manage conflict effectively, prevent misunderstanding, build trust and psychological safety, and create stronger relationships.

Format

- Live Online: 8 sessions (3 hours each)
- In Person:

Competencies: Diversity, External Awareness, Interpersonal Skills, Attitude

Dream Big, Focus Small: Achieve SMARTER Goals*

Included in the Professional Essentials and Sales Effectiveness subscription

Overview

The key to achieving our goals lies in knowing what we want and how to get there. This module helps us build a vision path and overcome the fear of failure to turn all our dreams into reality.

We will learn the importance of getting really clear about what we want. We'll pinpoint with a laser-like focus the small steps that we need to getting big results. And we'll learn how setting SMARTER goals is the key to overcoming obstacles and consistently achieving success.

Outcomes

- Use creative visualization to define a compelling vision
- Discover powerful tools for developing focused habits and SMART goals
- Transform fear of failure into a mechanism to build courage
- Apply time-honored principles to overcome obstacles

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Decision Making, Results Oriented

Effective First Impressions: Face to Face

Overview

In this module, we will identify specific practices and habits we can begin to practice immediately to launch respectful, successful customer interactions.

We will discover a three-step Meet-and-Greet Process that provides a foundation for gaining customer trust, setting clear expectations, and creating opportunities for follow-up actions to solidify connections.

We will work on exceeding our customers' expectations and commit to avoiding the kinds of mistakes that can damage the process before it has a chance to start, while following a simple process for moving the customer interaction forward.

Outcomes

- Create an unforgettable first impression
- Make customers feel important
- Use a process for meeting and greeting customers

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Customer Experience

Ethical Leadership

Overview

Ethical leaders are role models. They establish boundaries for themselves and their team members. They are the walking definition of acceptable behavior. The best leaders are those with strong character who are unwilling to compromise their integrity.

In this module, we solidify our own personal code of ethics by establishing ethical boundaries. We examine our own personal experiences and the experiences of others to determine the best approaches in ethical decision-making. We resolve to be an ethical role model whose values are the driving force of our success. For most people, this module will be a refresher course on how to do the right thing.

Outcomes

- Determine ethical boundaries
- Be a role model for ethical values and principles
- Make decisions based on ethics
- Earn high regard and respect inside and outside the organization

Format

- In Person: 3 hours

Competencies: Leadership, Values, Accountability

Facilitate for Group Results

Overview

It's more fun to be a part of the conversation than just listening to one, but a group exchange can lead to chaos if everyone wants to talk at once. Enter the facilitator.

In this module, we focus on the skill necessary for successful facilitation. We explore ways to open, lead, and close sessions in a manner that fosters group involvement; we will develop skills to be the "guide on the side" rather than being the "sage on stage." We will learn techniques that encourage group members to work together, instead of relying on us for direction. This module fosters the confidence and ability to lead a group by drawing on the strength of its members and guiding them toward their goals.

Outcomes

- Create an environment that fosters open dialogue in groups
- Apply a variety of questioning techniques to create group engagement
- Use methods that encourage group members to work together
- Facilitate effectively by engaging their audience

Format

- In Person: 3 hours

Competencies: Communication, External Awareness

Feedback: Supportive and Corrective

Overview

In this module, we examine what situations call for which type of feedback. We learn to offer positive feedback to encourage others to build on their strengths. We explore the range of responses, levels of listening, and practice giving both strength-centered and behavior-based feedback for optimum results. We also discover ways to offer constructive criticism without being discouraging and recognize the value that giving feedback has on individual, team, and organizational growth.

Skillfully offer positive feedback to encourage others to build on their strengths. Discover ways to offer constructive criticism without being discouraging and recognize the value that giving feedback has on individual, team, and organizational growth.

Outcomes

- Recognize the need for different types of feedback
- Help people build on their strengths through positive feedback
- Use corrective feedback to encourage behavior change
- View giving feedback as a way to enhance relationships and overall performance

Format

- In Person: 3 hours

Competencies: Communication, Interpersonal Skills, External Awareness

Foundation for Consultative Selling

Overview

This module lays the groundwork for consultative selling by exploring the key steps and concepts of a proven sales process that leads to measurable results for both sides. We will spend time setting goals and developing a personal mantra for reaching new heights. Practical skills are also taught such as time management and strategic planning.

Outcomes

- Recognize what qualifies a consultative approach to selling
- Understand and apply a proven selling process
- Consider the buyer's point of view
- Manage time effectively

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Customer Experience

Foundation for Success

Overview

Escalating our personal or professional development being with envisioning a brighter and more meaningful future.

This module lays the foundation for success by encouraging us to think and dream big and inspiring us to put your heart and soul into our success. We will receive tools and tips for setting and achieving attainable goals and staying the course when the road gets rough.

Outcomes

- Recognize the importance of expanding personal belief boundaries
- Understand and apply a cycle for growth and change
- Develop a motivating and achievable vision
- Create professional connections that can facilitate success

Format

- In Person: 3 hours

Competencies: Communication, Vision

Generating Interest

Overview

In this module, we discover a multi-step questioning model that includes: uncovering buyer interest areas, identifying buying perspectives, and creating capability statements customized for each buyer. Information gathering is arguably the most important step of any selling cycle. The needs, wants and opportunities we learn to uncover during this critical stage determines the solutions we present, the way in which we present them and, ultimately, the unique customer value they provide.

Outcomes

- Apply methods to discover buyer perspectives and interests
- Ask power questions to uncover pertinent information from buyers
- Create interest by offering solutions that add value

Format

- In Person: 3 hours

Competencies: Customer Experience

Generation.Next

Overview

Generation.Next is an 8-week adaptation of the world-famous 12-week Dale Carnegie Course and has been tailored specifically for 17-20 year olds. The course sets out to develop young people's EQ, confidence and communication skills. Everything in the course encourages the students to be positive in whatever they do and by the end, many of them are quietly amazed by the level of confidence and enthusiasm that they have achieved. The course is largely based on Dale Carnegie's famous book, "How to Win Friends and Influence People." Every participant in *Generation.Next* receives a copy of this very easy-to-read book.

Outcomes

- Build Greater Self-Confidence
- Strengthen People Skills and Human Relations
- Improve Communication Skills
- Develop Leadership Skills
- Control Stress and Worry

Format

- In Person: 8 sessions (3.5 hours each)

Competencies: Communication, Leadership, Stress Management, Attitude

Getting Results without Authority*

Included in the *Leadership Effectiveness* subscription

Overview

Great leaders and managers find success through influence and negotiation. They focus first on gaining employees' respect and trust. They build up credibility through consistent action and leadership.

In this module, we learn the characteristics we need to have, and actions we need to take, to get maximum results from people who don't work directly for us. We'll learn how to influence others by building authentic trust, credibility, and respect, thereby gaining willing cooperation when we need it most.

Outcomes

- Identify the key enablers of Influence
- Explore common obstacles to results and ways to overcome them
- Use a six-question approach to make respectful requests and gain agreement
- Discover how to encourage accountability

Format

- Live Online: 2 hours
- Blended: 2 hours (60 minutes live online, 60 minutes self-directed)

Competencies: Leadership, Results Oriented

Getting Rid of the Fear and Horror of Public Speaking

Overview

At this intensive two-day program, we will learn how to understand our fears and why we should try to overcome them. We'll apply tools to minimize fear and nervousness, reduce fear by taking small steps toward success, identify preparation methods to reduce fear, and use question-and-answer techniques that reduce fear and anxiety.

Outcomes

- Understand fears and the reasons to overcome them
- Apply tools to minimize fear and nervousness
- Reduce fear by taking small steps toward success
- Identify preparation methods to reduce fear
- Use question and answer techniques that reduce fear and anxiety

Format

- In Person: 2 days (8 hours each)

Competencies: Communication, Professionalism, Stress Management

Goal Setting and Accountability*

Included in the *Sales Effectiveness* subscription

Overview

Successful leaders and managers take an active role in goal setting and hold their people accountable. But doing so in a supportive way is critical for the members of the team to feel that what they do makes a difference, keep engagement levels high, and ultimately achieve optimal results.

This module will help us instill in our teams the importance of individual, team, and development goals, and create a culture of high performance. We will learn tips to build employee engagement that drives positive outcomes, and best practices for holding individuals and teams accountable to the agreed upon goals.

Outcomes

- Communicate the importance of individual, team, and development goals to achieve strategic objectives.
- Create a culture of performance to deliver excellence
- Build employee engagement to ensure positive outcomes
- Hold individuals and teams accountable to realize results

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Accountability, Results Oriented

Handling Mistakes

Overview

Good leaders understand that when an associate makes a mistake, it's not time for a chewing-out. Instead, they rely on the Dale Carnegie Human Relations Principles and treat the employee with respect as they collaborate on a path to progress.

In this module, leaders learn to address team members' mistakes in a manner that is constructive, not demoralizing. You follow a road map to solutions for correcting the error. You'll discover that in the process, you strengthen your relationship with your associate and achieve more together.

Outcomes

- Effectively address mistakes using an empathetic approach
- Retain valuable associates by treating them with respect when addressing their mistakes
- Help team members see mistakes as an opportunity to learn and grow
- Maintain control by managing R.A.M.E. (Reasonable, Allowable Margin of Error)

Format

- In person: 3 hours

Competencies: Communication, Conflict Resolution

High Impact Presentations / High Impact Presenting

Overview

Consider some challenges: Persuading customers to buy a new product. Getting employees to embrace a major change initiative. Urging competitors to engage in a collaborative venture. How do companies succeed at turning such communication challenges into gains for the business?

In this program, we are given multiple opportunities to develop and practice innovative presentations. Our talks are recorded, evaluated, and we mentored to support us in delivering a masterful presentation. We will learn critical methods and tools we can use to present compelling messages, connect confidently with any audience, and help generate new growth.

Outcomes

- Plan and organize professional presentations
- Create and maintain positive impressions
- Be more natural and relaxed when making presentations
- Communicate ideas with clarity and force
- Sell ideas and inspire others"

Format

- Live Online: 4 sessions (3.5 hours each)
- In Person: 2 days (8 hours each)

Competencies: Influence, Persuade, Communicate, Professionalism, Interpersonal Skills

High Performance Teams

Overview

High performing teams are made up of individuals who are collaborative, can adjust to change, are willing to bring conflict out into the open, and are intentionally bringing the best of who they are to the work they do every day. This seminar offers the processes and methods to build and sustain high performance teams.

This one-day seminar gives us the skills we need to help each employee become as successful as possible, discover untapped abilities, and raise the bar on performance. Even problem employees will respond positively to these performance feedback techniques.

Outcomes

- Gain tools to help each employee become as successful as possible
- Learn to speak openly and candidly to create positive behavior changes
- Use a coaching agenda to drive change
- Develop a coaching style that works for you to give others guidance and direction
- Utilize the coaching process to build individuals and teams

Format

- Live Online: 1 session (8 hours)

Competencies: Accountability, Leadership, Results Oriented

How to Coach Employees to Peak Performance

Overview

This seminar gives us the opportunity to develop the skills we need to help each employee become as successful as possible, discover untapped abilities, and raise the bar on performance. Even problem employees will respond positively to these performance feedback techniques. We will learn how to approach performance meetings with a coaching agenda that will drive individual, team, and corporate success.

Outcomes

- Align coaching opportunities to gain corporate success
- Use Dale Carnegie's Five Drivers to motivate others into high-performing people
- Create a coaching style using a variety of techniques to develop people

Format

- In Person: 2 days (8 hours each)

Competencies: Accountability, Leadership, Results Oriented

How to Cold Call and Build New Customers

Included in the *Sales Essentials* subscription

Overview

If you're like most sales people you can think of a million excuses not to cold call because – let's face it – you hate it. Cold calling has never been tougher. As soon as the prospect figures out you're a sales person the immediate responses are "no budget," "we're in a purchasing freeze", or ""call me in six months if things are any better."

But we all know that there is money available to buy if a prospect sees real value in the product or service offered. The challenge is to get our value proposition in front of the prospect in such a compelling way that we turn off the automatic "no" response. During this interactive program, we will work with a coach to take the stress out of cold-calls, improve our hit ratio, and learn how to deliver our value statement.

Outcomes

- Be poised and confident when cold calling.
- Use language that gets prospects excited.
- Appeal to buyers' needs, wants, and interests.
- Maintain a positive attitude toward cold calling.

Format:

- Live Online: 3 hours
- In Person: 1 session (8 hours)

Competencies: Customer Acquisition, Initiative

How to Prospect

Included in the *Sales Essentials* subscription

Overview

If you're like most salespeople, you can think of a million excuses not to prospect because – let's face it it's challenging! Prospecting has never been tougher. As soon as the prospect figures out you're a salesperson, the immediate responses are, "no budget," "we're in a purchasing freeze," or "call me in six months if things are any better."

But we all know that there is opportunity if a prospect sees real value in the product or service offered. The challenge is to get our value proposition in front of the prospect in such a compelling way that we turn off the automatic "no" response. During this two-session interactive program, we discover new ways to prospect, take the stress out of cold-calls, improve our hit ration, and learn to how to deliver value statements that get results.

Outcomes

- Be poised and confident when cold calling.
- Use language that gets prospects excited.
- Appeal to buyers' needs, wants, and interests.
- Maintain a positive attitude toward cold calling.

Format:

- Live Online: 2 sessions (each session includes 90 minutes of live online and 90 minutes of self-directed content)

Competencies: Customer Acquisition, Initiative

How to Communicate with Diplomacy and Tact

Included in the Executive Effectiveness subscription

Overview

In this seminar, we will gain dexterity and grace in dealing with new or trying situations; recognize how we come across to others; speak honestly and confidently; become conscious of body language; master our emotions; give and receive criticism constructively; present ourselves as powerful, not intimidating, and say what we need to say without offending or creating conflict. We will also develop the skills to disagree agreeably, communicate more effectively, and control our own “hot buttons.”

Master the art of communicating with diplomacy, tact, and confidence. This is perhaps the single most important skill to influence people and drive results.

Outcomes

- Display a positive attitude and professional image
- Increase trust, credibility, and respect through words and actions
- Speak confidently, diplomatically, and tactfully in difficult situations
- Build rapport and strengthen relationships
- Use emotional controls to sustain success

Format

- Live Online: 4 sessions (3 hours each)
- In Person: 2 days (8 hours each)

Competencies: Communication, Interpersonal Skills, Influence

How to Handle Multiple Demands on Your Time

Overview

This seminar is based on the unique productivity-improvement/stress-reduction principles developed by Dale Carnegie. Course. We will learn to prioritize projects in terms of their payoff. Next, we'll see how to lock out mental distractions to concentrate the enormous power and energy of our mind on our priorities. We will become enabled to cut through the clutter, zero in on the real issue, deal with it, and move on.

This powerful program also provides four work habits that banish fatigue and help individuals accomplish more than they ever thought possible. In addition, this course addresses ways to deal with the monumental, twin technological time wasters: the avalanche of e-mail and the telephone tag caused by voice mail.

Outcomes

- Gain an understanding of where our time is spent
- Develop the mindset to overcome time management obstacles and work more efficiently
- Identify tools to plan, organize, and manage our time
- Leverage our time and increase productivity by reducing stress and working smarter, not harder
- Plan and conduct effective meetings

Format

- In Person: 1 session (8 hours)

Competencies: Stress Management, Initiative, Adaptability

How to Manage Like a Pro: A Guide for First Time Managers

Overview

This two-day program will provide a foundation of proven skills and techniques to help us communicate our expectations clearly to staff, identify and avoid 10 common mistakes made by new managers, assess ourselves and our teams to capitalize on strengths and determine where improvement is needed, build flexibility into our management style, coach and counsel employees for greater productivity, take initiative and become proactive, build credibility and trust, and motivate and empower others to create a positive attitude and work environment.

Outcomes

- Identify core competencies of successful managers
- Understand our management style and apply tools to motivate others
- Communicate with impact and use techniques to resolve conflicts
- Plan, set goals, delegate, and hold others accountable
- Apply processes to manage time and get performance back on track

Format

- In Person: 2 days (8 hours each)

Competencies: Leadership, Communication, Accountability

How To Present Online

Included in the *Presentation Essentials* and *Sales Effectiveness* subscriptions

Overview

By practicing Dale Carnegie principles, masterfully using technology, and creating superior visuals, online presentations become dynamic and powerful.

Successful organizations today must communicate quickly and effectively across geographic boundaries. Presenting online is often the best solution to get information and training to the people who need it most, when they need it. Dale Carnegie outlined four ways that people evaluate us: what we say, how we say it, what we do, and how we do it. These tenets hold true for any presentation, whether delivered face-to-face or online. An online presentation delights its audience only when voice, visuals and technology come together to deliver a high impact engaging experience. Distractions are the norm;

interactive and powerfully simple presentations are the solution.

Outcomes

- Understand the factors that affect our online image
- Maximize the benefits of the technology
- Practice congruency while presenting online

Format

- Live Online: 1 hour

Competencies: Communication, Adaptability

How to Replace Conflict with Cooperation

Overview

This one-day seminar from Dale Carnegie Training® teaches us to resolve conflicts positively and keep our cool at the same time. The program begins by demonstrating how to diagnose conflict within an organization and teaches a variety of strategies and approaches for managing conflict and how to match them to a particular situation. We will learn concrete ways to apply these strategies to achieve maximum effectiveness. Instructors will also look at individual conflict response styles and teach us to avoid the stress and anger that can draw us into confrontation. The result is that we learn to be in control and to remain poised in conflict situations.

Outcomes

- Diagnose conflict within your organization
- Analyze your conflict response style
- Identify anger triggers and remain poised in conflict situations
- Encourage collaborative problems solving and gain consensus
- Learn a variety of strategies for managing conflict

Format

- In Person: 1 session (8 hours)

Competencies: Conflict Resolution, Professionalism, Communication

How to Use Customer Service to Turn Transactions into Relationships

Overview

There are two kinds of buyers out there. Transaction buyers look at our company as just another vendor. They'll buy from us on price or convenience. When a lower price or more convenient process comes along, they're history. Relationship buyers view our business as an organization they can trust. They buy from us because we consistently overdeliver on service. Relationship buyers purchase more frequently and in larger amounts than transactional buyers. As the person in charge of customer service, it's our job to help our reps create relationship customers.

Outcomes

- Understand what customers really want
- Overcome customer dissatisfaction
- Prevent client defection and resolve complaints
- Maximize add-on and cross-sell opportunities
- Partner across functions to exceed customer expectations
- Increase customer retention

Format

- In Person: 1 session (8 hours)

Competencies: Customer Acquisition, Customer Experience, Adaptability

How to Win Cooperation and Influence People

Overview

In this one-day seminar we will learn to use Dale Carnegie's human relations principles made famous in *How to win Friends and Influence People* to make people glad to do what you want them to do. This is not a seminar in how to manipulate people. Rather it shows us how to build trust in the workplace, create a collaborative work environment, and get buy-in. Dale Carnegie knew that people support directions they help create. This seminar will help us learn how to use our credibility and positive image to influence people to our point of view and create alignment so we can get the results we want.

Outcomes

- Gain cooperation and agreement from others
- Build confidence and establish credibility
- Improve communications across functions
- Create an atmosphere of trust and collaboration
- Apply methods to influence others without authority

Format

- In Person: 1 session (8 hours)

Competencies: Attitude, Interpersonal Skills, Influence

How to Win Friends and Influence Business People

Overview

Based on the classic teachings from the book *How to Win Friends and Influence People* by Dale Carnegie, this program will show us ways to achieve enlightened interpersonal effectiveness. We'll gain a holistic perspective by looking at what triggers us, and how our attitude affects communication outcomes.

For 100 years, professionals have turned to Dale Carnegie's powerful books and winning interactive seminars to help them reach new levels of professional and personal success. His name is synonymous with *How to Win Friends and Influence People*—setting the standard for interpersonal effectiveness—with tenets that are as valid today as when the book was first written.

Outcomes

- Determine your leadership style and the impact of that style on your team
- Value human potential and build relationships of mutual trust and respect
- Delegate responsibility, authority and accountability
- Create stretch goals for yourself and your team members
- Bring out the leadership potential in others
- Give difficult feedback without creating resentment
- Resolve conflicts quickly before they affect the whole group

Format

- Live Online: 4 sessions (3 hours each)

Competencies: Communication, Interpersonal Skills, Influence

How to Win Friends and Influence People in Business

Overview

This program is based on the unique productivity-improvement/stress-reduction principles developed by Dale Carnegie. We will learn to prioritize projects in terms of their payoff. Next, we'll see how to lock out mental distractions to concentrate the enormous power and energy of our mind on our priorities. We will discover how to cut through the clutter, zero in on the real issue, deal with it, and move on. This powerful program also provides four work habits that banish fatigue and help us accomplish more than we ever thought possible.

Dale Carnegie's methods will help us learn to foster a kinder, gentler and more open communication environment. We will learn to lead with deeds and words, to gain commitment and to achieve goals.

Outcomes

- Communicate professionally and confidently in business situations
- Engage others by building rapport, asking pertinent questions, and listening
- Build relationships and deal effectively with difficult people
- Gain cooperation and influence people
- Use emotional controls to sustain success

Format

- In Person: 2 days (8 hours each)

Competencies: Stress Management, Initiative, Adaptability

Innovation: Transforming Ideas into Solutions

Included in the *Executive Essentials* subscription

Overview

Innovation is vital to a company's success and very survival. But sometimes, innovation is placed on the back burner while companies focus on optimizing processes and perfecting current products and services. Even when we implicitly recognize the importance of innovation, we can feel overwhelmed and unsure of where to start.

In this module, we learn to facilitate the spawning of new ideas. And innovation doesn't stop with the next big idea. It takes the ability to turn the idea into a solution by following the Innovation Process. After this module, we will be able to identify and encourage idea fluency and facilitate an Innovation Process that moves from ideas to solutions.

Outcomes

- Manage change proactively
- Recognize and encourage new idea generation
- Facilitate an Innovation Process for problem solving and continuous improvement
- Create a conducive environment for the exchange and flow of ideas

Format

- In Person: 3 hours
- Live Online: 2 hours

Competencies: Adaptability, Change Management, Creative Thinking, Leadership

Integrative Business Negotiations: The Path to Smart Bargaining

Overview

The need for effective negotiation skills is as great as it's ever been. Negotiation professionals must be informed and prepared, respect the other party's knowledge and interests, and be able to provide win-win solutions to remain competitive.

In this program, we will learn how to analyze our own position and recognize what the other side really wants. We will learn ways to recognize and overcome ploys and tactics that impede the negotiation, and gain skills that will help you to keep negotiations on track. In addition, we will learn how to understand the difference between integrative negotiating and distributive negotiating; assess and analyze our current negotiating styles; Identify 8 traits of an effective negotiator; deal with emotions during a negotiation; increase our credibility and trustworthiness; apply Dale Carnegie's 12 ways to influence people; and recognize four basic stages of negotiations"

Outcomes

- Apply integrative negotiation tactics to achieve mutually beneficial results
- Generate win-win outcomes through planning and preparation
- Use questioning and listening skills to create a collaborative environment
- Build trust, credibility, and respect to gain cooperation and influence others
- Handle emotions when dealing with difficult behaviors and resolving conflicts

Format

- In Person: 2 days (8 hours each)

Competencies: Conflict Resolution, Communication, Influence

Internal Conflict Resolution

Overview

In this module, we work on enhancing our ability to manage real world conflicts that can challenge even the brightest teams. We will analyze conflict situations and discover methods to resolve them that will foster a more cooperative environment.

Outcomes

- Analyze conflict to get to the root causes
- Manage attitudes by understanding reactions
- Find the best approach to conflict that results in the greatest outcome
- Improve on strategies that make for a thriving team

Format

- In Person: 3 hours

Competencies: Conflict Management

Internal Customer Service

Overview

There is no way to become a customer-focused organization without being people-oriented. There are people throughout our organizations who all need help to get their jobs done in order to make the final paying customers happy.

In this module, we receive the best possible toolkit for servicing internal customers. We begin by shifting our own mindset to one of customer, not process-focused. We will discover techniques for keeping the lines of communication open and managing shared expectations. When internal partners work together it has a powerful effect on job satisfaction, and external customers reap the benefits!

Outcomes

- Gain a clear picture of the internal service relationships in their position
- Understand and meet the expectations of their internal customers
- Demonstrate superior internal customer service and care
- Implement techniques and tools for improving working relationships

Format

- In Person: 3 hours

Competencies: Conflict Resolution, Adaptability

Interpersonal Competence: Best Practices

Overview

Everyone benefits when relationships flourish. Taking an introspective look at our interpersonal skills to determine specific ways to work better with others is a first step to ensuring positive interactions. Committing to a planned approach for putting interpersonal skills into practice paves the path to dynamic, professional relationships.

In this module, we learn best practices for building professional relationships. Not only will we learn ways to adjust our approach for dealing with others, we will set targets for implementing what we learn so that our interpersonal relations benefit from incremental improvements, and ultimately deep-rooted trust.

Outcomes

- Identify opportunities to improve professional relationships
- Adjust their own behavior to enhance relationships
- Adopt best practices for improving interactions with others
- Follow a concrete action plan for interpersonal competence"

Format

- In Person: 3 hours

*Competencies: Interpersonal Skills.
Teamwork. Adaptability*

Interpersonal Competence: Connect with Others

Overview

Dale Carnegie believed it is possible to change other people's behavior by changing one's behavior toward them. It begins through authentic connections with others. Applying nine time-tested core principles helps us strengthen connections with others by building trust and rapport.

In this module, we learn to build trust and rapport to strengthen workplace bonds. These bonds are essential for teams to work harder together and deliver meaningful results. Being a part of a culture where trust is present benefits everyone because productivity is higher, and the work itself becomes more satisfying and rewarding.

Outcomes

- Adjust the way they approach others to support a vibrant work culture
- Apply principles that build trust and rapport in relationships
- Identify opportunities to improve relationships with team members
- Enjoy work more and contribute to organizational goals

Format

- In Person: 3 hours

Competencies: Interpersonal Skills, Communication ,Leadership

Interpersonal Competence: Enhance Teamwork

Overview

Being a master in your area of expertise brings little triumph if you can't bring your strengths to a team structure. There are certain attitudes, behaviors, and skills that must go into the team orientation. Dale Carnegie's Human Relations Principles are designed to encourage individual action that inspires others and promotes successful teamwork. These principles include the discipline of setting aside personal agendas to achieve team unity and share goals.

This module builds upon the foundation that productive team members understand their combined roles and single mission. Principles are explored that keep members motivated by drawing upon natural strengths and contributing to a thriving team.

Outcomes

- Feel confident and equipped to achieve success with team members
- Apply principles for gaining willing cooperation and engagement
- Identify opportunities to improve collaboration
- Tap into diverse strengths and perspectives

Format

- In Person: 3 hours

Competencies: Interpersonal Skills, Teamwork, Accountability

Interpersonal Competence: Influence Change

Overview

Market-leading organizations are always changing: adjusting to evolving business conditions, and seizing opportunities to innovate. People from wide-ranging roles can influence change with the right passion, skills, and tools.

This module prepares participants to lead others in times of change. We will assess our ability for influencing the attitudes and actions of others by evaluating our own willingness to adapt transformational leadership behaviors. Principles are explored for building respectful, productive relationships where together everyone achieves more.

Outcomes

- Uncover opportunities for positive change in the workplace
- Apply principles for influencing behaviors and attitudes
- Invest time, skill, and energy into creating a positive change within the team
- Lead innovation and transform cultural norms

Format

- In Person: 3 hours

Competencies: Interpersonal Skills, Conflict Resolution, Leadership

Lead Change Effectively*

Included in the *Leadership Essentials* subscription

Overview

Organizations today operate in an environment of rapid, continuous change. Significant internal changes include reorganizations, retirements, and hiring; external changes include shifts in the marketplace, evolving expectations of clients, and innovation. Leading a changing organization is a demanding, time-consuming responsibility.

In this module, we will examine the challenges of change leadership and the mistakes that often result. We will incorporate principles for leading organizational change, leading individuals during times of change, and managing our own reactions to change. Out of this discussion, we will create a draft of a change leadership plan. By creating and following through on this plan, we can take a more organized approach to leading organizational change.

Outcomes

- Define the challenges of change
- Create an awareness of how you and others may react to change
- Adjust personal patterns and attitudes
- Practice Creative Thinking

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online, 90 minutes self-directed)

Competencies: Change Management, Leadership

Lead Change without Authority

Overview

People can be change agents regardless of this position in an organization. Leading change without authority includes recognizing change while it's happening, understanding the change process, identifying leadership change strategies, and demonstrating flexibility.

In this module, we learn to recognize current change in the organization and how we can influence change without the clout. Most importantly, we develop a personal plan for staying flexible during change and map out ways we can advocate for and lead change regardless of our job title.

Outcomes

- Appreciate the need for change as a competitive driver
- Diagram their involvement with organizational change and their position in the Change Model
- Follow principles for leading change without authority
- Maintain flexibility during change

Format

- In Person: 3 hours

Competencies: Change Management,

Lead Effective Meetings

Overview

Meetings are meant to make our lives easier. A team that is on the same page is a team that works smarter. When a meeting is conducted effectively, results show. Proper meeting planning ensures that all meeting participants understand what the meeting is about and why they are in attendance!

In this module we cover the essentials of human resources and the importance of productive meetings. We'll learn the three components of an effective meeting strategy. From the pre-meeting planning, to the post-meeting follow up, we're covered!

Outcomes

- Inspire participation in meetings from key stakeholders
- Incorporate ways to build cooperation that lead to positive outcomes
- Apply guidelines that set the tone for a productive exchange
- Plan and lead effective meetings

Format

- In Person: 3 hours

Competencies: Leadership, Interpersonal Skills

Lead With Influence

Overview

As problem-solvers, requirement-gatherers, and subject matter experts, we all have countless opportunities to influence others every day. Our challenge is that we can get mired in a culture that is more focused on order taking and task completion. Without a clear and present voice, our ideas may not receive the consideration they deserve, which can lead us to feeling disenfranchised and under-utilized. Both we and our organizations can miss out on key opportunities for growth.

In addition to solid skills practice, this program provides clear patterns and mental models, grounded in neuroscience, for communicating in a way that generates engagement, buy-in, and cooperation.

Outcomes

- Become a true consultant to our stakeholders
- Develop a personal reputation that earns us a seat at the table Shift from addressing tactical needs to developing a strategic partnership
- Evolve to a broader understanding of organizational context
- Provoke stakeholders to consider new approaches

Format

- Live Online: 5 sessions (2 hours each)
- In Person: 2 sessions (5 hours each)

Competencies: Influence, Interpersonal Skills. Conflict Resolution

Leadership Blind Spots

Overview

Leadership matters. Leaders at the senior level strive to create a culture of engagement, while leaders on the front line need to motivate employees daily to drive results. Regardless of level, most leaders think they're demonstrating the qualities of an effective leader, but the findings indicate otherwise. Our research found that:

- Only 17% of employees are satisfied in their job.
- 45% of employees are planning on leaving their job in the next 12 months.

Through a recent global employee study, Dale Carnegie identified specific areas where leaders are falling short. We call these "leadership blind spots." Join us as we identify the leadership attributes that are critical to organizational performance and find out what we as leaders may be missing."

Outcomes

- Identify which leadership trends from our research may be impacting your organization
- Learn how your leaders can drive employee retention and satisfaction
- Uncover common leadership blind spots that may be undermining your corporate culture
- Start to identify your organization's leadership performance gaps

Format

- Live Online: 1.5 hours

Competencies: Self-Awareness, External-Awareness, Leadership, Accountability

Leadership Communications

Overview

Effective leaders know how to communicate. It's what they do. In order for leaders to efficiently propel their team towards their goals, they must be able to energize, organize and educate. And most importantly they must always be willing to listen.

In this module we examine three elements of leadership communication: listening, participating in and facilitating meetings, and speaking. We will learn how to listen with a purpose, engage others when leading meetings, and speak effectively to create alignment and retain talent.

Outcomes

- Define the elements of leadership communications
- Strengthen leadership listening skills
- Lead and facilitate communications in meetings
- Speak as a leader to inspire and mobilize team action

Format

- In Person: 3 hours

Competencies: Professionalism, Communication

Leadership Training for Managers

Overview

Leaders who demonstrate certain principles create an environment where employees are motivated, not forced, to bring their best to work to their jobs. Champion leaders strategically align organizational objectives with individual development goals so that both roads lead to breakthrough performance.

Dale Carnegie is uniquely positioned to customize training that transforms managers focused on tactics to leaders dedicated to communicating, implementing and supporting the strategic vision. Through this program, your management team will morph from managers of yesterday's outdated methods to leaders who inspire, energize and innovate to meet tomorrow's challenges.

In this program, we'll learn how the Dale Carnegie Leadership Model can take our top performers and turn them into our next generation of leaders.

Outcomes

- Learn the 5 Drivers of Leadership Success
- Master the 8-Step Planning Process
- Define and align performance goals
- Implement the 8-Step Delegation Process
- Apply proven principles that strengthen teamwork and trust
- Ensure continuous improvement and bottom-line impact

Format

- In Person: 7 weekly sessions (3.5 hours each)
- Live Online: 7 weekly sessions (2 hours each)

Competencies: Manages Progress Toward Goals, Innovative, Accountability, Fosters Teamwork and Collaboration, Fosters Employee Engagement, Effectively Communicates, Facilitates Change, Works Cooperatively, Strategic, Forward Focused

Leadership Training for Results: Unleash Talent in Others

Overview

Employees are looking to you as their manager to solve problems, guide them through change, and grow their careers. They need you to empower them to get the work done and engage them, so they go the extra mile.

Once you've mastered the basics, how do you develop your team to reach their full potential and meet organizational goals? How do you guide them through periods of change? How do you become an innovative leader?

Leadership is about relationships. This program combines the crucially important hard skills and proven behaviors that experienced leaders need, while also focusing on adopting the right attitudes required to be an engaging leader."

Outcomes

- Inspire, motivate, and develop others
- Promote teamwork, collaboration, and innovation
- Create effective organizational communication
- Guide others through change

Format

- Awareness Session: 1.5 hours
- In Person: 3 days (8 hours each) or 8 weekly sessions (3.5 hours each)
- Live Online: 8 weekly sessions (3 hours each)
- Sustainment Session: 1.5 hours

Competencies: Honesty and Integrity, Self-Aware, Manages Progress Toward Goals, Innovative, Others-Focused, Accountability, Inspiring, Makes Effective Decisions, Fosters Teamwork and Collaboration, Fosters Employee Engagement, Effectively Communicates, Confident, Facilitates Change, Works Cooperatively, Strategic, Solves Problems, Forward Focused

Leading Across Generations

Included in the *Leadership Effectiveness* subscription

Overview

Today's workforce may be comprised of as many as four generations working side-by-side. Each generation has a unique mindset, work style and way of communicating. This being the case, leading and managing multigenerational teams has become essential to building a successful team. As you learn to communicate effectively and connect with others, differences can be viewed as healthy, exciting opportunities to collaborate.

Leading a team of diverse generations can be an incredibly rich and productive experience when you have the skills in place to capitalize on the strengths of each generation. This program provides insights and tools to help you turn the attitudes and skills each generation brings to the table into powerful performance drivers. You will learn the approaches that will most often help you lead members of each generation, resulting in an engaging and productive work environment for everyone.

Outcomes

- Identify the values, expectations, and issues that shape the multigenerational work environment.
- Follow the eight guidelines for fostering cross-generational relationships.
- Leverage the many communication tips specific to each generation.
- Use the tools provided to coach and provide feedback to typical members of each generation.
- Commit to motivating and inspiring individuals from all generations.

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Diversity. Leadership

Leading Strong Teams

Included in the *Leadership Essentials* subscription

Overview

Successful leaders seem to develop strong teams wherever they go, no matter what task their team is assigned. These effective leaders know how to make the most of the wide range of personalities, skills, and abilities on their teams, and they know how to create a competitive spirit that builds cooperation.

In this program, you'll consider the best way to harness the individual strengths of your team members and turn them into team strengths. You will analyze the unique challenges of leading a strong team and explore ways to handle the kinds of issues that arise when leading talented, committed individuals who are working together in a team effort.

Outcomes

- Build on characteristics of strong teams for continuous improvement
- Capitalize on individual strengths to take teams to higher levels of performance
- Facilitate the intersection of diverse personalities in strong teams
- Leverage competitive spirit to propel a team's progress

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Leadership, Accountability

Leading Virtual Teams

Included in the *Leadership Essentials* subscription

Overview

Several factors have led to the emergence of a new form of teamwork. As Virtual Private Networks, Wi-Fi, and low-cost communication methods such as instant messaging and video chat become more reliable and commonplace, home-working and teleworking become an option for many teams. This option has provided organizations with numerous economic alternatives to the traditional face-to-face team structure.

Overall, virtual teams are very similar to traditional teams. However, communication and team building occur more naturally in face-to-face teams. Because of this, leaders of virtual teams should take deliberate actions to build in activities and practices that are vital to team success. This two-part, six-hour program will help equip leaders with the knowledge and skills necessary to lead virtual teams to new levels of effectiveness.

Outcomes

- Create a virtual team environment based on relationships and camaraderie.
- Establish clear team expectations based on mutual trust and respect.
- Communicate effectively and use technology that fits the situation.
- Identify ways to foster an environment of virtual teamwork, group effort, and cooperation.

Format

- Live Online: 2 sessions (3 hours each)

Competencies: Adaptability, Teamwork, Communication

Listening Skills for Boosting Communication

Overview

Listening is an art and one of the most important aspects of a successful conversation. However, research suggests that people often pretend to listen, or don't listen well enough. Overcoming distractions and actively listening, rather than assuming the general direction of the conversation, improves communications exponentially.

This module helps us determine ways to improve our active listening skills. We learn how to uncover opportunities by asking key questions that engage colleagues or clients and increase our understanding of their needs and expectations.

Outcomes

- Assess their listening skills overcome obstacles
- Deal with all kinds of listeners
- Genuinely engage with others and ask questions that uncover opportunities for growth
- Demonstrate active listening skills in all interactions

Format

- In Person: 3 hours

Competencies: Communication Interpersonal Skills. Communication, External Awareness

Management Skills for New Managers and Supervisors

Overview

This seminar provides everything we need to know to achieve outstanding results through others. We will learn how to gain employee commitment, lead confidently, and motivate employees to peak performance. We develop the skills to avoid the six most common mistakes first-time managers make. We'll gain key insights into the legal dos and don'ts of hiring, performance management, and termination. We discover how to build good relationships up and down the organization.

Outcomes

- Apply the skills necessary to transition successfully from worker to manager
- Cultivate positive relationships by earning trust, credibility, and respect
- Resolve conflicts using a win-win approach
- Plan, set goals, and manage time to improve productivity
- Build on employee strengths through coaching and performance management

Format

- In Person: 1 day (8 hours)

Competencies: Leadership, Results Oriented, Interpersonal Skills

Managerial Courage*

Included in the *Leadership Essentials* subscription

Overview

Many of us are uncomfortable when it comes to facing tough managerial situations, such as giving negative feedback, or receiving criticism from others. We worry about dealing with emotions, aggression, and fear. Without strategies in place to manage these difficult situations, it's easy to become overwhelmed and react poorly.

Learning the right strategies to deal with such situations enables us to courageously approach them in a composed, respectful, manner, and influence others to do the same. The resulting conversations create a more productive environment filled with employees and leaders willing to compromise and provide specific and meaningful feedback.

Outcomes

- Recognize psychological safety and gain tools to create it
- Adopt a process for receiving feedback and suggestions
- Skillfully give feedback that inspires
- Use a method for disagreeing agreeably

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Communication, Interpersonal Skills, Conflict Resolution

Managers Matter

Overview

The bottom line for engagement is that managers matter. As front-line managers we have more control over our employees' engagement levels than any other contributing factor—more than senior management, more than benefits and perks, and even more than money!

Managers Matter is an employee engagement workshop designed to provide us with the tools necessary to create a value-driven culture that will raise confidence levels and make employees feel valued, connected, and empowered to achieve higher levels of performance.

Outcomes

- Understand how immediate managers play a key role in employee engagement
- Learn how to equip managers with relationship-centered leadership strategies to drive engagement
- Uncover critical behaviors managers must demonstrate on a daily basis

Format

- Live Online: 1.5 hours

Competencies: Communication, Leadership, Results-Oriented, Engagement

Managing Across Generations Leadership

Overview

In this module, you learn how to bridge the generation gap and tap into the unique pool of talents that people of all ages bring to the workplace. Learning to work in a diverse environment shows you that people of all ages throughout the spectrum have something to contribute to the challenges we face today. Generational differences can become a catalyst for enhancing productivity and creating a dynamic, vibrant workforce that highlights timeless solutions for respecting and valuing everyone's perspective.

Outcomes

- Appreciate the benefits of diverse generations working together
- Provide constructive feedback that resonates with specific generations
- Coach different generations to reach their full potential
- Capitalize on the skills and strengths of each

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Diversity, Leadership

Managing Conflict in the Workplace*

Included in the *Leadership Effectiveness* subscription

Overview

Nothing can destroy productivity, derail projects, and damage your reputation faster than workplace conflict. Whether it smolders just beneath the surface or becomes open warfare, conflict can paralyze our group, department, or the entire organization. And once initiated, the unpleasant task of resolving conflicts falls on our shoulders.

Based on the time-tested principles from the book *How to Win Friends and Influence People*, this module prescribes the best approaches for effectively dealing with conflicts, so we can resolve issues while maintaining positive relationships. Learn to diagnose conflict before it intensifies, apply appropriate conflict resolution techniques to specific situations, and remain poised when tension is high.

Outcomes

- Diagnose conflict within your organization
- Analyze your conflict response style
- Apply a variety of strategies for managing and resolving conflict

Format:

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Conflict Resolution, Stress Management

Manage Customer Expectations:

Overview

From a customer's perspective whether internal or external, it feels good when expectations are met, but it feels great when an organization actually manages to exceed customer expectations.

This program shows you ways to understand your customers' expectations so that together, we can shape them. Learning to monitor and influence customer expectations enables us to better partner with them, making us an integral part of their solution.

Outcomes

- Discover strategic methods to clearly pinpoint customer expectations
- Manage customer expectations to exceed them
- Implement a customer expectations management process
- Partner with customers to build relationship
- Execute techniques to effectively monitor expectations and transform relationships

Format

- In Person: 3 hours

Competencies: Interpersonal Skills, Customer Experience

Managing Customer Expectations*

Overview

What do customers expect anyway? In today's world, customers expect more from the organizations they patronize. One of the biggest challenges in managing our customers' expectations is getting clear on what those expectations are, specifically. In reality, despite our best efforts, sometimes customers don't get what they expect.

How can we manage customer expectations effectively under less than perfect conditions when emotions are high and the future of the relationship between the customer and the organization is in the balance? We'll spend some time in this module discussing the various facets of customer expectations and practice using some tools and skills that help us more succinctly understand what our customers really expect.

We will discover ways to manage expectations for upset customers and close the gap between customer expectations and the products and services our organizations provide.

Outcomes

- Discover strategic methods to clearly pinpoint customer expectations
- Apply processes to align with customer expectations
- Use the RICH model to close the gap between customer expectations and reality
- Execute techniques to effectively monitor expectations and transform relationships

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Customer Experience, Interpersonal Skills

Managing Up*

Included in the *Professional Essentials* subscription

Overview

No matter how intelligent and well-informed an organization's leaders are, they can't always see the big picture in every situation. We may find ourselves wanting to communicate ideas and suggestions to managers in a way that will improve the overall leadership of the organization, even if we're not in official leadership positions ourselves.

In this workshop, we examine the ways we can influence the efficiency and effectiveness of our organization and work team, even if we are not the ones giving all the orders. We also commit to being more flexible in responding to others. Finally, we explore ways of managing our priorities and expectations, while accomplishing our goals and the goals of our manager at the same time."

Outcomes

- Plan the way we communicate with managers and colleagues
- Manage priorities and expectations
- Use the Magic Formula to sell an idea up the organization

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Leadership Initiative, Results-oriented, Vision, Communication, Leadership

Managing without Authority

Overview

This program is based on the classic work of Dale Carnegie—the acknowledged master of persuasion and human relations skills. Participants learn to communicate up, down, and across the organization to build consensus, negotiate compromises that work for everyone, resolve group conflicts before they derail a project, and use five types of evidence to gain commitment. In addition, through a set of proprietary exercises, our expert coaches will demonstrate how to create working alliances and inspire others to achieve established goals. In today's matrixed business world, successful leaders are able to work effectively well beyond the narrow span of control granted by a job description. They make the right things happen by gaining commitment and consensus from diverse individuals by using skills like diplomacy, tact, and persuasion.

Outcomes

- Lead with confidence and build positive relationships
- Establish goals, delegate, empower, and maintain accountability
- Demonstrate leadership through effective communication skills
- Resolve conflicts and coach effectively

Format

- In Person: 2 days (8 hours each)

Competencies: Results Oriented, Teamwork, Influence

Managing Workplace Stress*

Included in the *Professional Essentials* subscription

Overview

The list of stress factors in today's world grows longer every day. People react differently to living in this pressure cooker. Some

become aggressive while others become passive or just shut down altogether.

Regardless of the reaction, the results are the same – personal and organizational productivity grind to a halt, creativity dies, and momentum vanishes.

Now you can do something about the destructive forces of stress

in the workplace. Learn to assess your current reactions to stress so that you can stop worrying and start working up to your full potential.

Outcomes

- Examine different types of stress and their impact.
- Explore principles for handling stress more effectively.
- Identify ways to convert common negative reactions into positive outlooks.
- Develop strategies for managing stress with peers.
- Focus your energies to be more productive.

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Conflict Resolution, Stress Management, Adaptability, Leadership, Professionalism

Marshall Goldsmith - What Got You Here Won't Get You There

Included in the *Professional Essentials* subscription

Overview

Dale Carnegie is excited to partner with Marshall Goldsmith to make one of the most effective management development methodologies accessible and convenient!

Experience the merging of our world-renowned training and that of leadership development expert, executive coach and author, Marshall Goldsmith from his New York Times best seller and Wall Street Journal #1 business book, *What Got You Here Won't Get You There*.

This dynamic session will help you identify and overcome 20 of the most common interpersonal challenges often found in leadership behavior. We'll learn a seven-step method to get rid of bad habits, or make adjustments to habits we want to change. We'll apply a variety of methods to gain feedback and practice feed forward—a simple yet powerful process that turns feedback into productive action.

Outcomes

- Build on our reputation as a powerful and influential leader
- Identify and target specific habits that hold us back
- Gain feedback and experience the power of feedforward
- Overcome common obstacles to changing for the better
- Use techniques to sustain success and master continuous improvement

Format

- In Person: 2 sessions, 3 hours each
- Live Online: 2 sessions, 3 hours each

Competencies: Attitude, External Awareness, Influence

Master the Selling Process

Overview

This module gives sales executives the opportunity to practice the full sales process. We will be evaluated by their peers and given valuable feedback as well as observe and determine best practices and capitalize on the strengths of each other.

Outcomes

- Understand the sales process in its entirety
- Deliver a sales presentation, customized to their client's business
- Receive valuable feedback and pointers for improvement
- Assess colleagues on their ability to present solutions

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Communication

Meetings that Work*

Included in the *Leadership Effectiveness* subscription

Overview

When planned, conducted, and led effectively, meetings can have an enormous positive impact on an organization. Regardless of the complexity of the meeting or format (in-person or virtual), proper planning is essential to strengthen, enhance, keep on track, shorten, and even eliminate future meetings. An effective meeting should leave the participants feeling productive, energized, and prepared to tackle any action or project.

This module is a much needed antidote for any person or organization suffering from poor meetings. By applying Dale Carnegie's principles and by gaining the willing cooperation of others, we become the catalyst for beneficial outcomes for colleagues, customers, managers, and ourselves.

Outcomes

- Define key questions in support of building a solid meeting strategy
- Identify motivations for various types of meetings
- Enhance in-person and virtual meeting participation through increased engagement
- Create guidelines for meeting effectively in-person and virtually

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Interpersonal Skills, Leadership

Motivation

Overview

It's often said that people join companies and leave managers. Poor leaders are often cited as the number one reason that people change companies. All managers can impact motivation by understanding the differences between maintenance and motivation, using tangible and intangible rewards, and focusing on appealing to a sense of belonging and importance.

In this module we learn how to understand the needs and desires of our team and better connect with them using proven Human Relations Principles. We explore each principle and determine how to best apply them to our everyday interactions to inspire action, build trust, and develop the human potential of our organization.

Outcomes

- Examine work environments and identify current motivation levels
- Identify motivation factors and tools to increase motivation among associates
- Apply human relations principles to build effective relationships and commitment levels
- Accentuate the positive in specific, measurable terms

Format

- In Person: 3 hours

Competencies: Interpersonal Skills

Motivational Leadership

Overview

Everyone is motivated by something different. For some it is passion or competitiveness; for others it's money or family. As leaders, it's imperative to acknowledge that each of our team members is an individual, and while certain perks may motivate us and others, they may not motivate everyone. Most professionals have the ability to keep themselves motivated, but the responsibility falls on a leader to create an environment where people have meaningful work.

This module takes a look at the many ways leaders can mold a work environment into an inspirational think tank. Stimulating our team to grow on an individual level demonstrably increases morale and productivity as a whole. Using Dale Carnegie's famous principles as our own motivational tool belt will help us develop the textbook environment for our team to create, participate, and repeat.

Outcomes

- Recognize the leader's role as a motivator
- Develop greater awareness of drivers that motivate individuals
- Recognize the relationship between expectations and motivation
- Align individual motivators with organizational goals

Format

- In Person: 3 hours

Competencies: Influence, Teamwork, Leadership

Motive and Commitment

Overview

As you near the end of the sales cycle, it becomes important to create a sense of urgency for the buyer, so you can find a natural way to ask for the commitment. By demonstrating what the buyer needs are and painting a clear picture of how your solution will resolve those needs, you create the perfect opportunity to ask for the business. Throughout the sale, you're on stage, and buyers are continually evaluating your performance. But they're communicating with you too, either verbally, physically, or emotionally. If you learn to recognize responses early, as either objections that need to be addressed or buying signals urging you to ask for a commitment, you will pave the way for a comfortable and seamless close.

Outcomes

- Recognize buying signals through the sales process
- Evaluate and acknowledge buyer perspectives to move the sale forward
- Engage the prospect's emotions at every stage
- Practice six time-tested methods to ask for the sale with confidence

Format

- In Person: 3 hours

Competencies: Customer Experience, Attitude, External Awareness

Negotiations: A Human Relations Approach

Included in the *Sales Essentials* subscription

Overview

Effective leaders and sales professionals must be effective negotiators. This requires skilled questioning and information gathering. A common mistake when negotiating is the failure to thoroughly explore the wants, needs, and motives of the other parties involved before presenting solutions. Honing methods of inquiry and presenting solutions in a way in which others can see added value for them, provides a strong foundation for negotiations.

Applying a proven negotiations process helps people know where they are going and how to plan for success. In this program, we will learn techniques such as building rapport; analyzing the actions, needs, and agendas of all parties; using effective strategies such as presenting alternatives; bargaining in good faith; and finalizing agreements so that everyone “wins” something that they want. By doing so we will be able to gain cooperation and increase the likelihood that future interactions will be positive.

Outcomes

- Assess and improve their negotiation skills
- Identify qualities of champion negotiators
- Engender all-win outcomes through planning and preparation
- Practice negotiation tactics to that result in mutually beneficial outcomes

Format

- In Person: 2 hours
- Live Online: 2 hours

Competencies: Interpersonal Skills, Adaptability, Results Oriented

Negotiations: Bargaining and Agreement

Overview

Whether we like or dislike bargaining, it's a natural and integral part of any negotiation. Bargaining becomes easier when we have conducted effective research and analysis, and presented alternatives and added value that target the objectives of the other party.

In this module, we learn to identify the key bargaining points of our client, which are non-negotiable, and which ones they are willing to abandon. We analyze proven negotiations tactics to form a clear understanding of which ones work best in specific situations. Of most value, we'll practice four principles to help us control our reactions, which will lead us to our goal of closing a sale that is mutually beneficial and will ensure a long-term business partnership.

Outcomes

- Better appreciate negotiating by focusing on the outcomes
- Determine negotiations actions, agendas, and alternatives
- Respond to common negotiations tactics
- Implement strategies for effective negotiation planning and preparation

Format

- In Person: 3 hours

Competencies: Customer Experience, Customer Acquisition, Results Oriented, Conflict Resolution

Negotiations: Collaborate to Win

Overview

Negotiation is a part of the average workday, regardless of the position we hold. For salespeople, effective negotiation is core to both short- and long-term success. Expert negotiators are both adaptive and influential, ensuring outcomes benefit both sides and paving the way for enduring relationships.

In this module, we develop the skills necessary to negotiate a win-win outcome. A variety of negotiation points, besides price, are explored that strengthen our proposal. We will learn to reframe conversations and objections, resulting in a collaborative dialogue that earns trust and enables us to close the sale.

Outcomes

- Adapt the characteristics and skills of an effective negotiator
- Expand negotiation points to include topics other than price
- Respond to a counterpoint logically rather than emotionally
- Apply a process for negotiations

Format

- In Person: 3 hours

Competencies: Customer Acquisition

Objections

Overview

It is likely in any selling situation that obstacles will have to be overcome before a buying decision is made. Often we make the mistake of “handling” objections in such a way that the buyer is turned off. Resolving objections effectively is a process that involves careful, sensitive listening along with positive, factual responses to buyer concerns. We must understand that buyer objections are not always rational. Objections are often emotional. We must respond to customers’ emotional needs, along with the obstacles preventing them from buying, if you want to build long-term relationships.

All obstacles must be eliminated before a buying decision can be made. It’s important to address objections in ways not offensive to the buyer. Eliminating objections effectively requires careful, sensitive listening, combined with positive, clear and concise responses to the buyer’s concerns. Objections are often emotionally driven. By responding to a customer’s emotional concerns, along with other obstacles that may prevent them from buying, we are paving the way to a loyal, long-term, business partnership.

Outcomes

- Apply a Win-Win process to resolve objections
- Identify points of agreement to lower buyer resistance
- Respond to the six most common objections with confidence

Format

- In Person: 3 hours

Competencies: Communication, Interpersonal Skills, Customer Experience, Stress Management

Outstanding Customer Service*

Included in the *Customer Service Essentials* subscription

Overview

Outstanding service starts with solid relationships, and there are principles you can follow to maintain professionalism and strengthen relationships with customers. You also need to have a process to resolve complaints, ensuring that you deal with the emotional and practical aspects of each customer's issue. While basic telephone courtesy is a must, the finer points are often missed and can make a big difference.

In this module, we will be given a simple yet effective eight-step process for resolving complaints, as well as some key guidelines to follow in dealing with challenging customers. We will also learn the five approaches to engage customers and build loyalty, and a useful process for gaining customer referrals without being pushy or aggressive.

Outcomes

- Take advantage of every customer contact as an opportunity to be someone's HERO.
- Learn to ask strategic questions so you can get the right answers to move you quickly to resolution.
- Practice a model that you can use consistently to solve customer issues.

Format

- Live Online: 2 hours
- Blended: 2 hours (60 minutes live online; 60 minutes self-directed)

Competencies: Customer Experience, Conflict Resolution

Overcoming Workplace Negativity*

Included in the Customer Service Effectiveness and Professional Essentials subscriptions

Overview

Negative talk can drain the energy out of us and our organization. Negative attitudes can spread like wildfire and become a huge drag on performance. That's the bad news.

The good news is that enthusiasm and positive attitudes spread just as quickly and affect performance just as much – in the right direction. In this session, we will learn to create an atmosphere of success and positive thinking. We will use Dale Carnegie's proven methods to prevent negative individuals from robbing us and our teams of the energy we need to succeed.

Outcomes

- Assess our own attitudes in relation to our workplace
- Identify 3 main sources of negativity in the workplace
- Apply proven principles to overcome negativity
- Discover 4 key questions to solve workplace negativity problems

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Attitude, External Awareness

People Skills for First Time Managers and Supervisors

Overview

This seminar provides everything participants need to know to achieve outstanding results through others. Of course, it covers the basics like planning, organizing, and setting controls, but the real focus is on building participants' interpersonal effectiveness. We will learn how to gain employee commitment, lead confidently, and motivate employees to peak performance. We'll develop the skills to avoid the six most common mistakes first-time managers make. They gain important insights into the legal dos and don'ts of hiring, performance management, and termination. We will discover how to build good relationships up and down the organization.

Outcomes

- Apply the people skills necessary to move from worker to manager
- Get in sync with management and our employees
- Primary Competencies: Results Oriented, Accountability, Leadership
- Use techniques that cultivate positive work relationships

Format

- In Person: 1 day (8 hours)

Competencies: Human Resource Management, Accountability, Interpersonal Skills

Performance Defined

Overview

For an organization to hit all its targets, the performance expectations of each associate must first be clearly defined. Everyone works better with a plan. Prioritizing the key goals and communicating specific performance standards gives all team members a clear understanding of the task at hand. Duties, activities and skills are aligned with the knowledge and abilities to deliver outstanding results.

In this module, we learn to create clear and specific performance expectations that support our organization's vision and objectives. We will be able to communicate expectations clearly, both verbally and in writing. We will gain tips on how to align areas of responsibilities with the know-how and skills to create positive energy and outcomes.

Outcomes

- Develop a structured document that defines performance expectations
- Communicate expectations in a clear and meaningful way
- Identify key skills, knowledge, and abilities essential to job performance, and match talent to task
- Translate business objectives into daily activities with measurable results

Format

- In Person: 3 hours

Competencies: Management Controls, Human Resource Management

Performance Reviews that Motivate*

Included in the *Leadership Essentials* subscription

Overview

Let's face it. We don't often think that "performance review" and "motivation" belong in the same sentence. Performance reviews can cause anxiety in the associates being appraised and the manager responsible for conducting them.

An effective performance review is an opportunity for honest, open, collaborative conversation. It can inspire and engage people when it is focused on positivity, encouragement, and future opportunities. By setting expectations and helping associates to create achievable targets well in advance, then coaching and providing adequate feedback throughout the year, performance management becomes part of the culture rather than a dreaded annual event.

Very few people are motivated by criticism. If we can agree that "People will support a world they help create," then in this program, you'll learn and practice how to plan and conduct performance conversations so that staff members buy in, feel encouraged, inspired, and ready to exceed expectations.

Outcomes

- Recognize performance reviews as collaborative conversations that inspire team members to excel and achieve.
- Adopt a proven framework to support and execute on performance reviews.
- Be prepared to have your next performance conversation with intent and confidence.
- Increase buy-in and cultivate enthusiasm when having performance conversations.

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Results-Oriented, Management Controls

Persuasive Conversation Skills for Business Professionals

Overview

Conversations occur constantly in every area of daily life. Sometimes innocuous workplace small talk builds a foundation for powerful improvements and changes. Persuasive Conversation Skills for Business Professionals helps participants hone the skills they need to become successful and conscious business conversationalists.

Outcomes

- Communicate professionally and persuasively in business situations
- Engage others by building rapport, asking pertinent questions, and listening
- Respond with confidence, clarity, and impact
- Deal effectively with difficult situations and conversations
- Use emotional controls to sustain success

Format

- In Person: 2 days (8 hours each)

Competencies: Communication, Interpersonal Skills, Influence

Pipeline and Territory Management

Overview

Pipeline and territory management: the predictors and measures of sales success. As sales executives, our first step is to establish a realistic sales goal, followed by an itemized list of the elements necessary to achieve that goal. Those elements, also known as our pipeline, include projected business from existing accounts as well as any new prospects. Not every deal will close, at least not without a great deal of planning. Understanding closing ratios and executing a concrete plan are essential to positive sales results.

This module pulls the curtain back on the activities that must happen behind the scenes in order to grow your business. We'll explore the skills, critical steps, and analytics of sales growth planning.

Outcomes

- Establish realistic and measurable sales goals
- Accurately project revenue targets from existing accounts and new prospects
- Identify the status clients and prospects in the sales cycle
- Develop a territory plan to focus your sales activities

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Vision, Results Oriented

Planning

Overview

Having a vision is creative. Having a vision and executing a plan to move it forward, is leadership. Outstanding leaders know how to successfully communicate their vision, gain acceptance of that vision, and prioritize the tasks and methods necessary to turn the vision into a reality. Planning. Planning. And more planning.

In this module, we examine an eight-step planning process that describes the steps necessary to turn a vision into reality. We discover ways to communicate the vision in a clear, compelling manner, and we learn to implement a plan to achieve the best results.

Outcomes

- Understand the value of proactive approach to leadership
- Describe a vision in clear, specific, compelling terms
- Identify the steps necessary to transform a vision into action
- Implement a plan with clearly defined communication goals

Format

- In Person: 3 hours

Competencies: Leadership, Vision, Results Oriented

Planning Presentations

Overview

Confidence. It is arguably the most important element to a compelling presentation, regardless of who or how large an audience we're addressing. And we can't feel confident unless we know we're prepared. An effective presentation involves planning. Planning includes creating an outline, analyzing your audience and ways to appeal to specific audience members, and practicing methods to control anxiety.

In this module, we learn the planning process for effective business presentations and receive tools for ensuring our presentation is relevant and compelling for our audience. Most importantly, we'll gain confidence for when we're called to give our first presentation!

Outcomes

- Understand the foundational elements that comprise a powerful presentation
- Apply tools to analyze the audience and customize delivery
- Prepare evidence to give their presentations more impact
- Practice the elements of a standard presentation

Format

- In Person: 3 hours

Competencies: Communication, External Awareness

Power Prospecting: Strategies to Increase Leads and Customers

Overview

Finding new resources to generate leads is the life blood of your business. If you're searching for ways to increase qualified leads and customers, prospecting is the single most important action you can take. Power prospecting is more than going after business...it's going after the right business.

Regardless of how well you know your service or product line or how capable you are, if you don't have a qualified prospect, you don't have a sale. This fast-paced seminar will show you how to keep your pipeline filled with suitable prospects.

Outcomes

- Apply a positive mind-set to prospecting
- Plan, get organized, and manage prospecting activity
- Use a variety of strategies to find qualified prospects
- Generate interest and get appointments using scripts
- Follow-up and follow-through to convert prospects to customers

Format

- In Person: 1 day (8 hours)

Competencies: Customer Acquisition, Communication, Interpersonal Skills

Powerful Conversations to Engage Your Workforce

Overview

How well do you really know your coworkers? Even though you may see and talk to team members on a regular basis, some may still feel like strangers to you. The best way to create the foundation for teamwork and professional relationships is by getting to know others as individuals, looking beyond their role in the organization.

Great conversationalists are able to find connections with others by asking the right questions and learning team members' likes and dislikes. As a result of these relationships, trust is formed and teamwork comes more naturally. In this fast-paced webinar, you will hone the skills needed to have powerful conversations that will improve professional relationships, build trust, and get real results.

Outcomes

- Apply a proven process for connecting with others.
- Identify the 3 types of questions for effective conversations.
- Leverage the 7 keys to being a great conversationalist.
- Use the Conversation Starter Guide to have meaningful conversations with anyone. "

Format

- Live Online: 1 hour

Competencies: Communication, Teamwork

Present Complex Information

Included in the Presentation Essentials and Sales Effectiveness subscriptions

Overview

Let's simplify our approach to presenting complex information. Explore processes and make our next presentation clear and compelling. Walk away with best practices for support materials, visuals, and presentation delivery that will prepare us for our next big moment.

A presentation is one of the most important tools a professional has for getting things done and influencing others. Whether we are persuading colleagues, selling to a client, energizing a team, or recommending an idea to senior leaders, an effective presentation can be the difference between success and failure. This module will help us focus on the visual, vocal, and verbal components of presentation delivery so that our message has the intended impact on our audience. Participants receive a Presentation Planning Worksheet to help maximize the effectiveness of every future presentation.

Outcomes

- Use a proven structure to effectively present complex information
- Identify ways to simplify material to reach all listeners
- Uncover the power of the analogy
- Explore best practices to plan your next presentation

Format

- Live Online: 1 hour

Competencies: Communication, Influence

Present to Gain Input

Overview

One of the most valuable types of business presentations is the one that is designed to gain input. Rather than a typical sharing of information, this presentation calls for the exchange of ideas between the presenter and the listener. While the presenter still controls the direction of the presentation, she requires a willingness to allow an even flow of information, rather than dominating the conversation with her own opinions. In other words, she needs to check her ego at the door.

This module examines the role of the facilitator in drawing out ideas and opinions. You analyze a model that allows you to remain in control and move the discussion in a relevant and valuable direction. You review how careful planning and preparation are essential to making this type of presentation effective. You also learn that the varied personalities of your needs should be carefully considered so you can earn their respect and cooperation – and accomplish your goal of tapping into their fresh thinking.

Outcomes

- Plan and prepare presentations to gain input
- Structure presentations for logical, productive outcomes
- Engage participants in exchanging ideas and opinions
- Incorporate a model designed to guide discussion and elicit ideas while maintain control

Format

- In Person: 3 hours

Competencies: Communication, Influence

Present to Inform

Overview

An effective presentation to inform ensures a clear understanding of the message by emblazoning it in our listener's head for eternity. Too strong? Not really. The preferred outcome is an audience that understands the message, stays engaged throughout, and replays some of the information for days to come.

In this module, we will plan an informational presentation in which our message is clear, and our audience remains interested. We will use graphics to reinforce our information and we confidently request feedback, so we can clarify any points of confusion.

Outcomes

- Plan for effective informational presentations
- Use a model for making your ideas clear
- Reinforce your information using visual impact
- Solicit feedback to ensure the clarity of your message

Format

- In Person: 3 hours

Competencies: Communication, Initiative

Present to Persuade—In Person

Included in the *Presentation Essentials* and *Sales Essentials* subscriptions

Overview

Many times throughout your career you will be called upon to make a presentation that persuades your listener to take action or alter their way of thinking. Whether you are a salesperson who is trying to close a sale, or a sales leader rolling out a new compensation plan, many business executives need to persuade their listeners. Prepare to persuade!

If you have ever needed to persuade others through a presentation, you know there are a host of challenges to doing so effectively. In this program, you address the most effective methods of presenting to persuade. You learn to analyze your listener's point of view in order to make your presentation clear, concise, and inclusive of their concerns. You use facts to make your presentations more convincing. You learn to incorporate the three proven elements of a dynamic, persuasive presenter: Earn the right to present, Excite your listener on your topic, and Eagerly share the importance of your message.

Outcomes

- Identify and use the steps in a proven structure for persuasion
- Apply the power of evidence and other presentation best practices
- Compel listeners to action by clarifying the benefits for them
- Plan for a persuasive presentation

Format

- In Person: 1-3 hours

Competencies: Communication, Influence

Present to Persuade—Live Online

Included in the Presentation Essentials and Sales Essentials subscriptions

Overview

In this module, we address the most effective methods of presenting to persuade. We learn to analyze our listener's point of view in order to make our presentation clear, concise, and inclusive of their concerns. We use facts to make our presentations more convincing. We learn to incorporate the three proven elements of a dynamic, persuasive presenter: Earn the right to present, Excite our listener on our topic, and Eagerly share the importance of our message.

In this module, we address the most effective methods of presenting to persuade. We learn to analyze your listener's point of view to make our presentation clear, concise, and inclusive of their concerns. We use facts to make our presentations more convincing. We learn to incorporate the three proven elements of a dynamic, persuasive presenter.

Outcomes

- Identify and use the steps in a proven structure for persuasion
- Apply the power of evidence and other presentation best practices
- Compel listeners to action by clarifying the benefits for them
- Plan for a persuasive presentation

Format

- Live Online: 1 hour

Competencies: Communication, Influence

Presenting with Impact

Included in the *Presentation Essentials* subscription

Overview

A strong presentation needs to pack a punch. The best way to do that is to zero in on the most central point that we want to convey and then introduce that point with a powerful opening. Follow up with data that supports our premise and finally, deliver an ingenious closing that will leave our audience in awe and in support of our message.

A presentation is one of the most important tools a professional has for getting things done and influencing others. Whether we are persuading colleagues, selling to a client, energizing a team, or recommending an idea to senior leaders, an effective presentation can be the difference between our success and failure. This interactive program will help us focus on the visual, vocal, and verbal components of presentation delivery so that our message has the intended impact on our audience.

Outcomes

- Establish trust, credibility, and respect with listeners
- Practice becoming more dynamic
- Clarify the key points of a message
- Implement a variety of support tools that bolster a message
- Open and close sessions with impact

Format

- In Person: 3 hours
- Live Online: 3 hours

Competencies: Communication, Influence

Process Improvement

Overview

Regardless of the industry we're in, our operation depends on two things: people and processes. Improving the way we do business requires the two come together. It takes a proactive, thorough analysis of existing processes to understand what needs to be improved. Using a collaborative, team approach and proven methods is the best way to improve how work gets done and how progress can be sustainable.

This module urges us to take a hard look some of the processes in our organization that may not appear broken but do need improvement. Through this close examination, the nuances of existing processes come to light and we will develop a plan for change or improvement. Most importantly, we will capitalize on the knowledge and expertise of colleagues to identify opportunities and put ideas into action.

Outcomes

- Evaluate the effectiveness of existing processes to determine ways to improve
- Explain processes to others to increase understanding and buy-in
- Implement methods to improve existing processes
- Leverage diverse perspectives to invigorate work processes

Format

- In Person: 3 hours

Competencies: Teamwork, Change Management, Creative Thinking

Project Planning

Overview

The ability to plan projects, whether large or small, simple or complicated, is essential in today's business environment. Keeping projects from floundering and people from wandering off course, resulting in delayed success, missed deadlines, or failing altogether, requires the specific skills to successfully guide projects to completion.

In this module, you learn a proven process for charting and staying the course of a project plan. This process includes identifying team member strengths, anticipating challenges, and holding people accountable for achieving their tasks and goals.

Outcomes

- Use a project planning process to achieve results
- Identify project plan strengths and overcome challenges using a SWOT analysis
- Assign responsibilities to team members based on talent and skill
- Hold team members accountable to goals and tasks

Format

- In Person: 3 hours

Competencies: Teamwork, Vision, Accountability

Public Speaking Mastery

Overview

In this program, we start with basic public speaking tips and tricks and move quickly into delivering talks. We will be on our feet and presenting like a professional in no time at all! Use sophisticated techniques like voice modulation, attention focusing and idea pyramids for creating impact and audience persuasion. This program is kept small, guaranteeing individual attention, personal direction and advice about our own presentation style. All presentations are videotaped, so we can watch our progression from novice to pro. Take the step from nervous novice afraid to speak to savvy pro eager to address.

Outcomes

- Apply best practices for planning effective presentations
- Prepare evidence to deliver with greater impact
- Create visuals that enhance the message
- Present and conduct Q and A with increased confidence
- Self-coach for best results and continuous improvement

Format

- In Person: 2 days (8 hours each)

Competencies: Communication, Professionalism, Influence, Leadership, Accountability

Rapport

Overview

Probably the most important contact point is what you say first when you are face-to-face or phone-to-phone with a buyer. This first impression is critical, even with customers you may have known for years. The first few minutes of any sales interview can set you apart from the competition and build personal and product credibility. When you are calling on new prospects, you are usually facing an uphill battle to overcome preoccupations on the part of the buyer. They are dealing with their problems and issues. You need to show that you understand these issues and begin your sales call with evidence that you can help them, based on what you have done for other clients.

Outcomes

- Determine value from a buyer's point-of-view
- Employ three strategies to make buyers eager to talk
- Establish immediate credibility to build alignment with buyers

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Customer Experience

Rapport: Becoming A Trusted Advisor

Overview

Building client rapport is like an investment in our sales future. Buyers are much more likely to buy from individuals who they believe they can trust, and with whom they have individual rapport. Rapport-building starts from our first contact with the prospective client. Actions that we take in the earliest stages of the selling process tell the customer a great deal about our temperament, organizational skills, and commitment to follow-through. With established accounts, we are always in an environment of change, so we need to be meeting new people in the decision-making process, establishing a wider range of contacts, and continuously strengthening the rapport that exists with our current contacts.

In this module, we examine four phases of client trust and learn rapport development techniques with prospective and new clients. We also review the ways to maintain and grow client rapport with ongoing account relationships, and create a plan for sustaining client rapport in the future

Outcomes

- Appreciate the benefit of making authentic connections with all contacts
- Build trusting client relationships
- Develop rapport with new accounts
- Enhance connections with existing accounts

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Customer Experience, Interpersonal Skills

Referrals

Overview

Asking for referrals can be an uncomfortable step for many people. The feeling of being pushy or aggressive causes many of us to hold back. We often don't know the right time to ask, or we don't know how, or we just forget. A key focus is to recognize that giving referrals can be a benefit for our existing customers. They can be helping you, their contact, and their company all at the same time. Customer service people benefit from helping create results for new customers and strengthening business relationships. The new customer benefits because they can find ways to solve problems and create new opportunities. Asking for referrals can really be a win-win-win.

In this module we will explore the barriers to asking for referrals, recognize the possible benefits for everyone involved, and learn an easy and conversational approach to ask for more business opportunities.

We explore the most common reasons to avoid asking for a referral, and why and how to overcome hesitancy. We will learn a simple, conversational approach to ask, with confidence, for additional business opportunities. It's easy and it works every time!

Outcomes

- Overcome the logical and emotional hurdles to asking for referrals
- Understand the all-around benefits to asking for referrals
- Apply a process to ask for referrals with confidence
- Follow through on referrals to gain new customers

Format

- In Person: 3 hours

Competencies: Interpersonal Skills, Customer Experience

Remember Names to Build Better Professional Relationships*

Included in the *Customer Service Effectiveness* and *Professional Essentials* subscriptions

Overview

Dale Carnegie said, “Remember that a person’s name is to that person the sweetest, most important sound in any language.” Remembering names of customers, prospects, networking contacts, and colleagues is critical to your ongoing professional success. It is essential in forming and strengthening relationships as well as establishing rapport with individuals. Today more than ever, professionals rely on stronger people networks to help them work more efficiently and advance in their careers.

In this module we will gain the skills to help us remember names when we need them. Doing so is the basis for being able to more effectively grow and tap into our network of contacts. Find out which tools and formulas we can use that will help us remember the name of just about any person we will ever meet!

Outcomes

- Discover the value of remembering names
- Practice fun, engaging techniques to help you remember names
- Gain the confidence to introduce yourself in a memorable way

Format

- Live Online: 2 hours
- Blended: 2 hours (60 minutes live online; 60 minutes self-directed)

Competencies: Professionalism, Interpersonal Skills

Sales Leadership Excellence

Overview

Leading a team of successful salespeople is a complex and demanding endeavor that requires specific skills and competencies. This seminar will show us how to establish a clear vision, set expectations and improve our sales management skills.

We'll cover key skill sets that will include finding the right salespeople for our teams, coaching performance and running powerful sales meetings. More importantly, we'll develop the competence we need to lead our sales teams to exceed top management expectations.

Outcomes

- Develop and strengthen personal leadership and communication skills
- Build a strong, productive, and successful sales team
- Manage time and performance more effectively
- Hire a top performing sales force
- Conduct outstanding sales meetings that inspire and motivate

Format

- In Person: 2 days (8 hours each)

Competencies: Leadership, Human Resource Management, Vision

Sales Performance Defined

Overview

Defining clear performance expectations that relate to the organization's mission and values creates win-win outcomes. Identifying key result areas and SMART performance standards in these areas develop clarity. Duties, activities, skills, knowledge, and abilities are aligned to create measurable results. Regular follow up through status meetings and measuring skills and activities creates consistent feedback and results.

In this module, we learn how to clarify goals, determine the results needed from each team member, and assign activities necessary to achieve those results. By establishing clearly defined performance goals, we as sales leaders can quickly identify areas that need to be improved as well as uncover opportunities for growth.

Outcomes

- Create a job description for the ideal salesperson
- Write a document that defines performance expectations
- Identify key skills, knowledge, and abilities essential to optimum job performance
- Translate business objectives into daily activities with measurable results
- Apply a process for conducting one-on-one sales status meetings

Format

- In Person: 3 hours

Competencies: Accountability, Communication

Secrets of Motivation*

Overview

As leaders we recognize that our greatest sustainable competitive advantage today is found in human resources. Attracting and retaining talent, sustaining productivity, creating psychological safety, and cultivating an environment of innovation are all bolstered by offering meaningful, integrated motivation to our teams.

Such motivation comes in many forms and can be expressed consistently through a team's culture and communication, resulting in a "360" approach to motivation that reaches from leader to direct report, from team member to team member, and even from team member to leader.

In this session we integrate the Dale Carnegie Human Relations Principles and a framework for offering motivation that is targeted and meaningful to realize optimum benefit and maximize engagement. Effective application of Human Relations Principles builds trust with others and identifies opportunities to recognize and develop the human potential in our organization.

Outcomes

- Implement practices to increase motivation among associates.
- Be adept at delivering meaningful recognition with ease and sincerity.
- Build a culture of motivation to positively affect quality of work-life, productivity, and retention.

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Leadership, Interpersonal Skills

Secrets to Leading with Assertiveness*

Included in the *Leadership Effectiveness* subscription

Overview

Successful leaders are assertive leaders. What does that mean? How can someone who isn't naturally assertive become more so to be effective? Where is the line between assertive behavior and passive or aggressive behavior and why are the distinctions so important? Assertive leaders are forthcoming about their needs, but are considerate of the rights and needs and of others.

In this module, we will learn to build on our strengths, advocate for what we need to be successful and use the right language to do so. We will learn strategies to boost our confidence, 10 tips to build assertiveness, and the Dale Carnegie principles of cooperation to influence and effectively lead our team.

Outcomes

- Identify the differences between passive, assertive and aggressive behaviors.
- Navigate difficult situations with confidence.
- Apply cushions and the “Say No!” formula.
- Use 10 tips to become assertive.

Format

- Blended: 3 hours (90 minutes live online, 90 minutes self-directed)

Competencies: Leadership, Attitude

Self-Awareness: Leading with Emotional Intelligence*

Included in the *Leadership Effectiveness* subscription

Overview

A boss demands, while a leader guides. There are many approaches and philosophies for effective employee management. But if an employee doesn't like our style, they aren't going to stick around. Therefore, it's critical to lead with empathy and cultivate high emotional intelligence. This starts with self-awareness training. Having more knowledge of ourselves can only be beneficial. Through introspection and with help from others to fill in our blind spots, we can discover how we work best, how we react to stress, and much more. Being a leader to others means knowing how to lead ourselves first.

Outcomes

- Describe the relationship between perspective and self-awareness
- Discover Open and Hidden leadership qualities
- Identify the positive impact of self-awareness on our ability to lead effectively
- Practice "feedforward" as a tool for personal growth and self-awareness

Format

- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Leadership, Interpersonal Skills, Results Oriented, Vision

Service to Sales

Overview

In addition to the critical role of maintaining customer satisfaction, a customer service professional is also tasked with recognizing selling opportunities. By skillfully guiding the customer to additional purchases of services or products, a seasoned customer service associate offers a solution to the customer, and brings in additional revenue to the organization.

In this module, we examine ways to increase customer satisfaction by suggesting additional products or services that offer further value. We explore the mindset and methods to transition from service to sales seamlessly. By understanding our customers, anticipating and uncovering their needs, and knowing our products, we're able to recognize and suggest sound business solutions that will keep our competition at bay.

Outcomes

- Adopt a “service to sales” mentality that makes work rewarding
- Anticipate and uncover customer needs
- Guide customers to additional purchases that bring extra value
- Identify selling opportunities

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Customer Experience

Share the Glory

Overview

Everyone appreciates a pat on the back for a job well done. On the contrary, no one likes it when someone else takes credit for their work. Leaders who share the glory tap a powerful team motivator by showing them how their efforts contribute to the greater good of the organization. Sharing the glory is not just a nice thing to do, it's the right thing to do.

This module explores why recognition is so important and how to do it most meaningfully. We develop ways to share the glory that benefit both our organization and our team members. Most importantly, we will plan and practice a method of recognizing people and teams in a formal and public setting.

Outcomes

- Identify opportunities to set a leadership example by sharing the glory
- Practice sharing the glory in meaningful ways
- Identify the impact that sincere recognition has on morale and retention
- Encourage desired behaviors through recognition and reward

Format

- In Person: 3 hours

Competencies: Teamwork, Leadership

Step Up to Leadership

Included in the *Leadership Essentials* subscription

Overview

Supervisors and managers who understand human behavior and how to motivate it create impact in today's organizations. They get results because they know how to lead a team – not just manage it. Dale Carnegie Training® gives us as leaders the tools to successfully build our case. We learn to empower employees to communicate boldly by helping them learn to connect confidently with any audience and help generate new growth. *Step Up to Leadership* is an information-packed program that covers time management, delegation, performance appraisal techniques, and much more.

This program will smooth our transition from individual contributor to supervisor and leader. We will learn the basics like delegation, time management, and performance appraisal techniques. We'll also collaborate with others in similar roles, gaining insights into the more advanced aspects of leadership so we can better inspire and motivate our teams.

Outcomes

- Transition from doing to leading
- Balance people and processes by incorporating Dale Carnegie Principles
- Create a cohesive and conflict free environment
- Hold yourselves and others accountable
- Incorporate praise into your daily interactions

Format

- In Person: 1 day (8 hours)
- Live Online: 2 sessions (3 hours each)

Competencies: Leadership, Results Oriented, Interpersonal Skills

Strategic Planning

Overview

This module explores the differences between strategic and tactical planning. We work together to specify the core competencies that provide our organization's competitive advantage and apply those natural strengths toward a strategic plan that lays out the required actions.

Outcomes

- Identify the differences between strategic and tactical planning
- Jump start their organization's growth by developing a strategic intent and plan
- Leverage the organization's core competencies identified during the module
- Assess the current state using SWOT Analysis

Format

- In Person: 3 hours

Competencies: Leadership, Decision Making, Change Management

Strategic Planning Essentials: Prepare for Future Success

Included in the *Executive Essentials* subscription

Overview

Strategic planning used to be about identifying key activities that would successfully help the organization survive from year to year. Today, it is about challenging the way things are done, the way the organization operates, and about sparking a revolution to transform an organization beyond what it is today. Strategic planning is more than just a list of short-term deliverables and activities. It aligns short-term objectives to long-term success and challenges our day-to-day way of thinking.

Most of us do not need to be convinced about the importance of planning. Research and anecdotal examples abound describing organizations that have thrived or failed due to adequate or inadequate planning. But success takes more than planning—it requires new ways of thinking about who we are as organizations. We can either create our own destiny or be at the mercy of the moment. In this module, we will learn the essentials of strategic planning and prepare our organizations for future success.

Outcomes

- Identify ways that strategic planning differs from tactical planning.
- Develop a strategic intent as the foundation of your organization's plan.
- Isolate the core competencies of your organization.
- Assess the current situation using SWOT analysis.

Format

- Live Online: 3 hours

Competencies: Leadership, Decision Making

Strictly Business: The Dale Carnegie Immersion Seminar

Overview

This world-renowned program is based on more than 100 years of experience. It proves that real growth and change can occur, with solid principles and practice supported by consistent coaching. The 3-day program causes the participant to focus on the important priorities in their life and to implement practical tools for personal and professional growth. Out graduates report breakthroughs in these areas: Communication, People Skills, Controlling Stress and Developing a Positive Attitude, Leadership Skills, and Building Additional Self-Confidence.

Outcomes

- Build Greater Self-Confidence
- Strengthen People Skills
- Enhance Communication Skills
- Develop Leadership Skills
- Reduce Stress and Improve our Attitude

Format

- In Person: 3 days (8 hours each)

Competencies Attitude, Communication, Professionalism, Initiative, Interpersonal Skills, Stress Management, Confidence

Successful Public Speaking—Seminar

Included in the *Presentation Essentials* subscription

Overview

This one-day seminar uses the foolproof methods of Dale Carnegie – the master of public speaking – to turn us from a nervous novice into a confident presenter. Dale Carnegie believed that public speaking is a skill to be learned, not an inborn trait. And he validated that belief year after year by turning out the most accomplished speakers in America.

Outcomes

- Deliver professional presentations with confidence
- Determine the purpose and structure for presentations
- Practice techniques for dynamic openings and closings
- Use evidence to convey credibility and minimize fear
- Plan appropriate visuals and effectively lead Q & A

Format

- In Person: 1 day (8 hours)

Competencies: Communication, Professionalism, Stress Management

Successful Public Speaking—Module

Overview

Successful Public Speaking uses the foolproof methods of Dale Carnegie to turn a nervous novice into a confident presenter. Dale Carnegie believed that public speaking is a skill to be learned, not an inborn trait. He validated that belief year after year by turning out the most accomplished speakers in the world.

This session focuses on the very same skills that Dale Carnegie himself used to create generations of politicians, community leaders, and successful business people. This session will help us master the art of public speaking by learning to eliminate discomfort and boost confidence

Outcomes

- Identify reasons for the uneasiness when public speaking
- Apply tools to minimize discomfort and nervousness
- Explain and use preparation methods to build confidence
- Plan an opening, message delivery, and closing that have impact

Format

- In Person: 1 day (8 hours)
- Live Online: 3 hours

Competencies: Communication, Professionalism, Stress Management

Succession Planning for You and Your Manager

Included in the *Executive Essentials* subscription

Overview

Many leaders in key positions are becoming eligible for retirement. There is a great sense of urgency to proactively plan to replace a key talent. The expense and risk associated with bringing in candidates from the outside is high. Compounding this problem, the supply of job-ready replacement candidates is often limited.

As HR Professionals and Managers, are you daunted by these issues? If you're unsure where to begin, or are looking for a fresh approach to speed up the process, this one hour, interactive webinar can help. A Dale Carnegie consultant will help you write your succession plan using Dale Carnegie's simple, effective, and time-tested methodology" "• Complete your succession plan using the Dale Carnegie Succession Plan template.

Outcomes

- Apply a seven-step process for succession planning.
- Understand the critical inputs to a strong succession plan.
- Use sample succession plans, sample scripts, and other tools to clarify and simplify the process.
- Follow over a dozen Do's and Don'ts to get succession planning results.
- Encourage your managers to be accountable for developing their own succession plans so that they engage with the process, rather than become defensive or disinterested.

Format

- Live Online: 1 hour

Competencies: Human Resources Management, Leadership

Team Building

Overview

In this module we explore the importance of sharing a common vision and values. We will explore the importance of creating and supporting an environment of unity and learn how adapting behaviors to align with overall team agreements lead to greater pride and synergy.

Outcomes

- Create and commit to common purpose
- Practice guidelines that represent team values
- Build a team that learns from and supports one another
- Create a culture that delivers results through synergy

Format

- In Person: 3 hours

Competencies: Teamwork, Leadership, Results Oriented

Team Change Engagement

Overview

This module helps us to be that reputable, valuable team member who can be counted on during times of change. We will focus on the attitudes we project, ways we support others during change, and contributions we can make to be a high-impact transformation agent for our team.

Outcomes

- Apply principles for participating in teams during change
- Develop stronger team relationships
- Practice a higher level of listening effectiveness
- Integrate the Change Model into team interactions

Format

- In Person: 3 hours

Competencies: Teamwork, Change Management

Team Problem Solving and Decision Making

Overview

This module provides the disciplined approach that teams need to problem solve and make sound decisions. Teams learn to use proven methods for gathering and analyzing information, tools for creative and critical thinking, and diagrams to make decisions that can be implemented through specific action steps. Using a systematic approach takes the guesswork out of key work processes, leading to measurable results for the overall organization.

Outcomes

- Facilitate a “Meeting of the Minds” using a proven model for team problem solving
- Identify root problems using the Interrelationship Graph
- Generate feasible solutions using creative and critical thinking
- Make decisions that gain commitment to achieve the best business outcomes

Format

- In Person: 3 hours

Competencies: Teamwork, Decision Making, Creative Thinking

Telephone Skills: Inbound

Overview

Our organizations expects us to make the most of every customer contact. As more customer service teams and call centers move toward cross-selling and up-selling, we need to be both service and sales representatives. This requires the knowledge and skills to build relationships, ask the right questions, close sales, and ensure that our products and services exceed customer expectations.

This session provides the basics for us to make the most out of inbound sales opportunities. When customers call us, there is a specific reason they made the effort. Whether to place an order, ask a question, or register a complaint, there is a real person at the other end of the line—not an account number. Many times we must break through communication barriers to understand the reason for the call. Inbound calls take patience and effective human relations skills.

In this module, we learn to identify the small changes that can make a big difference in customer service. By doing so, we will build confidence in ourselves and our ability to succeed when inbound call opportunities occur.

Outcomes

- Make the most of inbound sales and customer service opportunities
- Develop confidence when interacting with customers on inbound calls
- Use the Information Gathering Model to evaluate how to best meet their caller's needs
- Make every customer interaction an opportunity to deepen the client relationship

Format

- In Person: 3 hours
- Live Online: 2 hours

Competencies: Communication, Interpersonal Skills, Customer Experience, External Awareness

Telephone Skills: Inbound and Outbound

Overview

The voice of the consumer continues to get louder. As it does, the pressure to make the most of every customer contact intensifies. At times the first contact with a customer is via the phone. At other times, customers call in as a last resort. Either way, customer service teams and call centers need to be prepared to deal with any situation they might encounter on the other end of the line.

This module increases the knowledge and skills of sales and service agents who interact with customers via the vocal channel of phone calls. Armed with these new skills, phone agents will build relationships, uncover customer needs through questioning, close sales, and exceed customer expectations, without ever seeing a customer face-to-face!

Outcomes

- Interact confidently with customers on the
- Apply relationship fundamentals to deal with difficult customers via phone
- Use the in-bound information gathering model to understand customer needs
- Use the outbound call purpose outline to gain attention quickly!

Format

- In Person: 3 hours

Competencies: Communication, Customer Experience

The Art of Storytelling

Included in the Presentation Essentials and Sales Effectiveness subscriptions

Overview

Successful leaders and public speakers throughout history have understood and harnessed the power of good storytelling. No matter your topic or your audience, telling a story engages your listeners and elevates your public speaking to an art.

Dale Carnegie believed that public speaking and storytelling are skills to be learned, not inborn abilities. Impactful storytelling requires an understanding of your audience, your topic, and your goal. In this workshop, you will learn the very same skills that Dale Carnegie himself used to create generations of successful businesspeople, compelling community leaders, and even politicians.

Outcomes

- Understand why storytelling is the most powerful way to get your point across
- Explore three different ways to tell a story
- Decide what to tell and what to leave out of your stories
- Discover the impact of connecting with your audience at an emotional level

Format

- In Person: 2 hours
- Live Online: 2 hours

Competencies: Communication, Interpersonal Skills

The Dale Carnegie Course: Effective Communications and Human Relations

Overview

The Dale Carnegie Course approach uses team dynamics and intra-group activities to help us master the human relations skills that enable us to thrive in any setting. We'll discover how to form closer, more rewarding relationships built on trust and respect. Increasing our confidence and competence in interacting with others will gain the influence we need to reach new heights in our personal and professional life.

As we become a more persuasive communicator and problem-solver more adept at managing stress and handling change, we'll find ourselves inspiring others to take initiative and innovate.

In this program we will learn how to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. We'll be better able to perform as persuasive communicators, creative problem-solvers, and focused leaders.

Outcomes

- Build Greater Self-Confidence
- Strengthen People Skills
- Enhance Communication Skills
- Develop Leadership Skills
- Reduce Stress and Improve our Attitude

Format

- Live Online: 12 weekly sessions, 3.5 hours per session

Competencies: Attitude, Communication, Professionalism, Initiative, Interpersonal Skills, Stress Management, Confidence

The Dale Carnegie Course: Skills for Success

Overview

The Dale Carnegie Course approach uses team dynamics and intra-group activities to help us master the human relations skills that enable us to thrive in any setting. We'll discover how to form closer, more rewarding relationships built on trust and respect. Increasing our confidence and competence in interacting with others will gain the influence we need to reach new heights in our personal and professional life.

As we become a persuasive communicator and problem-solver more adept at managing stress and handling change, we'll find ourselves inspiring others to take initiative and innovate.

In this program we will learn how to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. We'll be better able to perform as persuasive communicators, creative problem-solvers, and focused leaders.

Outcomes

- Build Greater Self-Confidence
- Strengthen People Skills
- Enhance Communication Skills
- Develop Leadership Skills
- Reduce Stress and Improve our Attitude

Format

- Live Online: 8 weekly sessions, 3.5 hours per session

Competencies: Attitude, Communication, Professionalism, Initiative, Interpersonal Skills, Stress Management, Confidence

Time Control to Work on Your Business

Overview

In this module, we examine the differences in controlled and uncontrolled time so that you can focus on top priorities, rather than issues of lesser importance. We analyze how we spend our time and look for ways to delegate routine tasks, so that we can balance operational and developmental areas. Then we will learn how to add two hours to every day!

Outcomes

- Manage routine operations while focusing on future growth
- Understand the difference in routine, problem solving, and developmental activities
- Identify differences between controlled and uncontrolled time
- Make the most of their time by discerning and addressing priorities

Format

- In Person: 3 hours

Competencies: Initiative, Results Oriented

Time Management

Included in the *Customer Service Effectiveness* subscription

Overview

Do you feel like a virtual prisoner to an endless flow of e-mails, voice messages, meetings, projects, and documents that all demand your immediate attention? Do you find yourself getting stressed out by unrealistic demands and expectations for multiple sources? Does it seem like you're constantly swimming against the tide? If so, then it's time to change your perspective and take control.

This program offers practical techniques to help you focus on results, not tasks. Undo destructive habits and consciously choose to establish healthy, productive habits that yield long term benefits. Learn how to stay focused, reduce procrastination, and empower yourself to reach your goals – on time!

Outcomes

- Understand how time is spent
- Overcome time management obstacles and work more efficiently
- Apply tools to plan, organize and manage their time
- Leverage time and increase productivity, working smarter, not harder

Format

- In Person: 4 session (3 hours each)

Competencies: Decision-Making, Initiative, Leadership, Stress Management, HR Management, Results Oriented

Time Management: Organize and Prioritize to Increase Your Productivity*

Included in the *Sales Effectiveness* subscription

Overview

Time escapes minute by minute and hour by hour. Nothing we do will stop or rewind a clock or calendar. Everyone has the same amount of time: 24 hours, which is 1,440 minutes daily. There is no short cut to managing ourselves more effectively. The key is to invest our time in the most productive way, not only for the sake of our organization but also for our own peace of mind.

In this module, we will discover where our time is spent. With a clear picture of where time gets lost, we can see where we can improve. We will review specific tools and approaches to help us stay on target, increase productivity, and get better results in work and in life.

Outcomes

- Leverage best practices for organizing your work, your schedule, and your life.
- Follow a 4-step process to improve prioritizing your projects and tasks.
- Identify tips and tools that can help you achieve and sustain your time management goals.

Format

- Blended: 2 hours (60 minutes live online; 60 minutes self-directed)

Competencies: Results Oriented, Initiative

Transforming Customer Complaints into Opportunities*

Included in the *Customer Service Essentials* subscription

Overview

A complaint doesn't have to be a negative experience. There are two aspects of complaints, emotional and rational, so resolving them requires dealing with both. By clarifying complaints, lowering anxiety for both parties, using practical guidelines, and applying a process that deals with both the emotional and rational factors, participants can build even stronger customer relationships.

This three-hour Live Online workshop provides useful strategies and guidelines for successfully resolving customer complaints. Using the Recovery Formula can help turn a complaint into an opportunity to create a loyal customer. Cross and up selling opportunities can result from a well-handled complaint. Finally, examining root causes of your common complaints can help you find ways to reduce or eliminate them. By effectively resolving complaints you can reduce stress, build relationships, and improve customer loyalty and retention.

Outcomes

- Apply a consistent process to uncover the opportunities inherent in every customer interaction
- Identify opportunities to transform complaints into opportunities that add value and strengthen relationships
- Implement management of both emotional and logical aspects of complaints to energize transformation
- Express skills for cross- and up-selling to maximize value

Format

- Live Online: 3 hours
- Blended: 3 hours (90 minutes live online; 90 minutes self-directed)

Competencies: Customer Experience, Interpersonal Skills

Uncover Selling Opportunities

Overview

Sales professionals know that referrals are the lifeblood of selling. They have a plan to strengthen relationship with key accounts so they can count on them for referrals and testimonials. We want them to talk about us, so give them something to talk about!

The Internet has made our lives easier. With that huge database at our fingertips, it's no longer difficult to find out who the decision makers are in a company. We have a plethora of business contacts, just a click away. But that's not enough. Our contacts need to know us.

This module provides ways to develop relationships with existing clients and build trust, resulting in outstanding referrals and testimonials. We'll analyze our existing customer base to determine ways to increase value for our customers, resulting in additional sales.

Outcomes

- Tap into existing tools to deepen and widen sales opportunities
- Further develop existing accounts and increase customer loyalty
- Create a referral network of loyal clients who bring in new business
- Capitalize on referrals, references, and testimonials

Format

- In Person: 3 hours

Competencies: Customer Acquisition, Customer Experience

Unleash the Power of Mentoring In your Organization

Included in the *Executive Essentials* subscription

Overview

A powerful way to engage employees, improve performance, and build loyalty is to create a mentoring program. Pairing less experienced workers with tenured workers can help keep lines of communication open. It demonstrates an interest in the long-term goals and success of employees, identifies opportunities to meet those goals, assists in succession planning, and passes on important values, expertise and experience.

A mentor provides professional advice and support. They willingly share knowledge, experience and often personal and professional network contacts. Successful mentoring can help less experienced individuals navigate away from costly mistakes. For a mentor, the relationship provides an opportunity to gain a fresh perspective and the satisfaction from guiding others to professional success.

In this program, we learn what it takes to launch a successful mentoring program and avoid the challenges that often derail organizational initiatives.

Outcomes

- Apply the essentials for launching a successful mentoring initiative.
- Determine a mentoring purpose and what mentee groups your program will serve.
- Use guidelines to find, prepare, and match mentors to mentees for win-win outcomes.
- Use a five-step process for mentoring conversations to build strong relationships.

Format

- Live Online: 2 hours

Competencies: Leadership, Human Resources Management

Virtual Meetings that Engage

Included in the Presentation Essentials and Sales Effectiveness subscriptions

Overview

In this fast paced, interactive webinar you'll learn to use activities to energize your next online meeting. This webinar will help identify what's unique about running an online meeting and what's needed to make it an interactive experience. It answers these questions: How will you generate participation and build cooperation? What activities will keep the team members engaged? What online tools are available to help stay focused and on time? Activities and energizers for online meetings is an engaging answer.

This session covers the three components of an effective online meeting leadership strategy: pre-meeting planning, managing the meeting, and post-meeting follow-up. You'll experience meeting activities and analyze the online tools used to make them energizing. A handout is included that provides technical tips and meeting checklists.

Outcomes

- Review the three components of an effective online meeting leadership strategy: pre-meeting planning, managing the meeting, and post-meeting follow-up.
- Discover ways to build cooperation and positive results in meetings using activities.
- Identify technical guidelines for online meeting effectiveness.

Format

- Live Online: 1 hour

Competencies: Communication, Leadership

Virtual Selling: How to Build Relationships Online

Overview

There are unique challenges that we face when we conduct a virtual sales call or meeting. As sellers we must learn to be more concise, communicate value, and accentuate the most important points for our prospects while keeping them engaged.

It is crucial that we connect with our clients in the same way we would in person. To do this, we must go into a virtual call or meeting confident and prepared to deliver an engaging and effective presentation because the status quo will no longer work in the new online environment.

This customized training program is designed to help salespeople become trusted business advisors, establish a competitive advantage, and thrive in the new online environment.

Outcomes

- Build self-confidence and competence to overcome the top challenges in a virtual selling environment.
- Become a Dale Carnegie Trusted Advisor for your customers.
- Engage buyers in a virtual environment using a customer-centric sales process.
- Demonstrate a compelling, executive presence with your customers.
- Create strong, strategic partnerships with your customers.
- Create a competitive advantage in your virtual sales pitches.

Format

- Live Online: 5 sessions (3 hours each)

Competencies: Sales Skills, Virtual Presenting, Building Trust

Vision, Mission, Values

Overview

This module explores the foundational elements that take a company from good to great -- over the long term. Organizational leaders learn how to paint an enticing picture of success by engaging others and showing them how they fit in the future setting.

Outcomes

- Create vision statements that are motivating and compelling
- Define mission statements that demonstrate a clear path to the vision
- Clarify values to build alignment
- Communicate vision, mission, and values to stakeholders

Format

- In Person: 3 hour

Competencies: Vision, Values

-

Work with Difficult People

Overview

This module empowers us to engage with difficult people in a confident and constructive way. We will take a look at our own qualities against six common disruptive behaviors and determine if we are contributing to conflict. We also learn how to apply a 12-step process to situations that involve negotiation and compromise, as well as evaluate and understand the concept of benefit of the doubt.

Outcomes

- Work more effectively with difficult people
- Uncover opportunities for growth by improving working relationships
- Apply principles and techniques for negotiating effectively
- Recognize how and when to compromise

Format

- In Person: 3 hours

Competencies: Interpersonal Skills, Attitude

Working Remotely

Overview

Several factors have led to the emergence of a new form of teamwork. As Virtual Private Networks, Wi-Fi, and low-cost telecoms such as instant messaging and video chat became more reliable and commonplace, working remotely has become an option for many teams. This option has provided organizations with numerous economic alternatives to the traditional face-to-face team structure.

Overall, virtual teams are very similar to traditional teams. However, communication and team building occur more naturally in face-to-face teams. Because of this, members of virtual teams should take deliberate actions to build in activities and practices that are vital to team success. This program will help equip us with the knowledge and skills necessary to take our virtual team to new levels of effectiveness.

Outcomes

- Distinguish between factors that lead to virtual team success
- Prepare virtual teambuilding activities to foster camaraderie
- Evaluate methods of virtual communication and choose which fits the situation
- Determine the right collaboration tools to maximize your team's performance

Format

- Live Online: 3 hours

Competencies: Communication, Interpersonal Skills, Adaptability, Conflict Resolution

Work-Life Balance

Overview

In this module, we examine the balance between work, family, community, spirituality, social life, and finances. Assessing satisfaction in these areas allows you to commit to strategies that bring balance and happiness into life and the workplace.

Outcomes

- Evaluate their work-life balance
- Define areas where they could spend more time or less time
- Bring balance into their life and take command of their role!
- Take note of areas where more or less time can be spent

Format

- In Person: 3 hours

Competencies: Stress Management, Initiative

World Class Customer Service

Overview

One of the most important lessons learned by companies early in the 21st century is that to continue to grow and thrive, the customer needs to come first. It sounds simple, but successful organizations recognize that customer satisfaction stems from a series of interconnected events and customer loyalty drives profitability and growth.

This complete experience can cause a customer to become a champion for our organization. Good service results when the provider exceeds the customer's expectations. Quality service is one of those concepts that is easy to talk about but difficult to deliver. Delivering quality service requires tremendous energy, skill and determination. This module begins with taking 100% responsibility for ourselves and the attitudes we convey. Each time we come into contact with a customer, our attitude shows. The challenge is to maintain a friendly, low pressure and high service environment for our customers and keep ourselves productive and service-oriented throughout our day.

Outcomes

- Understand and apply a customer focused approach to service
- Communicate value from a customer point of view
- Resolve complaints from practical and emotional perspectives
- Create additional buying opportunities that add value to the customer
- Manage expectations and follow through to exceed expectations

Format

- In Person: 2 days (8 hours each)
- Live Online: 8 sessions (2 hours each)

Competencies: Communications, Customer Experience, Customer Service,

ON-DEMAND OFFERINGS



OnDemand

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What is “OnDemand”?

OnDemand products on our eVolve learning platform are comprised of non-trainer led content based on the Dale Carnegie principles, skill models, and training. These courses are a *complement* to the transformational experiences of our trainer-led classrooms.

On-Demand courses provide additional value and reinforcement along your learning journey.

Communication Skills Video Collection

The Communication Skills Video Collection is a series of On Demand microlearning videos from the Dale Carnegie Course®. They cover a variety of important skills that can help you achieve better connections and relationships in your professional and personal lives. Your ability to communicate with people is key to your personal and professional success. The skills in these microlearning videos help you solidify your understanding of the communication essentials to improve relationships and further develop in your personal life and professional career.

Communication Skills Enrichment Package

Specifically for graduates of The Dale Carnegie Course or Effective Communications and Human Relations, this fee-based sustainment package is a self-paced, asynchronous set of tools for a learner to practice and develop their skills. This package includes:

- Sustainment Plan
- Development Plan
- New Breakthroughs Plan
- Building Relationships Plan
- Development Tools & Ideas
- Video Library
- Presentation Practice

Communication Skills Video Collection

A collection of nine videos from *The Dale Carnegie Course*, with access to value-added content.

Communication Starter Package

Step Up & Stand Out! Learn the skills required to effectively lead in today's workplace. Login and learn about the Dale Carnegie Human Relations Principles and communication tools which have unlocked the leadership potential in individuals for over 100 years. All available 24x7 on the device of your choice.

This package provides one-year access to eVolve, the only learner experience platform that combines on-demand delivery with Dale Carnegie's time-tested content. You'll enjoy access to several OnDemand programs and additional free content on eVolve.

What's included:

- Win Friends and Influence People: Secrets of Success On Demand (a 4-course video series)
- Communication Skills Video Collection
- Communicate to Lead (OnDemand e-Learning)
- Presentations that Influence (OnDemand e-Learning)
- The Leader in You (Podcast series)

Leadership Skills Enrichment Package

Designed specifically for leadership program graduates who want to build upon their leadership competencies, sustain newly acquired skills, and commit to continued growth. In today's fast-moving workplace, your employees require you to bring your best every day. Only leaders who have committed to developing a confident, enthusiastic, and engaged team will have a competitive edge. Sustain the leadership skills that moved you from an effective manager to a successful leader and develop more meaningful relationships. Continue the work started in your Dale Carnegie leadership program by better understanding your strengths and opportunities for growth. Establish target areas to create the largest impact on your performance, with a focus on reinforcing your skills through practice and real-life application. Engage your team by empowering them to new levels of success. Leadership Skills Enrichment Package Includes:

- Sustainment Plan for graduates self-assesses the areas in which they've made the greatest progress and create a plan for how they will sustain what they've learned
- Development Plan for grads to identify two areas they feel are still in need of improvement, and plan how they will develop these skills in the weeks ahead
- 12-week progress tracker in which to record progress

(continued)

- Plans for developing mid- and long-term changes for your organization
- Opportunities to improve two personal or professional relationships
- Extra-curricular tools & ideas to keep moving forward
- The videos collection from their leadership program
- Presentation Practice
- Link to the Dale Carnegie Golden Book for easy reference to the human relations principles Elevated by Dale Carnegie eVolve

eVolve Renewal

This subscription is designed to support learners on our eVolve Learning platform to build on their learning momentum by extending access to eVolve for an additional year. This enables learners to continue to access the courses they've taken, and to take full advantage of the robust Value Add Content, which is included with all active eVolve accounts, such as the *Win Friends and Influence People* microlearning videos, the *Dale Carnegie Thought Leadership* library, podcasts, surveys, featured videos and more, as well as new free content as it's added to the platform.

eVolve Renewal Plus: Communicate to Lead

Communicate to Lead is a three-part video workshop focused on understanding and improving your communication skills.

- *Types of Communication* is where we analyze the different communication types and commit to applying the right type of communication in the appropriate business setting. Improve your relationships, impact and influence on others by understanding and applying these key concepts.
- *Communication Filters* focuses on the filters that affect our ability to get our message across clearly. In addition, they impede the message that is being communicated from others to us. Learn to identify and manage filters to be role models of effective communication.
- *Levels of Listening* focuses our on ability to listen attentively and empathetically. As leaders, we can have a profound impact on our employees and the culture of the organization by increasing our levels of listening. Learn to improve employee engagement by mastering this skill.

Included in the *Communication Starter* package

eVolve Renewal Premium: Communication, Lead, Present

This subscription is designed to support learners on our eVolve learning platform to build on their learning momentum by extending access to eVolve for an additional year while providing access to valuable *Communication, Lead, Present* on-demand programs and content, including:

- *Communicate to Lead*: A 3 part on-demand workshop focused on understanding and improving communication skills.
- *The Leader in You*: A series of 14 podcasts covering various key leadership topics.
- *Presentations that Influence People*: An on-demand program to guide you through the steps of developing your next influential presentation.

Presentations that Influence People

Build your presentation while you take the course, entering key components as you learn, and then print a PDF file of your completed presentation when you are finished! A certified Dale Carnegie Trainer teaches you by video in segments while you plan your successful presentation. The Trainer directs you to test your knowledge with a brief quiz and other interactive exercises. You complete the course and build an entire presentation in one hour or less!

The Leader in You

The 14 topics in this podcast series include motivating people, handling mistakes, complaints and criticism, setting goals, achieving balance, and many more topics that are essential to effective leadership.

Win Friends and Influence People: Secrets of Success OnDemand

Influence co-workers, win people to your way of thinking, sell your ideas, build better relationships and establish a toolkit which will allow you to succeed in today's workplace. Presented in video segments by four dynamic Dale Carnegie Certified Trainers, the full program is over 2.5 hours in length, and is composed of 4 courses which are further broken up into 36 short lessons. Learn Dale Carnegie's 30 principles on the best way to *Win Friends and Influence People*. Ample stories and examples make each principle clear, together with advice on how to put these principles in practice every day. Also included is a 60-page guidebook with exercises to help you apply the principles immediately in your own life.

This video series includes:

- Essentials of Engagement
- Six Ways to Make a Lasting Impression
- How to Develop and Maintain Trust with Others
- How to Lead Change without Resistance or Resentment

SUBSCRIPTIONS



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About Subscriptions

Dale Carnegie Unlimited Corporate Subscriptions offer:

- *Live Online Training*
- *In-the-Moment Coaching*
- *Customizable Learning Certificates for Your Employees*

Dale Carnegie Unlimited equips teams with Dale Carnegie’s virtual instructor-led and self-directed skill development library through a convenient subscription and flexible course schedule.

Dale Carnegie Unlimited delivers a flexible, simple, and holistic learning experience customized to meet your team where they’re at in their learning journey, empower top-tier organizational performance at scale, and maximize your company’s ability to exceed its goals through collaborative, live online learning experiences. Details for each pathway are included on the following pages.

Available subscriptions include:

- | | |
|---|--|
| <ul style="list-style-type: none">• Sales Access<ul style="list-style-type: none">○ Sales Essentials○ Sales Effectiveness○ Trusted Advisor Bootcamp• Customer Access<ul style="list-style-type: none">○ Customer Service Essentials○ Customer Service Effectiveness• Professional Access<ul style="list-style-type: none">○ Professional Essentials○ Presentations Essentials○ Professional Effectiveness (OnDemand)• Leadership Access<ul style="list-style-type: none">○ Leadership Essentials○ Leadership Effectiveness | <ul style="list-style-type: none">• Executive Access<ul style="list-style-type: none">○ Executive Essentials○ Executive Effectiveness• Access+Plus<ul style="list-style-type: none">○ Any one access path○ +One Core Program• Unlimited Access<ul style="list-style-type: none">○ Full Library of certificates pathways• Custom Access<ul style="list-style-type: none">○ Tailored Certificate Pathway• Private Access<ul style="list-style-type: none">○ Exclusive pathway based on your objectives• Sustainment<ul style="list-style-type: none">○ Sustainment subscription to support learning from any core program |
|---|--|

Customer Service Effectiveness

This subscription provides 1 year access to seven courses, each emphasizing the skills needed to build external and internal relationships. This subscription has everything we need to learn to deal effectively with challenges, minimize the negative aspects of stress, and influence others.

All courses are in our blended format, which includes a combination of live online instructor-led training and self-directed learning. Courses included:

- Time Management: Organize and Prioritize to Increase Your Productivity (2 hours)
- Managing Workplace Stress (3 hours)
- Disagree Agreeably (3 hours)
- Overcoming Workplace Negativity with Enthusiasm (3 hours)
- Communicate with Different Personality Styles (2 hours)
- Remember Names to Build Better Professional Relationships (2 hours)
- Connecting and Collaborating with Others (3 hours)

Customer Service Effectiveness total learning time: 18 hours

Customer Service Essentials

This subscription provides 1-year access to 4 courses, all of which emphasize the skills needed to build external and internal relationships. We learn how we can exceed customer expectations, initiate new services to generate add-on and cross-selling opportunities, and leverage industry-wide "best practices" to strengthen customer ties. We discover how to handle customers in a way that builds a foundation of trust and positive feedback. We learn how to deal with upset clients, how to maintain an attitude that makes others feel understood, how to work toward solutions that delight, and build long-term customer loyalty

All courses are in our blended format, which includes a combination of live online instructor-led training and self-directed learning. Courses included:

- Attitudes for Service (3 hours)
- Manage Customer Expectations (3 hours)
- Transforming Customer Complaints into Opportunities (3 hours)
- Outstanding Customer Service (2 hours)

Customer Service Essentials total learning time: 11 hours

Executive Effectiveness

Leaders who demonstrate certain principles create an environment where people are motivated, not forced, to bring their best to work and to their jobs. Champion leaders strategically align organizational objectives with individual development goals so that both roads lead to breakthrough performance. Through this subscription, we learn tools and processes to manage and lead our teams. This subscription provides access for 1 year to these courses:

- Marshall Goldsmith: What Got You Here Won't Get You There (6 hours)
- Cultivate Power Without Being Intimidating (3 hours)
- Critical Thinking: Tools for Effective Action (3 hours)
- How to Communicate with Diplomacy and Tact (12 hours)

Executive Effectiveness total learning time: 24 hours

Executive Essentials

With the five courses in the Executive Essentials subscription, you, as a leader, will morph from a leader of yesterday's outdated methods to a visionary leader who inspires, energizes, and innovates to meet tomorrow's challenges. This subscription package includes programs to help experienced leaders guide their teams through times of change in the workforce. You will learn how to overcome the resistance to change, gain buy-in, develop an effective strategy for future success, and lead your team through times of uncertainty and fear. This subscription provides access for 1 year to these modules:

- Succession Planning for You and Your Managers (1 hour)
- Unleash the Power of Mentoring in Your Organization (2 hours)
- Strategic Planning Essentials (3 hours)
- Innovation: Transforming Ideas into Solutions (2 hours)
- Advancing Women in Leadership (2 hours)

Executive Essentials total learning time: 10 hours

Leadership Effectiveness

Take your leadership to the next level through this leadership training series of eleven Dale Carnegie courses and webinars. Each lesson focuses on equipping both beginner and veteran leaders with better leadership skills and increased competencies for leading others. From learning to pivot in changing times to becoming more assertive to managing a virtual team, participants who commit to these courses will find themselves increasing their professional skills in no time.

All courses are in our blended format, which includes a combination of live online instructor-led training and self-directed learning. Courses included:

- Meetings that Work (3 hours) *
- Secrets to Leading with Assertiveness (3 hours) *
- Secrets of Motivation (3 hours) *
- Build Trust, Credibility and Respect (3 hours) *
- Adjust to Change (3 hours) *
- Analyze Problems and Make Decisions (3 hours) *
- Self-Awareness: Leading with Emotional Intelligence (3 hours) *
- Getting Results without Authority (2 hours) *
- Managing Conflict in the Workplace (3 hours) *
- Build a High Performing Virtual Team (1 hour)
- Leading Across Generations (3 hours) *

Leadership Effectiveness total learning time: 29 hours

Leadership Essentials

The 9 courses offered in the Leadership Essentials subscription focus on the essential skills necessary to build strong teams and equip new leaders with the right attitudes to step up and take charge. This is specifically designed to address the challenges front-line leaders face, help them change their mindset, and give them confidence with proven strategies and tools that the most successful leaders use. This subscription package includes programs to help new and experienced leaders guide their teams through times of change workforce. We will learn how to overcome the resistance to change, gain buy-in, develop an effective strategy for future success, and lead our teams. This subscription provides access for 1 year to these modules:

- Performance Reviews that Motivate (3 hours)*
- Step Up to Leadership (6 hours)
- Lead Change Effectively (3 hours)*
- Delegation (3 hours)*
- Coaching for Improved Performance (3 hours)*
- Managerial Courage (3 hours)*
- Leading Strong Teams (3 hours)
- A Manager's Guide to Employee Engagement (6 hours)
- Leading Virtual Teams (6 hours)

Leadership Essentials total learning time: 36 hours

**Blended session – Live Online & Self-Directed*

Professional Essentials

The 9 courses offered in the Professional Essentials subscription will help us discover how to form closer, more rewarding relationships built on trust and respect. Increase our confidence and competence in interacting with others and gain the influence our organization needs to reach new heights. The four Bonus OnDemand courses will help us become a persuasive communicator and problem-solver more adept at managing stress and handling change. We will inspire others to take the initiative and innovate. Learn to deal effectively with challenges, minimize the negative aspects of stress, and influence others. The *Professional Essentials* subscription package provides the core skills an individual contributor needs to stay motivated, on task, and be an effective team member. This subscription provides access for 1 year to these modules:

All courses are in our blended format, which includes a combination of live online instructor-led training and self-directed learning. Courses included:

- Disagree Agreeably (3 hour)*
- Remember Names to Build Better Professional Relationships (2 hours)*
- Communicate Effectively (3 hours)*
- Communicate with Different Personality Styles (2 hour)*
- Overcome Workplace Negativity with Enthusiasm (3 hours)*
- Managing Workplace Stress (3 hours)*
- Dream Big, Focus Small (3 hours)*
- Managing Up (3 hours)*
- Connecting and Collaborating with Others (3 hours)*

Professional Essentials total learning time: 25 hours

**Blended session – Live Online & Self-Directed*

Presentation Essentials

The 7 courses in the Presentation Essentials subscription will help us increase our confidence and competence in interacting with others and gain the influence our organizations needs to reach new heights. As we become a persuasive presenter, communicator, and problem-solver more adept at managing stress and handling change, we will inspire others to take the initiative and innovate. This subscription package includes programs to help leaders of all levels engage a geographically dispersed team, communicating with clarity to a remote or dispersed workforce. We will learn how to deliver effective online meetings, how to present ideas for maximum impact and tips for working remotely. This subscription provides access for 1 year to these modules:

- Successful Public Speaking (3 hours)
- Present with Impact (1 hour)
- Present Complex Information (1 hour)
- Present to Persuade (1 hour)
- The Art of Storytelling (2 hours)
- How to Present Online (1 hour)
- Virtual Meetings that Engage (2 hours)

Presentation Essentials total learning time: 11 hours

Professional Effectiveness (OnDemand)

This subscription includes non-trainer led content based on the Dale Carnegie principles, skill models, and training. These courses are a *complement* to the transformational experiences of our trainer-led classroom.

- Communicate to Lead (Three Self-Paced Courses)
- Customer Service Excellence (Video Course)
- Presentations that Influence People (Self-Paced Course)
- Win Friends & Influence People: Secrets of Success (Video Course)

Sales Effectiveness

The 11 courses in the Sales Effectiveness subscription provide practical tools to connect, collaborate, create solutions unique to each buyer, gain confirmation, and secure commitment at all points in the sales cycle. We learn to deal effectively with challenges, minimize the negative aspects of stress, and influence others. The *Sales Effectiveness* subscription package provides the core skills we need to stay motivated, on task, and be an effective team member. This subscription provides access for 1 year to these modules:

- Dream Big Focus Small, Achieve Smarter Goals (3 hours)*
- How to Present Online (1 hour)
- Virtual Meetings that Engage (2 hours)
- Goal Setting and Accountability (3 hours)*
- Create Your Work-Life Breakthrough (3 hours)*
- Communicate Effectively (3 hours)*
- Disagree Agreeably (3 hours)*
- Time Management: Organize and Prioritize to Increase Your Productivity (2 hours)*
- Present with Impact (1 hour)
- Present Complex Information (1 hour)
- The Art of Storytelling (2 hours)

Sales Effectiveness total learning time: 22 hours

**Blended Session – Live Online & Self-Directed*

Sales Essentials

The Sales Essentials subscription includes six courses focused on providing practical tools to connect, collaborate, create solutions unique to each buyer, gain confirmation, and secure commitment at all points in the sales cycle.

Through this subscription, we learn how to listen more deeply to clients to understand their needs better and build more consultative relationships. We'll become better presenters, negotiators, and client-focused representatives of our organizations, finding more effective ways to present our value proposition to existing and new clients. This subscription provides access for 1 year to these modules:

- Appeal to Buyer Motives to Closer More Sales (1 hour)
- Cross and Upselling (3 hours)*
- Compelling Sales Presentations (3 hours)
- How to Cold Call and Win New Customers (3 hours)
- Negotiations: A Human Relations Approach (2 hours)
- Present to Persuade (1 hour)

Sales Essentials total learning time: 13 hours

**Blended Session – Live Online & Self-Directed*

Sustainment for The Dale Carnegie Course (Effective Communication & Human Relations)

This subscription to a **1-year access** for a sustainment solution, directly follows your Dale Carnegie core program experience. It is designed with the intent to increase the retention and support the learning acquired for a full year after graduating. In addition to the programs mentioned here, participants get access to the on-demand *Win Friends and Influence People: Secrets of Success*.

All courses are in our blended format, which includes a combination of live online instructor-led training and self-directed learning. Courses included:

- Communicate Effectively (3 hours)
- Communicate with Different Personality Styles (2 hours)
- Connecting and Collaborating with Others (3 hours)
- Disagree Agreeably (3 hours)
- Dream Big, Focus Small: Achieve SMARTER Goals (3 hours)
- Overcoming Workplace Negativity with Enthusiasm (3 hours)
- Managing Up (3 hours)
- Managing Workplace Stress (3 hours)
- Remember Names to Build Better Professional Relationships (2 hours)

Total Learning Time: 25 hours

Sustainment for Develop Your Leadership Potential

This subscription to a **1-year access** for a sustainment solution, directly follows your Dale Carnegie core program experience. It is designed with the intent to increase the retention and support the learning acquired for a full year after graduating. In addition to the programs mentioned here, participants get access to the on-demand *Win Friends and Influence People: Secrets of Success*.

- Performance Reviews that Motivate (3 hours) *
- Lead Change Effectively (3 hours) *
- Delegation (3 hours) *
- Coaching for Improved Performance (3 hours)*
- Managerial Courage (3 hours) *
- Leading Strong Teams (3 hours)

Total Learning Time: 18 hours

**Blended Session – Live Online & Self-Directed*

Sustainment for Leadership Training for Results

This subscription to a **1-year access** for a sustainment solution, directly follows your Dale Carnegie core program experience. It is designed with the intent to increase the retention and support the learning acquired for a full year after graduating. In addition to the programs mentioned here, participants get access to the on-demand *Win Friends and Influence People: Secrets of Success*.

- Succession Planning for You and Your Managers (1 hour)
- Unleash the Power of Mentoring in Your Organization (2 hours)
- Strategic Planning Essentials (3 hours)
- Innovation: Transforming Ideas into Solutions (2 hours)
- Cultivate Power Without Being Intimidating (3 hours)*
- Critical Thinking: Tools for Effective Action (3 hours) *

Total Learning Time: 14 hours

**Blended Session – Live Online & Self-Directed*

Sustainment for Winning with Relationship Selling

This subscription to a **1-year access** for a sustainment solution, directly follows your Dale Carnegie core program experience. It is designed with the intent to increase the retention and support the learning acquired for a full year after graduating. In addition to the programs mentioned here, participants get access to the on-demand *Win Friends and Influence People: Secrets of Success*.

- Appeal to Buyer Motives to Closer More Sales (1 hour)
- Cross and Upselling (3 hours)*
- Compelling Sales Presentations (3 hours)
- How to Cold Call and Win New Customers (3 hours)
- Negotiations: A Human Relations Approach (2 hours)
- Present to Persuade (1 hour)

Total Learning Time: 13 hours

**Blended Session – Live Online & Self-Directed*

Sustainment for High Impact Presentations

This subscription to a **1-year access** for a sustainment solution, directly follows your Dale Carnegie core program experience. It is designed with the intent to increase the retention and support the learning acquired for a full year after graduating. In addition to the programs mentioned here, participants get access to the on-demand *Win Friends and Influence People: Secrets of Success*.

- Successful Public Speaking (3 hours)
- Present with Impact (1 hour)
- Present Complex Information (1 hour)
- Present to Persuade (1 hour)
- The Art of Storytelling (2 hours)
- How to Present Online (1 hour)
- Virtual Meetings that Engage (2 hours)

Total Learning Time: 11 hours

COACHING



Executive Coaching

Exclusively designed for executives that need to navigate an ever-changing workplace, set culture, and engage and retain employees. The work is intense, focusing on individual executives within the context of organizational strategy and their teams. The custom approach pinpoints right attitudes and skills needed to lead teams and drive measurable results.

- 6-month program
- Objective Alignment & Team Feedback Analysis

Leadership Coaching for Organizational Performance

Developed for the managers that can make or break a strategy, new product, or change initiative. Integrated Leadership Coach uplevels skillsets and the attitudes of leadership - allowing management teams to address a specific challenge, situation, or product. By linking organizational objectives to individual's needs, paired with one-on-one support we shift attitudes and build new behaviors that create business results.

- 6 month program
- Objective Alignment & Team Feedback Analysis

Performance Coaching

Constructed to enhance the impact of a training investment. Individuals continue their learning journey by sustaining the skills and transformational impact of a training solution, while empowering them to continue to overcome challenges, and step up and lead.

- Four Sessions
- Delivered as Sustainment to Training
- Aligned with Individual Learning Plan

Change Management Coaching

Exclusively designed for executives that need to navigate an ever-changing workplace, set culture, and engage and retain employees. The work is intense, focusing on individual executives within the context of organizational strategy and their teams. The custom approach pinpoints right attitudes and skills needed to lead teams and drive measurable results

- 4 Sessions