



It's time to get human again with Dale Carnegie Training® – the original and still the best resource for developing the people side of business.

“People support a world they helped create.”

— Dale Carnegie

Look around you at successful business people, world leaders, professional athletes and entertainers. You'll find a disproportionately high number of Dale Carnegie Course® graduates.

The Dale Carnegie Course® has transformed the careers of over 7 million graduates. And now we want to help you join the ranks of the world's most successful people.

Through a proprietary process that uses team dynamics and intra-group activities, the course will help you master the capabilities demanded in today's tough business environment. You'll learn to strengthen interpersonal relations, manage stress and handle fast-changing workplace conditions. You'll be better equipped to perform as a persuasive communicator, creative problem-solver and focused leader. And you'll develop a take charge attitude that allows you to initiate with confidence and enthusiasm.

In short, the course will power you to move far beyond your comfort zone as you stretch for and attain ambitious new goals. It will also teach you the 5 Drivers of Success:

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

Dale Carnegie Training® research has identified the key attributes that distinguish top performers. These attributes have been incorporated into a process that coaches you through a four-phase continuous improvement cycle. The training emphasizes the principles of success and shows you how to put them into action every day. At the end of the program you'll have a solid foundation on which to build lifelong professional growth and performance improvement.

What Our Customers Are Saying

“Over the last two years we grew 29 and 24 percent. This year we have a good opportunity to have another year of strong growth. We could not have experienced this growth without Dale Carnegie Training.”

George Little
President
HDR Engineering, Inc.



For the most up-to-date listing of class schedules, and for more information, please visit us online at:
www.bc.dalecarnegie.com

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THE DALE CARNEGIE COURSE®

Effective Communications and Human Relations

Process	After this program, you will be able to:
1. Build a Foundation for Success Recall and Use Names	<ul style="list-style-type: none"> • Connect with other business professionals and achieve breakthrough goals • Apply a proven process to recall names and facts
2. Build on Memory Skills & Enhance Relationships Increase Self-Confidence	<ul style="list-style-type: none"> • Utilize a proven process to strengthen relationships • Use our experiences to communicate more confidently
3. Put Enthusiasm to Work Recognize Achievements	<ul style="list-style-type: none"> • Become more enthusiastic in day-to-day activities • Use past achievements as a springboard to future growth
4. Put Stress in Perspective Motivate Others & Enhance Relationships	<ul style="list-style-type: none"> • Handle stress before it handles you • Persuasively communicate in a way so people are moved to action
5. Energize Our Communications Unleash Our Full Potential	<ul style="list-style-type: none"> • Become more animated to energize and engage listeners • Express beliefs with power and conviction
6. Make Ideas Clear Think on Our Feet	<ul style="list-style-type: none"> • Communicate clearly and concisely • Reduce self-consciousness and fear
7. Gain the Willing Cooperation of Others Commit to Influence Others	<ul style="list-style-type: none"> • Create a “win-win” environment • Explore methods to minimize resistance
8. Build Others Through Recognition Realize the Power of Enthusiasm	<ul style="list-style-type: none"> • Give positive feedback on the strengths in others • Use enthusiasm to reinvigorate your life
9. Demonstrate Leadership Develop More Flexibility	<ul style="list-style-type: none"> • Deal with challenging interpersonal situations more effectively • Use flexibility to create positive change
10. Disagree Agreeable Manage Our Stress	<ul style="list-style-type: none"> • Keep lines of communication open even when we disagree • Increase our ability to manage worry and stress
11. Be a Human Relations Champion Inspire Others	<ul style="list-style-type: none"> • Continuously apply Dale Carnegie principles • Inspire others to take action
12. Celebrate Achievements & Renew Our Vision	<ul style="list-style-type: none"> • Identify major successes and commit to continuous improvement

Time Commitment: One 3½ hour session each week for 12 weeks

Dale Carnegie Training® of BC
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The vast majority of Dale Carnegie Training® local franchising organizations in the U.S. have been accredited by the Accrediting Council for Continuing Education and Training (ACCET).