# Dale Carnegie – Live Online

Virtual Instructor-Led Courses

# The Dale Carnegie Live Online Experience

## Live Online training from Dale Carnegie breaks the mold of lecture-based webinars

Every participant actively contributes to the session: speaking to the instructor, chatting with participants, completing activities, and more!

- All courses are delivered by Dale Carnegie Certified Live Online Trainers and Producers.

- We use a robust set of platform features to ensure learners stay engaged, including breakout rooms and interactive whiteboards.

- Technical and customer support is available during your virtual program.

- Our online learning portal provides participant manuals and course completion certificates.

- We offer an extensive calendar with programs running on a flexible schedule.

When you choose Private Live Online training:

- You can gather your dispersed teams for training without incurring travel expenses.

- You pick the program date and time — we will accommodate your schedule.

- Discuss your expectations with your trainer and they will instruct based on your organization's needs.

- We provide an attendance report and participant survey results after your virtual class.

## A variety of online training options for your employees and teams

### Live Online Webinars

- 1-Hour virtual instructor-led sessions utilizing chat, whiteboard tools, and polling
- Fast-paced, interactive exchange of timely skills
- Participants engage through interactive tools addressing outcomes and "How To's"

### Live Online Workshops

- 1.5-, 2- and 3-Hour virtual instructor-led sessions utilizing chat and voice interaction, white board tools, polling, and breakout rooms
- Skills development with emphasis on relevant business examples and collaboration
- Individualized coaching from the trainer and ongoing feedback from participants
- Breakout Rooms: Participants are given the chance to put skills and new processes to practice in small groups

### Live Online Seminars

- Includes all Workshop features
- Multiple sessions, usually held on the same day on consecutive weeks
- Deep-dive skills development boot camps with emphasis on business examples and collaboration

Table of Contents
# Leadership Development

\* *These programs are only available for in-house delivery.*

| | Hours | Page |
|---|---|---|
| Step Up to Leadership (2 sessions) | 6 | 27 |
| Strategic Planning Essentials: Prepare for Future Success | 3 | 28 |
| Succession Planning for You and Your Manager | 1 | 28 |
| Time Management: Organize and Prioritize to Increase Your Productivity | 1 | 29 |
| Time Management (4 sessions) | 12 | 29 |
| Unleash the Power of Mentoring in Your Organization | 2 | 30 |
| Working Remotely | 3 | 30 |

## Customer Service

| Module Title | Hours | Page |
|---|---|---|
| Attitudes for Service | 3 | 31 |
| Cross and Up Selling | 3 | 31 |
| Incoming Telephone Skills* | 2 | 36 |
| Managing Customer Expectations | 3 | 32 |
| Outstanding Customer Service | 1 | 32 |
| Transforming Customer Complaints into Opportunities | 3 | 33 |

## Sales Effectiveness

| Module Title | Hours | Page |
|---|---|---|
| Appeal to Buyer Motives to Close More Sales | 1 | 34 |
| Compelling Sales Presentations | 3 | 34 |
| Cross and Up Selling | 3 | 31 |
| Dale Carnegie Sales Training: Winning with Relationship Selling (8 sessions) | 16 | 35 |
| Goal Setting and Accountability | 2 | 14 |
| How to Cold Call and Build New Customers | 3 | 35 |
| Incoming Telephone Skills* | 2 | 36 |
| Negotiations: A Human Relations Approach | 2 | 23 |
| Present to Persuade | 1 | 40 |
| Trusted Advisor Bootcamp (6 sessions) | 12 | 36 |
| Virtual Selling: How to Build Relationships Online* | 15 | 37 |

## Presentation Skills

| Module Title | Hours | Page |
|---|---|---|
| Communicate Effectively | 2 | 38 |
| High Impact Presenting * (4 sessions) | 14 | 38 |
| How to Present Online | 1 | 39 |
| Present Complex Information | 1 | 39 |
| Present to Persuade | 1 | 40 |
| Present with Impact | 1 | 40 |
| The Art of Storytelling | 2 | 41 |
| Successful Public Speaking | 3 | 41 |
| Virtual Meetings that Engage | 2 | 42 |
| Virtual Train the Trainer Certificate Program (4 sessions + independent work) | 14 | 42 |

*These programs are only available for in-house delivery.*

# Professional Effectiveness

| Module Title | Hours | Page |
|---|---|---|
| Adjust to Change | 2 | 6 |
| Build Trust, Credibility and Respect | 2 | 8 |
| Communicate Effectively | 2 | 37 |
| Communicate with Different Personality Styles | 1 | 9 |
| Connecting and Collaborating with Others | 1 | 43 |
| Create Your Work-Life Breakthrough | 1 | 43 |
| Disagree Agreeably | 1 | 12 |
| Dream Big, Focus Small: Achieve SMARTER Goals | 1 | 13 |
| Effective Communications & Human Relations (8 sessions) | 24 | 44 |
| Effective Communications & Human Relations (12 sessions)* | 36 | 44 |
| Getting Results Without Authority | 1 | 14 |
| How to Win Friends & Influence Business People (4 sessions) | 12 | 15 |
| Managing Up | 2 | 45 |
| Managing Workplace Stress | 3 | 21 |
| Overcoming Workplace Negativity with Enthusiasm | 2 | 23 |
| Powerful Conversations to Engage Your Workforce | 1 | 24 |
| Remember Names to Build Better Professional Relationships | 1 | 25 |
| Successful Public Speaking | 3 | 41 |
| Time Management: Organize and Prioritize to Increase Your Productivity | 1 | 28 |
| Understanding Ourselves and Others – True Tilt Profile | 3 | 45 |

*These programs are only available for in-house delivery.*

# Leadership Development

## Adjust to Change – 2 Hour Workshop

You can't always control change, but you can control your attitude towards it. Adapting your attitude is the first step toward being prepared for the challenges of a changing environment. When you learn to be flexible in uncertain times, you can remain productive and positive — and help others do the same.

Change happens, and when it does, your reaction to it can mean the difference between thriving and or just surviving. Some people embrace change and welcome the opportunities it brings, but many others resist. When approximately 70 percent of change initiatives fail, it's important to keep focused building the new rather than fighting for the old.

In this module, you learn to embrace change by focusing on what you will gain, not what you will lose. In doing so, you garner the attention of others as a change agent, armed to lead the change in your organization.

**Completion of this module will empower participants to:**
- 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.

*Primary Competencies: Adaptability, Change Management*
*Related Competencies: Attitude, Professionalism*

## Advancing Women in Leadership – 2 Hour Workshop

According to the Center for American Progress - The Women's Leadership Gap (2018), women make up 50.8 percent of the U.S. population and earn almost 57 percent of the undergraduate degrees and 59 percent of all master's degrees.  They account for 47 percent of the U.S. labor force and 52.5 percent of the college-educated workforce.  And yet, women make up just 26.5 percent of executive and senior officials and managers, 11 percent of top earners, and 4.8 percent of CEOs in S&P 500 companies.

So why do men continue to hold many of the leadership positions in government and industry?  What do women need to do to make sure their voices are heard equally in their place of business?

 In this workshop, we will look at behaviors and techniques for women leaders that will help them assess and build their skills to allow them to achieve their full potential.

**Completion of this module will empower participants to:**
- Heighten your 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.

*Primary Competencies: Leadership, Professionalism*
*Related Competencies: Communicate, Values*

# Leadership Development

## Analyze Problems and Make Decisions – 3 Hour Workshop

What tools are available to make individual and group problem solving easier? How can I involve others in the decision-making process? How do I get to the bottom of the issue?

Individuals and organizations alike are faced with many choices and an overload of information that can make decision-making quite a challenge. Decisions are best made at the level at which they will be executed. To gather the right data, analyze it, involve the right people and resources, and come to a good decision all takes time. Sometimes this seems impractical, or even impossible.

This 3-hour Live Online workshop highlights several different problem-solving tools and methods for gathering and analyzing data to make the process efficient and interactive. Decisions often need to be made quickly or under pressure which can lead to stress on individuals and teams. Learn to apply practical principles that can minimize stress that impedes sound decision-making.

**Completion of this module will empower participants to:**
- Use six proven tools and methods to solve challenging problems
- Apply decision-making techniques to reach more sound decisions
- Apply principles for controlling stress and worry that can get in the way of making good decisions and problem solving

*Primary Competencies:  Decision Making, Initiative*
*Related Competencies:  Creative Thinking, Stress Management, Leadership*

## Build a High Performing Virtual Team – 1 Hour Webinar

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

The digital age is changing the way we work, play, communicate and think. It is an exciting frontier that rewards those that step up to the challenge and develop new levels of competence. While it may seem difficult to keep pace with technological changes, the abundance of new, user-friendly tools makes it easier to lead and collaborate across distance than ever before.

This Live Online webinar introduces the tools, attitudes and actions leaders need to encourage maximum performance in team members.

**Completion of this module will empower participants to:**
- 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.

*Primary Competencies: Adaptability, Teamwork*
*Related Competencies: Communication, Influence, Technology*

# Leadership Development

## Build Trust, Credibility and Respect – 2 Hour Workshop

Research by Dale Carnegie found that the emotional trigger that drives employee engagement is trust. Yet some statistics say that a staggering 40 percent of employees don't trust management. This creates a conundrum, because employees are motivated by working in a trusting environment, yet too many times find themselves in one where they lack this foundation. As a leader, it's your responsibility to avoid this gap by fostering a culture of trust, and that starts with building trust between yourself and each team member. A relationship grounded in trust generates credibility and respect, which in turn promotes a culture that works harder together.

In this workshop, you learn the difference between trust, credibility, and respect, and how their nuances contribute to your ability to lead people to great heights. Building and restoring trust is not easy but using the right techniques and tools will engender a healthy environment that engages people and ensures you retain them.

**Completion of this module will empower participants to:**
- Discern the differences between trust, credibility, and respect and how they interconnect.
- Cultivate a trust-based work environment using proven principles.
- Minimize trustbusters and restore broken trust.
- Appreciate how trust is cornerstone to employee engagement and retention.

*Primary Competencies:  Communication, Interpersonal Skills, Professionalism*
*Related Competencies:  Leadership, Values*

## Coaching for Improved Performance – 2 Hour Workshop

Accountability starts with clearly defined performance objectives, and good leaders measure individual and group contributions against those ends, working diligently to close the gaps. Holding others accountable to their goals provides opportunities for growth, learning, and ongoing motivation.

This workshop provides effective coaching techniques and other tools to help close the gap between expected performance and actual results. After completing this session, participants will coach for improved performance by following a step-by-step process and use the appraisal meeting to focus on future growth and training for others.

**Completion of this module will empower participants to:**
- Define coaching and identify traits and behaviors of an effective coach
- Apply the 7 coaching process steps to improve the performance of others
- Use the 9 coaching principles to get better results
- Create guidelines for measuring performance
- Prepare and deliver contrastive feedback to avoid common feedback barriers
- Identify ways to celebrate success

*Primary Competencies: Coaching, Leadership*
*Related Competencies: Accountability, Professionalism, Results Oriented*

# Leadership Development

## Communicate with Different Personality Styles – 1 Hour Webinar

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.

This one-hour webinar helps people understand the four dominant personality styles: Driver, Expressor, Amiable, and Analytical. Knowing your style is an 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 use effective approaches to build collaboration.

**Completion of this module will empower participants to:**
- Identify your own Personality style and how you react under pressure
- Modify your behaviors to be able to connect with people of different styles
- Influence attitudes and behaviors of others

*Primary Competencies: Communication, Conflict Resolution, External Awareness*
*Related Competencies:  Adaptability, Influence, Interpersonal Skills*

## Confident, Assertive, In Charge: Developing the Attitudes of Leadership – 4 Session Seminar – 3 Hour Workshop

Being a successful leader depends on your ability to influence others at all levels of your organization. Now you can take charge of how others see you. Tap into your latent power, unleash your inner attitudes of confidence and enthusiasm, and build your visibility in the organization. Become more assertive and say "no" when you need to, eliminating confusion over "who's in charge."

This intensive, interactive online program begins by helping you see yourself as others see you. What image do you project? Are you hesitant or confident? Are you shy or assertive? Are you controlled by the situation or in charge? Our expert coaches then help you build on your strengths and eliminate weaknesses, developing the kind of winning attitudes that all successful leaders have.

**Completion of this module will empower participants to:**
- Increase your visibility
- Meet new people easily
- Reduce self-consciousness and fear
- Replace shyness with confidence
- Be assertive without appear aggressive
- Control situations instead of letting them control you
- Speak up, make your point, and win support
- Get colleagues and management to listen to your ideas
- Say "no" without create resentment

*Primary Competencies: Attitude, External Awareness, Leadership*
*Related Competencies: Accountability, Interpersonal Skills, Influence*

# Leadership Development

## Critical Thinking: Tools for Effective Action – 3 Hour Workshop

One of the greatest challenge's 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 three-hour Live Online workshop will help you in leading your team to pinpoint opportunities for improvement, brainstorm creatively, logically evaluate options, and make informed decisions that will lead to success. The tools discussed will help you become proactive instead of reactive in the face of problems and move from possibilities to solutions.

**Completion of this module will empower participants to:**
- Use the Critical Thinking Process to gather and interpret relevant information and come to well-reasoned conclusions and solutions.
- Differentiate between the Green-light and Red-light thinking mechanism.
- Employ visualization and fact finding to verify that you have identified the real cause of the problem.
- Critically evaluate alternatives using deductive and inductive reasoning strategies, the ladder of inference, and logic trees.
- Apply decision-making techniques to choose effective solutions.

*Primary Competencies: Decision Making, Results Oriented*
*Related Competencies: Leadership, Initiative, Creative Thinking*

## Cultivate Power without Being Intimidating – 3 Hour Workshop

Part of successful organizational leadership is having the ability to assert the power of your position without intimidating others to the point where they are hesitant to take initiative. For staff members to respect you, they need to feel that you are approachable and able to keep your emotions in check.

By applying Dale Carnegie's principles, and by gaining the willing cooperation of others, you become a catalyst for beneficial outcomes for your colleagues, customers, and yourself.

**Completion of this module will empower participants to:**
- Differentiate between power and authority
- Use the 9 tips to changing behavior without creating resentment
- Give and receive constructive feedback
- Better handle the 9 types of people with difficult attitudes and behaviors
- Navigate difficult people and difficult situations
- Develop strategies to deal more effectively with different emotions
- Use a 6-step process to maintain your cool under pressure

*Primary Competencies: Leadership, Interpersonal Skills*
*Related Competencies: Management Controls, Results Oriented, Initiative*

# Leadership Development

## Delegation – 3 Hour Workshop

This program will give you 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. 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 your day-to-day role.

In today's leaner and faster business world, managers are expected to do more with less. It is more important than ever for managers to effectively delegate projects and tasks. To be a truly effective manager, you must be comfortable delegating work and ensuring your employees are accountable for delivery. With a fine line between delegating and "dumping", it is important to follow specific steps that make assignments clear and create a sense of ownership among team members while also maintaining overall control.

**Completion of this module will empower participants to:**
- Demonstrate the steps of the delegation process
- Delegate tasks and responsibilities to develop and train others
- Plan and prepare for a delegation meeting
- Communicate clear performance standards for follow-up and accountability
- Understand the empowerment cycle

*Primary Competencies:  Accountability, Management Controls*
*Related Competencies:  Leadership, Interpersonal Skills, Results Oriented*

## Develop Your Leadership Potential: Stop Doing, Start Leading – 10 Session Seminar – Awareness Session, Eight 2-Hour Workshops, Sustainment Session

Give your emerging leaders and your high potential employees the skills to transition from a high performer or a good supervisor into an effective and engaging leader.

Develop Your Leadership Potential: Stop Doing, Start Leading focuses on the essential skills 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 new leaders face, to help them change their mindset, and to give them confidence with proven strategies and tools that are used by the most successful leaders

**Completion of this module will empower participants to:**
- Convey honesty, integrity, and accountability
- Use authority and influence appropriately
- Increase self-awareness
- Model effective interpersonal communication

*Primary Competencies: Leadership, Communication, Results Oriented, Accountability*
*Related Competencies: Influence, Creative Thinking*

# Leadership Development

## Developing Others through Mentoring and Coaching – 1½ or 3 Hour Workshops

Developing stronger relationships among colleagues drives results 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.

Distance is a critical challenge when building a culture of coaching and mentoring. Remote employees, cultures, age, and geography all impact the ability to coach for strong results. Careful focus must be utilized to create the right environment and relationships for mentoring and coaching.

Additionally, commitment is related to all the other success factors. To get commitment from employees, you must lead by example and demonstrate your willingness to adapt to and thrive in the working environment.

**Completion of this module will empower participants to:**
- 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

*Primary Competencies: Communication, Interpersonal Skills, Accountability, Influence, Vision*
*Related Competencies: Adaptability, Attitude, Results Oriented, Change Management*

## Disagree Agreeably – 1 Hour Webinar

Disagreements are not only inevitable but a natural dynamic between people. Left unresolved, they can waste time and energy, and negatively impact productivity. For many, the normal reaction is to avoid disagreements 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 webinar, you will gain insights into your personality and reactions when dealing with differences of opinion surrounding your "hot buttons." Learn to give others the benefit of the doubt and practice expressing yourself in a way that promotes acceptance, agreeable outcomes, and improved productivity.

**Completion of this module will empower participants to:**
- Identify personal hot buttons and your role in disagreements
- Give others the benefit of the doubt
- Refine your ability to cushion messages for greater acceptance
- Use evidence to eliminate doubt
- Use the six rules for disagreeing agreeably
- Apply a formula for contributing ideas and disagreeing in an agreeably way

*Primary Competencies: Communication, Conflict Resolution*
*Related Competencies:  Interpersonal Skills, External Awareness*

# Leadership Development

## Diversity and Inclusion: Cultural Awareness and Competency – 8 Session Seminar, 3 Hour Workshop + 2 Hour Kickoff

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

Diversity, however, can only deliver on its full potential when it exists in a genuinely inclusive environment. An organizational culture that does not make talented, diverse employees feel valued and supported is certain to lose them, increasing the cost of turnover and lowering morale and productivity.

*Diversity and Inclusion: Cultural Awareness and Competency* 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 your organization to perform at its highest level.

**Completion of this module will empower participants to:**
- Build inclusion by becoming more culturally aware by recognizing and appreciating the nuances of culture and background in our organizations and personal life.
- Recognize our biases – whether conscious (explicit) or unconscious (implicit) – and to do our best to mitigate any negative effects they may have on others and the organizations and institutions we serve.
- Build a higher level of self-confidence to be honest in self-examination of our own principles, beliefs and goals for ourselves, our organizations, and our communities. Be willing to 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

*Primary Competencies: Diversity, External Awareness, Interpersonal Skills, Attitude*
*Related Competencies: Communication, Leadership, Teamwork*

## Dream Big, Focus Small: Achieve SMARTER Goals – 1 Hour Webinar

We often have the best intentions when it comes to goals. Sometimes we surprise ourselves and achieve great things - either personally or professionally. At other times we make a few attempts then abandon our efforts before we realize any benefits. How is it that sometimes we push through barriers to reach our goals, yet at other times we come up short or get derailed?

In this fast-paced, one-hour Live Online webinar you will learn the importance of getting really clear about what you want. You'll pinpoint with a laser-like focus the small steps that you need to get big results. And you'll learn how setting SMARTER goals is the key to overcoming obstacles and consistently achieving success.

**Completion of this module will empower participants to:**
- Create SMARTER goals for personal and professional success.
- Identify why dreaming big and focusing small can help you overcome any obstacle.
- Explore 10 tips for achieving goals and improving your performance.

*Primary Competencies: Decision Making, Results Oriented*
*Related Competencies: Change Management, Vision*

# Leadership Development

## Getting Results without Authority – 1 Hour Webinar

Organizations have changed – there is now a mix of top-down authority and work where no single person is always "the boss." Between matrix organizations, flatter structures, contracting, and outsourcing, success often depends on gaining the cooperation of people and resources that you do not have direct authority over. 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. They listen and provide support, thereby laying the groundwork for future support and influence.

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

**Completion of this module will empower participants to:**
- Identify the most common people challenges that leaders face in getting results when they lack authority.
- Define and identify the critical role of trust, credibility, and respect for getting results.
- Follow the 5 steps to overcoming self-doubt and build self-confidence.
- Utilize Dale Carnegie's 12 principles that help you to build cooperation with colleagues.
- Overcome the 10 most common obstacles to getting results without authority.
- Identify the critical outcomes of leading with accountability.

*Primary Competencies: Leadership, Results Oriented*
*Related Competencies: Influence, Adaptability*

## Goal Setting and Accountability – 2 Hour Workshop

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 two-hour Live Online workshop will help you instill in your team the importance of individual, team, and development goals, and create a culture of high performance. You 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.

**Completion of this module will empower participants to:**
- 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.

*Primary Competencies: Accountability, Results Oriented*
*Related Competencies:  Interpersonal Skills, Communication, Management Controls*

# Leadership Development

## How to Communicate with Diplomacy and Tact – 4 Session Seminar, 3 Hour Workshop

Have you ever been awed by people who always seems to know what to say and how to say it in any situation? They have mastered the art of communicating with diplomacy, tact, and confidence. This is perhaps the single most import skill to influence people and drive results.

In this program, you will learn how to determine if your image is sending the wrong message and gain a flexible communication style with an awareness of your word choices, tone, and body language. You will also develop the skills to disagree agreeably, communicate more effectively through active listening, and control your own "hot buttons" – right from your own desk!

**Completion of this module will empower participants to:**
- Discover whether your image is sending the wrong message
- Develop flexibility in your communication style
- Speak confidently, diplomatically, and tactfully in difficult situations
- Use a tried and true method to disagree agreeably
- Communicate more effectively through active listening skills
- Avoid conflict, but stay calm and poised when it's unavoidable
- Present yourself in a powerful way without intimidating others
- Deal assertively and diplomatically with difficult people
- Maintain your composure when criticized
- Increase trust, credibility, and respect through words and actions

*Primary Competencies: Attitude, External Awareness, Influence*
*Related Competencies:  Leadership, Accountability*

## How to Win Friends and Influence Business People – 4 Session Seminar, 3 Hour Workshop

Based on the classic teachings from the book How to Win Friends and Influence People, this seminar will show you ways to achieve enlightened interpersonal effectiveness. You'll gain a holistic perspective by looking at what triggers you, and how your attitude affects business communication outcomes.

For 100 years, Dale Carnegie's powerful books and winning interactive seminars have helped people reach new levels of professional and personal success. This program sets the standard for interpersonal effectiveness, with tenets that are as valid now as when the book was first written.

**Completion of this module will empower participants to:**
- 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

*Primary Competencies: Communication, Interpersonal Skills*
*Related Competencies: Attitude, Teamwork, Leadership*

# Leadership Development

## Innovation: Transforming Ideas into Solutions – 2 Hour Workshop

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.

Process is as important in innovation as it is in every other part of a company. The Innovation Process moves people through the steps necessary to turn a vision into reality, and it can be applied anywhere innovation and improvement are needed. Having a defined process can also help us make proactive innovation a priority, so we're never scrambling to innovate reactively. You will be able to identify and encourage idea fluency and facilitate an Innovation Process that moves from ideas to solutions.

**Completion of this module will empower participants to:**
- Become proactive instead of reactive to address changing business needs.
- Encourage idea fluency with others.
- Create a safe environment for the exchange and flow of ideas.
- Use the innovation process for problem solving and continuous improvement.

*Primary Competencies: Adaptability, Creative Thinking, Leadership, Change Management*
*Related Competencies: Vision, Decision Making, External Awareness*

## Lead Change Effectively – 2 Hour Workshop

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 two-hour Live Online workshop, 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, you will create a draft of a change leadership plan. By creating and following through on this plan, you can take a more organized approach to leading organizational change.

**Completion of this module will empower participants to:**
- Avoid the most common change leadership mistakes.
- Recognize the elements of and apply a model for change engagement.
- Define the type of changes currently occurring in the organization.
- Identify ways to lead others and manage ourselves during organizational change.

*Primary Competencies: Change Management, Leadership*
*Related Competencies: Creative Thinking, Management Controls, Vision*

# Leadership Development

## Leadership Blind Spots – 1½ Hour Workshop

Leaders should recognize they have blind spots - those things they think they do well but where employees say they don't. There were 4 common leadership blind spots across 14 countries.

This Dale Carnegie Live Online program is designed to provide a broad perspective on leadership characteristics that motivate people to do their best work and stay with their employer. Backed by groundbreaking research, this workshop will allow us to discover potential blind spots around how employees across cultures prioritize the importance of various leadership characteristics.

Learn about leadership and engagement, what differentiates effective and ineffective leaders, and how to spot your own potential blind spots as a leader.

**Completion of this module will empower participants to:**
- Describe key leadership characteristics that motivate and inspire people in the U.S. and around the world
- Identify perceptions of our own leadership and ways we can be more effective in our relationship between leaders and employees.

*Primary Competencies:  Self-Awareness, External-Awareness, Leadership, Accountability*
*Related Competencies:  Influence, Interpersonal Skills, Adaptability, Results-Oriented*

## Leadership Training for Managers (Live Online) – 7 Session Seminar, 2 Hour Workshops

Leaders who demonstrate certain principles create an environment where employees are motived, 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. 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 these seven highly-interactive, 2-hour virtual sessions, you'll learn how the Dale Carnegie Leadership Model can take your top performers and turn them into your next generation of leaders.

*This program is the Live Online alternative to the F2F version of Leadership Training for Managers.*

**Completion of this module will empower participants to:**
- Discover how experiences, beliefs, and values shape our leadership style, and discover the impact of that style on the organization's environment and culture
- Develop human potential and build relationships of mutual trust and respect
- Create and maintain processes and procedures that drive innovation, plan and define performance goals, utilize time effectively, delegate, analyze problems and make decisions
- Develop leadership by demonstrating effective questioning and listening skills

*Primary Competencies:  Leadership, Change Management, Communication, Results-Oriented, Vision*
*Related Competencies:  Accountability, Attitude, Develops Others, Creative Thinking*

# Leadership Development

## Leadership Training for Results: Unleash Talent in Others (Live Online)
## 10 Session Seminar – Awareness Session, Eight 3-Hour Workshops, Sustainment Session

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

Successful leaders in today's workplace must bring the right set of skills and attitudes to engage, retain, and achieve results through their teams. *Leadership Training for Results: Unleash Talent in Others™* focuses on the skills experienced managers need to take their leadership to the next level, including Innovation, Accomplishing Results Through Others, and Leadership Agility.

**Completion of this module will empower participants to:**
• Inspire, motivate, and develop others
• Promote teamwork, collaboration, and innovation
• Create effective organizational communication
• Guide others through change

*Primary Competencies: Leadership, Results Oriented, Change Management, Develops Others*
*Related Competencies: Innovation, Creative Thinking, Agility*

## Leading Across Generations – 2 Hour Workshop

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.

**Completion of this module will empower participants to:**
● 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

*Primary Competencies:  Diversity, Leadership*
*Related Competencies:  Communication, Influence, Teamwork*

# Leadership Development

## Leading Strong Teams – 3 Hour Workshop

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.

**Completion of this module will empower participants to:**
- Establish continuous improvement by building on the characteristics of strong teams
- Capitalize on individual strengths to take teams to high levels of performance
- Facilitate the interaction of diverse personalities on strong teams
- Leverage competitive spirit to gain cooperation

*Primary Competencies: Leadership, Accountability*
*Related Competencies Communication, Teamwork*

## Leading Virtual Teams – 2 Session Seminar, 3 Hour Workshops

Several factors have led to the emergence of a new form of team working. 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.

**Completion of this module will empower participants to:**
- 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

*Primary Competencies: Adaptability, Teamwork, Communication*
*Related Competencies: Leadership, Influence, Management Controls*

# Leadership Development

## Managerial Courage – 2 Hour Workshop

Many people are uncomfortable when it comes to facing tough managerial situations, such as giving negative feedback, taking an unpopular stance, or handling difficult situations and people. They 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 difficult circumstances enables managers to courageously approach conflict in an unemotional way 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.

This workshop is designed to work through multiple strategies and formulas to help participants remain cool under pressure, navigate difficult situations, and practice giving and receiving feedback.

**Completion of this module will empower participants to:**
- Share information and viewpoints openly and directly
- Navigate difficult people and difficult situations
- Skillfully give and receive constructive feedback
- Use a six-step process to remain cool under pressure

*Primary Competencies:  Communication, Interpersonal Skills, Conflict Resolution*
*Related Competencies:  Attitude, Adaptability, Initiative, Stress Management*

## Managers Matter – 1½ Hour Workshop

The influence of the relationship between manager and employee continues to be undisputed. Managers make the most important impact on employee engagement. Having a relation-centered leadership approach is critical for making a positive impact on engagement. Our research shows that the manager-employee relationship continues to have the most influence on employee engagement levels.

This workshop is designed to give managers and supervisors the tools necessary to create a caring environment that will make employees feel valued, confident, empowered, and connected, so we can achieve high levels of engagement and performance. We will explore the critical actions we must consistently demonstrate to create, lift, and maintain engagement with our direct reports. Three tools—a relationship-centered focus, an engagement conversation, and a four-step recognition approach—will be explored to discover the heart of the manager-employee relationship and its effect on engagement.

**Completion of this module will empower participants to:**
- Define engagement and why it matters
- Uncover the key engagement drivers and the role of the manager
- Discover three relationship-centered ways to inspire employees to go above and beyond to do their best work

*Primary Competencies:  Communication, Leadership, Results-Oriented, Engagement*
*Related Competencies:  Influence, Interpersonal Skills, Accountability*

# Leadership Development

## A Manager's Guide to Sustainable Employee Engagement – 3 Session Seminar, 2 Hour Workshops

Organizations with engaged employees outperform other organizations by 202%. Shareholder return is 19% higher when employees are engaged. And further research shows that front-line managers have more control over employees' engagement levels than any other contributing factor -- more than senior management, more than company pride, and even more than money. They are the biggest determining factor of their team's willingness to go the extra mile or even stay with the organization.

This program focuses on the business value of engagement and the steps managers can take to lead a team of fully engaged employees and to sustain those high levels. In this six-hour, three session Live Online workshop, participants will commit to and practice the proven attributes, actions, and behaviors they can implement to build, strengthen, and sustain a fully engaged workforce.

**Completion of this module will empower participants to:**
- 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 your organization

*Primary Competencies:  Leadership, Management Controls, Results Oriented*
*Related Competencies:  Influence, Vision, Change Management*

## Managing Conflict in the Workplace - 3 Hour Workshop

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 your group, department, or the entire organization. And once initiated, the unpleasant task of resolving conflicts falls on your shoulders.

Based on the time-tested principles from the new book How to Win Friends and Influence People in the Digital Age, this program prescribes the best approaches for effectively dealing with conflicts, so you 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.

**Completion of this module will empower participants to:**
- Diagnose conflict within your organization
- Find the hidden agenda that's really fueling the battle
- Analyze your conflict response style
- Identify anger triggers and remain poised in conflict situations
- Encourage collaborative problem solving and gain consensus
- Learn a variety of strategies for managing conflict
- Use Dale Carnegie's 12 ways to defuse an argument

*Primary Competencies: Conflict Resolution, Stress Management*
*Related Competencies: Adaptability, Leadership, Professionalism*

# Leadership Development

## Managing Workplace Stress – 3 Hour Workshop

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.

**Completion of this module will empower participants to:**
- 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

*Primary Competencies: Stress Management, Attitude*
*Related Competencies:  External Awareness, Interpersonal Skills, Results-Oriented*

## Marshall Goldsmith – What Got You Here Won't Get You There – 2 Session Seminar, 3 Hour Workshops

Dale Carnegie is excited to partner with Marshall Goldsmith to make one of the most effective management development methodologies accessible, convenient, live and online! 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. You'll learn a seven-step method to get rid of bad habits or adjust habits you want to change. You'll apply a variety of methods to gain feedback and practice feed forward - a simple yet powerful process that turns feedback into productive action.

**Completion of this module will empower participants to:**

- Build a reputation as a powerful and influential leader.
- Identify and target specific habits that hold leaders back.
- Gain feedback and experience the power of feed forward.
- Overcome common obstacles to changing for the better.
- Use techniques to sustain success.

*Primary Competency Categories: Attitude, External Awareness, Influence*
*Related Competency Categories: Leadership, Accountability*

# Leadership Development

## Meetings That Work – 2 Hour Workshop

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 two-hour Live Online workshop 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, you become the catalyst for beneficial outcomes for colleagues, customers, managers, and yourself.

**Completion of this module will empower participants to:**
- Enhance in-person and virtual meeting participation through increased engagement.
- Discover ways to build cooperation and positive results in meetings.
- Create guidelines for meeting effectively in-person and virtually – stay on track and on time.

*Primary Competency Categories: Interpersonal Skills, Leadership*
*Related Competency Categories: Communication, Teamwork, Management Controls*

## Negotiations: A Human Relations Approach – 2 Hour Workshop

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 two-hour workshop, you 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 you will be able to gain cooperation and increase the likelihood that future interactions will be positive.

**Completion of this module will empower participants to:**
- Practice methods to uncover and appeal to the various interests that are brought to the negotiation table.
- Recognize where negotiations fail and use the four steps in the negotiations process for success.
- Use Increase listening to uncover and clarify the needs and interests of others.
- Create power questions to get the information needed from each negotiator.
- Establish appropriate targets before bargaining.
- Be able to recognize 12 common negotiating tactics.
- Use agreement strategies to move the negotiation to finalization.
- Follow the 9 principles to gain cooperation and persuade others.

*Primary Competency Categories: Communication, Negotiation*
*Related Competency Categories: Conflict Resolution, Results-Oriented, Customer Acquisition*

# Leadership Development

## Overcoming Workplace Negativity with Enthusiasm – 3 Hour Workshop

Overcoming Workplace Negativity with Enthusiasm is a live online program that will show you how to use Dale Carnegie's proven ways to prevent the naysayers, whiners, and downers from robbing you and your group of the energy to succeed. In just 3 hours, you'll learn specific techniques for dealing with that burned-out feeling so that you can lead with confidence and enthusiasm. Take a positive step toward success right now. Negative attitudes spread to the point where they eventually affect performance and decision-making. 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

**Completion of this module will empower participants to:**
- Assess their own attitudes in relation to the workplace around them.
- Identify sources of negativity.
- Use principles to gain cooperation from negative people.
- Use a process to disagree agreeably.
- Identify solution for specific workplace negativity problems.
- Be able to recognize 12 common negotiating tactics.

*Primary Competency Categories: Attitude, External Awareness*
*Related Competency Categories: Adaptability, Teamwork, Accountability*

## Performance Reviews That Motivate – 1 Hour Webinar

An effective performance review can be an opportunity for honest, open conversation about positive and negative results. It can inspire and engage people when it is focused on plans for the future. 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.

People support what they help to create. Very few people are motivated by criticism. In this fast-paced webinar, explore ways to conduct RAVE performance reviews and plan your performance conversations so that staff members feel encouraged, inspired, and ready to exceed expectations.

**Completion of this module will empower participants to:**
- Recognize the steps that make performance reviews something to RAVE about.
- Identify the more than 25 "dos" and "don'ts" for an effective performance conversation.
- Follow a proven 8-step process for planning out performance review meetings with your associates.
- Use the provided Performance Review Meeting Worksheet to keep the meeting focused and effective.

*Primary Competency Categories: Results-Oriented, Management Controls*
*Related Competency Categories: Accountability, Influence*

# Leadership Development

## Powerful Conversations to Engage Your Workforce – 1 Hour Webinar

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 can 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.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Communication, Teamwork*
*Related Competency Categories: Attitude, Initiative*

## Remember Names to Build Better Professional Relationships – 1 Hour Webinar

Dale Carnegie said, "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 webinar, you will learn techniques to help you remember names when you need them. They are the basis for being able to grow and tap into your network of contacts more effectively. Find out which tools and formulas you can use that will help you remember the name of just about any person you will ever meet!

**Completion of this module will empower participants to:**
- Identify four common reasons why we forget names.
- Use several memory development techniques to help you remember names that are fun, inspire confidence, and help build better relationships.
- Explore ways social media can help you remember names and important relationships.

*Primary Competency Categories: Professionalism, Interpersonal Skills*
*Related Competency Categories: Communication, Influence*

# Leadership Development

## Secrets of Motivation – 2 Hour Workshop

Teams come in many forms, but whether you're part of a business, community, technical, creative, or even temporary team, using the Dale Carnegie Human Relation Principles and a proven method for recognition and appreciation will energize everyone's performance!

In this workshop, you will learn to apply these principles to build trust, identify opportunities, recognize potential, and express appreciation to inspire commitment and innovation in your workplace.

**Completion of this module will empower participants to:**
- Understand what people really want from work.
- Learn 15 reasons why employees defect.
- Recognize the signs of restlessness, burnout, and disengagement, and learn to overcome them.
- Use a simple formula to remember how to show sincere appreciation.
- Identify the most common reasons for nonperformance.
- Develop recognition and appreciation strategies.
- Learn a teambuilding exercise that will strengthen relationships and team performance.

*Primary Competency Categories: Leadership, Interpersonal Skills*
*Related Competency Categories: Influence, External Awareness*

## Secrets to Leading with Assertiveness – 1 Hour Webinar

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 webinar, you will learn to build on your strengths, advocate for what you need to be successful and use the right language to do so. You will learn strategies to boost your confidence, 10 tips to build assertiveness, and the Dale Carnegie principles of cooperation to influence and effectively lead your team.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Leadership, Attitude*
*Related Competency Categories: Communication, Influence*

# Leadership Development

## Self-Awareness: Leading with Emotional Intelligence – 2 Hour Workshop

As a leader, you hold many of the keys to your employee's performance.  Your ability to drive performance and result through others is crucial to your success.  It all depends on your ability to build confidence, motive, and engage your team.

In this 2-hour workshop, you'll learn tools and techniques to better understand how you react to certain situations and people.  The process will allow you to gain deeper insights into your own strengths and weaknesses as a leader.

**Completion of this module will empower participants to:**
- Recognize the relationship between perspective and self-awareness
- Identify the positive impact of self-awareness on your ability to effectively lead
- Understand your personal leadership qualities

*Primary Competency Categories: Leadership, Interpersonal Skills*
*Related Competency Categories: Results-Oriented, Vision*

## Step Up to Leadership – 2 Session Seminar, 3 Hour Workshops

Employees are open to influence and motivation. "If you tell me what to do, I will do it to protect my job. But if you inspire me to do it, I will do it to the best of my ability."

Dale Carnegie Training® gives businesspeople the tools to successfully build their case. We 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 seminar that covers time management, delegation, performance appraisal techniques, and much more.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Leadership, Interpersonal Skills, Management Controls*
*Related Competency Categories: Attitude, Decision Making, Professionalism*

# Leadership Development

## Strategic Planning Essentials: Prepare for Future Success – 3 Hour Workshop

Today, strategic planning 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. You can either create your own destiny or be at the mercy of the moment. In this three-hour Live Online workshop, participants will learn the essentials of strategic planning and prepare their organization for future success.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Leadership, Decision Making*
*Competency Categories: Change Management, Vision, Initiative*

## Succession Planning for You and Your Manager – 1 Hour Webinar

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

**Completion of this module will empower participants to:**
- Complete your succession plan using the Dale Carnegie Succession Plan template.
- 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.

*Primary Competency Categories: Leadership, Interpersonal Skills, Management Controls*
*Related Competency Categories: Attitude, Decision Making, Professionalism*

# Leadership Development

## Time Management: Organize and Prioritize to Increase Your Productivity – 1 Hour Webinar

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

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

**Completion of this module will empower participants to:**
- Leverage best practices for organizing your work, your schedule, and your life.
- Follow an eight-step process to improve prioritizing your projects and tasks.
- Use additional tips and digital tools that can help you achieve and sustain your time management goals.

*Primary Competency Categories: Results Oriented, Initiative*
*Related Competency Categories: Adaptability, Professionalism*

## Time Management – 4 Session Seminar, 3 Hour Workshops

This seminar 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 block out mental distractions so that you can eliminate time wasters and concentrate on your priorities.

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.

**Completion of this module will empower participants to:**
- Understand where your time is spent.
- Make quick, effective decisions.
- Manage corporate and technological communication with greater ease.
- Turn an idea into a plan of action.
- Align priorities to match your performance goals.
- Get rid of bottlenecks that slow you down.
- Organize your workspace for improved efficiency.

*Primary Competency Categories: Decision Making, Initiative, Leadership*
*Related Competency Categories: Stress Management, HR Management, Results Oriented*

# Leadership Development

## Unleash the Power of Mentorship in Your Organization – 2 Hour Workshop

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 values and expertise.

A mentor provides professional advice and support. He or she willingly shares 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 two-hour Live Online workshop, learn what it takes to make the launch of your program successful and avoid the challenges that often derail organizational initiatives.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Leadership, Human Resources Management*
*Related Competency Categories: Teamwork, Influence, Coaching*


## Working Remotely – 3 Hour Workshop

Several factors have led to the emergence of a new form of team working.  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 you with the knowledge and skills necessary to take your virtual team to new levels of effectiveness.

**Completion of this module will empower participants to:**
- 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

*Primary Competency Categories: Communication, Interpersonal Skills, Adaptability, Conflict Resolution*
*Related Competency Categories: Leadership, Results Oriented, Creative Thinking*

## Customer Service

### Attitudes for Service – 3 Hour Workshop

This course teaches you to take responsibility for your attitude every time you interact with your customer. Your customers reevaluate their purchasing decisions every day, and every customer service interaction may bias them toward staying with your company or moving away from it.

It sounds simple, but successful organizations recognize that customer satisfaction stems from a series of attitudes and behaviors toward clients including helpfulness, respect, and expression of genuine interest. Demonstrating a culture of customer service drives customer loyalty leading to profitability and growth and causes clients to be champions for your organization.

**Completion of this module will empower participants to:**
- Assess customer service attitudes to set goals for improvement.
- Incorporate the four drivers of exceptional customer service to build customer relationships.
- Apply attitude control principles to manage your own attitudes.
- Use conversational language to keep interactions cordial and professional.

*Primary Competency Categories: Customer Experience, Interpersonal Skills*
*Related Competency Categories: Communication, Customer Experience, External Awareness*

### Cross and Up Selling – 3 Hour Workshop

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, you can significantly increase their overall purchase level, add revenue to your company's top-line, and satisfy your client all at the same time. The secret is to uncover your customer's unarticulated needs, and to offer solutions in a professional and consultative way.

In this course, you 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. Cross-selling and up-selling create value for both you and your customers. Opportunities to help guide customers to make better buying decisions arise when you ask the right questions, make appropriate suggestions, and present options in a manner that does not seem pushy.

**Completion of this module will empower participants to:**
- Identify win-win opportunities to provide more products and services.
- Sell without feeling pushy.
- Apply a cross and up selling process to make decisions easy for customers.

*Primary Competencies: Customer Acquisition, Customer Experience*
*Related Competency Categories: Communication, Influence*

## Customer Service

### Managing Customer Expectations – 3 Hour Workshop

It is a simple truth: customers continue to do business with organizations that deliver on what they promise and who have treated them fairly. You have far more potential to develop long lasting relationships and future business success by managing customer expectations in a consistent way.

In this session, you examine ways that you can exceed your customers' expectations by setting, monitoring, and influencing their expectations. You start by determining their initial expectations and the reasons for each. Then you proactively set realistic expectations with the customer, leverage sure-fire ways to exceed them, and follow an ongoing and consistent process to manage customer expectations in the future.

**Completion of this module will empower participants to:**
- Determine the expectations of customers.
- Leverage the Pygmalion effect in your customer service and sales settings.
- Use the 9 sure-fire approaches to exceeding customer expectations.
- Hold crucial "setting expectations" conversations with your customers.
- Use the 7 principles for setting expectations.
- Follow a consistent and effective process to manage customer expectations.

*Primary Competencies:  Customer Experience, Interpersonal Skills*
*Related Competency Categories: Conflict Resolution, Communication, Professionalism*

### Outstanding Customer Service – 1 Hour Webinar

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 interactive, one-hour webinar, you 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. You 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.

**Completion of this module will empower participants to:**
- Use principles to maintain professionalism and strengthen customer relationships.
- Leverage five approaches to engage customers and build loyalty.
- Follow a consistent process to efficiently resolve customer complaints.
- Retain current and attract new customers by requesting referrals.
- Use the six rules for disagreeing agreeably.
- Apply a formula for contributing ideas and disagreeing in an agreeable way.

*Primary Competencies:  Customer Experience, Conflict Resolution*
*Related Competency Categories: Professionalism, Communication, Results Oriented*

## Customer Service

### Transforming Customer Complaints into Opportunities – 3 Hour Workshop

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.

**Completion of this module will empower participants to:**
- Use a consistent process to resolve and recover from complaints.
- Transform complaints into additional sales and service opportunities.
- Deal with emotional and logical aspects of complaints.
- Analyze the root causes of complaints to identify opportunities for strengthening customer relationships.
- Apply methods to manage emotions and reduce stress when resolving complaints.

*Primary Competencies:  Customer Experience, Interpersonal Skills*
*Related Competency Categories: Conflict Resolution, Communication, Stress Management*

# Sales Effectiveness

## Appeal to Buyer Motives to Close More Sales – 1 Hour Webinar

Throughout the sale, the buyer continually evaluates what is said and done. Buyers may respond verbally, physically, or emotionally to what is presented. These responses can be warning signals. Effective sales professionals recognize, accurately interpret, and respond appropriately to these signals. Often people seem convinced that our solution can help them, however they are reluctant to make a commitment. They may put off the decision or try to delay the process. As a sales professional, you can create a sense of urgency if you appeal to buyer motives.

In this interactive, one-hour webinar, you will learn how to gain commitment more easily by conducting the early phases of the sale skillfully. Over-emphasis on closing can feel like a manipulative technique to the buyer and can strain the relationship. The key is to build the relationship throughout the sales process by appealing to buyer emotions and motives. Doing so will improve close ratios and lead to more successful sales.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Customer Acquisition, Influence*
*Related Competency Categories: Communication, Customer Experience, External Awareness*

## Compelling Sales Presentations – 3 Hour Workshop

This 3-hour Live Online workshop is designed for salespeople who want to increase their close rates through more effective presentations.

The program 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. It is especially useful for people involved in consultative selling.

**Completion of this module will empower participants to:**
- 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.

*Primary Competencies:  Customer Acquisition, Communication*
*Related Competency Categories: Interpersonal Skills, Results Oriented, Selling*

# Sales Effectiveness

## Dale Carnegie® Sales Training:  Winning with Relationship Selling -
## 8 Session Seminar, 2 Hour Workshops

The Dale Carnegie® sales process is established on a foundation of building trust and strengthening client relationships. It provides structure to help a novice salesperson start strong or a veteran navigate current and future leading practices.

Winning with Relationship Selling delivers practical tools to connect, collaborate, create solutions unique to each buyer, gain confirmation, and secure commitment at all points in the sales cycle. Along the way, participants go through a transformative experience that will grow and sustain self-confidence along with belief in the value of your organization and your solutions.

**Completion of this module will empower participants to:**
- 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.

*Primary Competencies: Customer Acquisition, Customer Experience*
*Related Competency Categories: Communication, Results Oriented*

## How to Cold Call and Build New Customers – 3 Hour Workshop

If you're like most salespeople you can think of a million excuses not to cold call because – let's face it – you hate it. The rejection and sense of failure are tough to take. But cold calling is necessary to success since new business often accounts for as much as 50% of your production. This engaging live online seminar will help take the stress out of cold-call days and improve your hit ratio.

Cold calling 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 always money available to buy something that provides real value to the prospect. The trick is to get your value proposition in front of the prospect in such a compelling way that you turn off the automatic "no" response.

**Completion of this module will empower participants to:**
- Use effective power phrases to gain appointments.
- Be poised and confident when cold calling.
- Use language that gets prospects excited.
- Appeal to buyers' needs, wants, and interests.
- Use three methods to get past gatekeepers.
- Use prospecting tools for new business development.
- Use Daily Activity Sheets and Opportunity Charts to increase your effectiveness.

*Primary Competencies: Customer Acquisition, Initiative*
*Related Competency Categories: Customer Experience, Selling, Influence*

# Sales Effectiveness

## Incoming Telephone Skills – 2 Hour Workshop

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 you 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.

Learn to identify the small changes that can make a big difference in customer service. By doing so, you will build confidence in yourself and your ability to succeed when inbound call opportunities occur.

**Completion of this module will empower participants to:**
- Identify small changes that can make a big difference in customer service
- Identify ways to maximize inbound sales and customer service opportunities
- Apply principles and conversational language to build confidence during customer interactions
- Use the Information Gathering Model to evaluate how to best meet the caller's needs.

*Primary Competency Categories: Communication, Interpersonal Skills, Customer Experience, External Awareness*
*Related Competency Categories: Attitude, Adaptability, Values*

## Trusted Advisor Bootcamp – 6 Session Seminar, 2 Hour Workshops

Organizations today realize that they will achieve greater results if their teams can collaborate more effectively across functional boundaries. The temptation is to work in silos, but strong leaders develop consultative relationships between their team and other teams. This includes fostering movement and readiness in role succession so that trust can be sustained amongst teams. It also requires that employees be highly engaged to be confident and empowered as internal consultants who can question, challenge, and think strategically.

This seminar is designed to overcome one of the biggest challenges that shared services (such as HR, IT, Finance and Accounting, as well as consultative salespeople) face in organizations today – being viewed as a transactional or commodity resource versus a true business partner. Included are such key elements as: developing rapport and trust, designing solutions that advance stakeholders' strategies, strengthening leadership and influence, managing resistance and conflict, and more.

**Completion of this module will empower participants to:**
- Act as a true consultant to your business partners.
- Develop a personal reputation that will lead to better results or additional business.
- Shift from addressing tactical needs to developing a strategic business partnership.
- Lead stakeholders and business partners to consider new approaches for success associates.

*Primary Competency Categories: Influence, Professionalism, Accountability*
*Related Competency Categories: Interpersonal Skills, Communication, Creative Thinking*

# Sales Effectiveness

## Virtual Selling: How to Build Relationships Online – 5 Session Seminar, 3 Hour Workshops

There are unique challenges that people face when they conduct a virtual sales call. Most people are fearful, lack adequate preparation, and need more effective customer engagement skills.

Status quo will no longer work in the new virtual environment. Sellers must learn to be more concise, communicate value, and accentuate the most important points for their prospects while keeping them engaged.

This customized training program is designed to help salespeople become trusted business advisors in virtual, online environments.

**Completion of this module will empower participants to:**
- 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.

*Primary Competency Categories: Sales Skills, Virtual Presenting, Building Trust*
*Related Competency Categories: Communication, Interpersonal Skills, Technology*

# Presentations Skills

## Communicate Effectively – 2 Hour Workshop

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 successful leadership not only in the work environment, but in all areas of life.

This course helps you become a more effective communicator by teaching you how to build rapport and positive relationships, become a better listener, honor diversity in the workplace, and adapt your message for your audience.

**Completion of this module will empower participants to:**
- Identify ways to establish rapport and build positive relationships.
- Discover ways to become a better listener.
- Explore ways to honor diversity.
- Learn to adapt your message for your audience.

*Primary Competencies: Communication, Interpersonal Skills*
*Related Competency Categories: Leadership, Diversity Inspiring*

## High Impact Presenting – 4 Session Seminar, 3½ Hour Workshops

*High Impact Presenting* focuses on structuring an effective presentation that builds credibility, enhances the client relationship, and clearly conveys the concept via online platforms.

Participants explore the optimum use of voice and gesture to create a lasting impression, as well as a variety of presentation styles, ranging from a formal speech to a casual meeting or contentious conversation.

Participants are given multiple opportunities to develop and practice innovative presentations. Participants are recorded, evaluated, and mentored to deliver a masterful online presentation.

*This program is the Live Online alternative to the in-person program High Impact Presentations.*

**Completion of this module will empower participants to:**
- Plan and organize professional online presentations
- Create and maintain positive impressions
- Be more natural and relaxed when presenting online
- Communicate ideas with clarity and force
- Sell ideas and inspire others

*Primary Competencies: Confidence, Virtual Presenting, Influence, Persuade, Communicate*
*Related Competency Categories: Professionalism, Interpersonal Skills, Technology*

## Presentations Skills

## How to Present Online – 1 Hour Webinar

By practicing Dale Carnegie principles, masterfully using technology, and creating superior visuals, online presentations become dynamic and powerful. Join us for this session where you will learn how to break the mold of boring webinars and set the standard for Online Presentations. If you are tasked to be the next online presenter in your organization, this session will help you shine!

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.

**Completion of this module will empower participants to:**
- Establish trust, credibility, and respect with an online audience.
- Identify differences between online and face-to-face presentations.
- Engage the online audience with strong visuals and maximum interactivity.
- Use technology to open, close, and deliver a strong message with impact.

*Primary Competencies: Communication, Adaptability*
*Related Competency Categories: Creative Thinking, Interpersonal Skills, Technology*

## Present Complex Information – 1 Hour Webinar

We would all like to be understood when making presentations. Often, we make critical mistakes by not considering our listeners' point of view. As professionals, we make assumptions about their level of understanding on a topic, and then fail to communicate in a way that achieves our desired result.

In this interactive, one-hour event, you will focus on how to better present on topics you know well but your audience considers complex or full of new information. You'll walk away with other best practices for support materials, visuals, and presentation delivery that will help you plan for your next presentation.

**Completion of this module will empower participants to:**
- Use a proven structure to effectively present complex information.
- Identify ways to simplify material to reach all listeners.
- Leverage the power of analogies to explain complex information.
- Use 20+ best practices to plan your next presentation.

*Primary Competencies:  Presentations, Communication, Influence*
*Related Competency Categories: Results Oriented, Professionalism*

## Presentations Skills

## Present to Persuade – 1 Hour Webinar

If you have ever needed to persuade others through a presentation, you know there are a host of challenges to doing so effectively. By putting yourself in the listener's situation, a presenter can more easily see the audience's point of view and appeal to their interests. It is also critical that you have a message that is clear, concise, and easy to understand.

In this interactive, one-hour webinar you will learn a proven structure for organizing a persuasive presentation, identify ways to use audience-appropriate evidence, and learn other best practice tips for presenting to persuade.

**Completion of this module will empower participants to:**
- 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.
- Use the planning worksheet to create a persuasive presentation.
- Follow eight tips to build rapport and persuade.

*Primary Competencies: Presentations, Communication, Influence*
*Related Competency Categories: Results Oriented, Professionalism*

## Present with Impact – 1 Hour Webinar

A presentation is one of the most important tools a professional has for getting things done and influencing others. Whether you 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 your success and failure.

This interactive, one-hour webinar will help you focus on the visual, vocal, and verbal components of presentation delivery so that your message has the intended impact on your audience.

**Completion of this module will empower participants to:**
- Recognize how structure, content and delivery together create impact.
- Examine the importance of verbal and nonverbal cues to your message.
- Use the correct opening and closing to match your message.
- Leverage seven tips for delivering a message with greater impact.
- Examine a variety of methods and tools to strengthen your message.

*Primary Competencies: Presentations, Communication, Influence*
*Related Competency Categories: Results Oriented, Professionalism*

# Presentations Skills

## The Art of Storytelling – 2 Hour Workshop

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 business people, compelling community leaders, and even politicians.

**Completion of this module will empower participants to:**
- Define your audience and their needs, goals, and wants.
- Plan an opening, message delivery, and closing that have impact.
- Use the secret to storytelling: The Magic Formula.
- Identify best practices for presentations.

*Primary Competencies:  Presentations, Communication, Interpersonal Skills*
*Related Competency Categories: Influence, External Awareness*

## Successful Public Speaking - 3 Hour Workshop

Successful Public Speaking will teach you the very same skills that Dale Carnegie himself used to create generations of politicians, community leaders, and successful businesspeople. Acquire the tools that you need to speak confidently at your next meeting or presentation, join us for Successful Public Speaking!

Successful Public Speaking uses the foolproof methods of Dale Carnegie to turn you from 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.

**Completion of this module will empower participants to:**
- • Identify reasons for fears.
- • Apply tools to minimize fear and nervousness.
- • Explain and use preparation methods to build confidence.
- • Plan an opening, message delivery, and closing that have impact.
- • Use specific techniques to reduce anxiety and engage an audience.

*Primary Competencies: Communication, Stress Management*
*Related Competency Categories: Professionalism, Interpersonal Skills, Influence*

# Presentations Skills

## Virtual Meetings that Engage – 2 Hour Workshop

In this fast paced, interactive workshop you'll learn to use activities to energize your next online meeting. This workshop 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.

**Completion of this module will empower participants to:**
- 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.

*Primary Competencies:  Communication, Leadership*
*Related Competency Categories: Teamwork, Professionalism, Technology*

## Virtual Train the Trainer Certificate Program – 4 Session Seminar, 2 Hour Workshops
## (plus independent work between sessions)

Shifting training delivery from in-person to virtual instructor-led isn't as easy as sharing a link and reviewing a presentation deck. Learning & Development professionals know that for training to have impact, trainers and instructional designers need to choreograph activities to be engaging, meaning attendees are actively involved. Trainers need practice in the virtual environment to skillfully keep participants engaged while also managing technology, tools, and group interaction.

Learn the secrets of designing and delivering world class virtual instructor-led training. Use tools to develop collaborative learning experiences no matter the industry or topic. Learn best practices for engaging online training delivery while successfully managing your platform technology. Reconstruct an in-person training activity for live online delivery and receive expert coaching and feedback.

**Completion of this module will empower participants to:**
- Recognize the elements required to create a consistent standard of excellence for live online training
- Create collaborative learning experiences for virtual class participants
- Deliver engaging training programs while successfully managing the live platform technology

*Primary Competencies:  Virtual Training, Presentations, Leadership*
*Related Competency Categories: Communication, Interpersonal Skills, Technology*

# Professional Effectiveness

## Connecting and Collaborating with Others – 1 Hour Webinar

In this webinar, 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 the "Be Collaborative" behavior, we will establish professional rapport while building productive work relationships.

In any industry, our managers 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.

**Completion of this module will empower participants to:**
- Apply principles for building trust and rapport in relationships
- Identify opportunities to improve relationships and build collaboration between teams
- Collaborate with others to create synergy

*Primary Competencies: Interpersonal Skills, Communication, Leadership, External Awareness*
*Related Competency Categories: Values, Influence, Leadership, Diversity, Teamwork*

## Create Your Work-Life Breakthrough – 1 Hour Webinar

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.

**Completion of this module will empower participants to:**
- Use a balance self-assessment to identify areas of balance and unbalance in your life.
- Identify common stressors that upset work-life balance.
- Apply stress reducing principles to your professional and personal life.
- Use the Balance Wheel to measure the satisfaction you feel with the time and energy you devote to each area of your life.
- Determine actions you can take to improve your life in areas such as career, finance, health, family, social life, personal, community, and spirituality.
- Commit to the actions that will reduce stress and help you regain balance.

*Primary Competencies: Adaptability, Stress Management*
*Related Competency Categories: Attitude, Values*

# Professional Effectiveness

## Effective Communications & Human Relations (8 sessions)
## 8 Session Seminar, 3 Hour Workshops

This course will help you master the communication skills necessary in today's demanding business environment. You'll learn to strengthen interpersonal relationships and develop a commanding attitude, instilling confidence and enthusiasm in your workplace.

Does the experience make a difference? Clients say yes. You'll see the results as you stretch your abilities, tackle complex challenges, expand your ingenuity, and excel in building team harmony. Effective Communications & Human Relations will focus your energy to become a more effective communicator, securing your place as a valued contributor in your organization.

**Completion of this module will empower participants to:**
- Build Greater Self-Confidence
- Strengthen People Skills
- Enhance Communication Skills
- Develop Leadership Skills
- Reduce Stress and Improve our Attitude

*Primary Competencies: Attitude, Communication, Professionalism, Confidence*
*Related Competency Categories: Initiative, Interpersonal Skills, Stress Management*

## Effective Communications & Human Relations Extended (12 sessions)
## 12 Session Seminar, 3 Hour Workshops

This Dale Carnegie Course helps participants master the human relations skills that enable them to thrive in any setting. You'll discover how to form closer, more rewarding relationships built on trust and respect. Increasing your confidence and competence in interacting with others will gain the influence you need to reach new heights in your personal and professional life, all without leaving your home or office.

This extended version of the Dale Carnegie Course builds on our flagship program which is 8 sessions long. Practice times have been expanded and additional topics are introduced: more time is spent on building confidence, putting the power of enthusiasm to work, thinking on our feet, taking a stand on a conviction, and additional time working with our thirty Human Relations principles.

**Completion of this module will empower participants to:**
- Build Greater Self-Confidence
- Strengthen People Skills
- Enhance Communication Skills
- Develop Leadership Skills
- Reduce Stress and Improve our Attitude

*Primary Competencies: Attitude, Communication, Professionalism, Confidence*
*Related Competency Categories: Initiative, Interpersonal Skills, Stress Management*

## Professional Effectiveness

### Managing Up – 2 Hour Workshop

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.

**Completion of this module will empower participants to:**
- Plan the way we communicate with managers and colleagues
- Manage priorities and expectations
- Effectively receive suggestions and feedback
- Sell an idea up the organization

*Primary Competencies: Initiative, Results-Oriented, Vision, Communication, Leadership*
*Related Competency Categories: External Awareness, Accountability*

### Understanding Ourselves and Others–True Tilt Profile – 3 Hour Workshop

Since science now realizes that people are too complicated to just be labeled a type, the True Tilt Profile is used to help us discover ourselves and our preferred Character Strengths in a positive, conversational, easy-to-use way. The True Tilt Profile can help us understand, appreciate, and strengthen our true selves from the inside out. The True Tilt report indicates a set of patterns that is most likely to present when we are under stress and is also what we may tend to over-rely on during these stressful periods.

This workshop helps people understand their True Tilt Profile: Connection (the Cross Pollinator), Impact (the Change Catalyst), Structure (the Master Mind), and Clarity (the Quiet Genius). Knowing our style is the most important element to help us reach across barriers and connect with others. We need to identify our own strengths and blind spots to take control of our actions and feelings. We can then focus on understanding others and use Dale Carnegie's proven principles and approaches to build collaboration.

**Note:** *This program maintains a strong focus on organizational development.*

**Completion of this module will empower participants to:**
- Identify their own True Tilt, the reasons for it, and how it may impact their lives
- Strengthen the Tilt patterns within themselves and how they react under pressure
- Modify their behaviors to be able to connect with people of different styles

*Primary Competencies: Interpersonal Skills, Self-Awareness, Balance*
*Related Competency Categories: Stress Reduction, Accountability*