



**DALE CARNEGIE®  
TRAINING**

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

## “People support a world they helped create.” —Dale Carnegie

Companies today know that ever stronger business results are tied to the quality of “the human asset.” After all, it's people who provide the edge to increase customer satisfaction, expand market share, and build corporate value. Yet how can organizations prepare employees to deliver peak performance? The newly transformed *Dale Carnegie Course*® can do it for you.

The revolutionary *Dale Carnegie Course*® approach uses team dynamics and intra-group activities to help people master the capabilities demanded in today's tough business environment. Participants learn how to strengthen interpersonal relations, manage stress, and handle fast-changing workplace conditions. They're better able to perform as persuasive communicators, creative problem-solvers and focused leaders. What's more, people develop a take-charge attitude that allows them to initiate with confidence and enthusiasm.

Does the experience make a difference? Our customers overwhelmingly say yes.

### Companies use the *Dale Carnegie Course*® to:

- Break down silos by opening lines of communication
- Increase the flow of bottom-up ideas by giving every employee the confidence to contribute
- Eliminate the us vs. them attitude by increasing trust at every level
- Speed up a change process and make people more open to new ideas
- Replace conflict with teamwork
- Build trust to avoid interpersonal problems and improve employee retention
- Encourage intelligent risk taking to push the performance envelope
- Gain buy-in for a vision of the future and the strategies and tactics to get there
- Learn the 5 Drivers of Success



Any program can be delivered directly to your staff on-site. Our corporate consultants will work with you to achieve the specific objectives for your organization. To find your nearest consultant, please visit us online at:

[www.dalecarnegie.com](http://www.dalecarnegie.com)



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

The Quality Management System of Dale Carnegie® Global Services is ISO 9001:2000 certified.

## THE DALE CARNEGIE COURSE® Effective Communications and Human Relations

**Customer:**  
HDR, Inc.

**Type of business:**  
Architectural,  
Engineering and  
Consulting

**Number of employees:**  
7,700+

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

George Little  
President  
HDR Engineering, Inc.

### Challenge

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

### Solution

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

### Results

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