



**DALE CARNEGIE®  
TRAINING**

On October 22, 1912, a young man from the Midwest walked into a YMCA in New York City and invented the concept of business training as we know it today. He went on to become a household name and one of the leading influencers of the 20th century . . .

# Celebrating 100 Years of Success

Today you'll experience the excitement of the Dale Carnegie Course® and understand the reason why 8 million people have completed Dale Carnegie Training since that first night 100 years ago.

**1912**

Dale Carnegie introduces a 90-minute public speaking course in New York City. This course becomes the foundation for his future work.

**1912-1920**

Carnegie formalizes The Carnegie Course in Effective Speaking and expands his business by hiring additional instructors.

**1920-30**

Carnegie offers his course in Philadelphia, Baltimore and Boston. Women begin to enroll.

**1930-1940**

The Dale Carnegie Leadership Course is launched in the Midwest. Carnegie recruits sponsors licensed to offer training in different sections of the country.

**1936**

The publication of How to Win Friends and Influence People becomes the prototype for future self-help publications.

**1939**

The company introduces its Sales Course.

**1940-50**

The Dale Carnegie Institute of Effective Speaking and Human Relations offers its courses in Switzerland, the first outside the United States.

**1955**

Dale Carnegie dies. Dorothy Carnegie becomes president and hires a team of professional managers.

**1956-58**

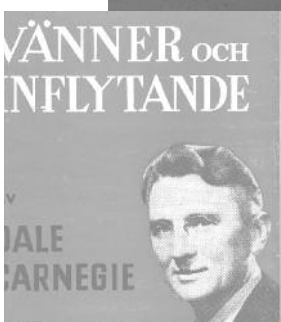
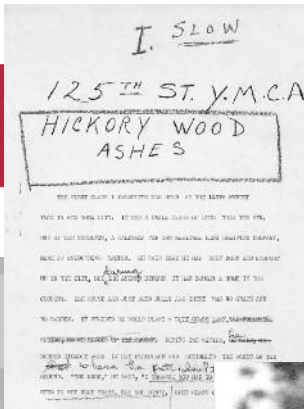
Business expansion continues worldwide.

**1961-62**

Dale Carnegie Training® expands into Asia and South America.

**1975**

The Continuing Education Council (known today as the Accrediting Council for Continuing Education and Training) accredits the Dale Carnegie Training organization.



**1984**

Dale Carnegie Training, is recommended for college credit by the American Council on Education.

**1986**

American Heritage magazine names *How to Win Friends and Influence People* one of 10 books that has shaped American character.

**1997**

Carnegie Coach™ is developed for PowerPoint within Microsoft Office®.

**1998**

Dorothy Carnegie, Chairman of the Board, dies. Donna Dale Carnegie, the founder's daughter, is appointed Chairman.

**2000**

*How to Win Friends and Influence People* named "The business Book of the Century" by *Business Life*, the in-flight magazine of British Airways.

**2001-03**

Dale Carnegie Training opens offices in Venezuela, Dominican Republic, Egypt, Morocco, Mauritius (South Africa), Shanghai, Beijing, Brunei and India.

**2004**

The People Side of Process Improvement program is launched. Dale Carnegie Training offices open in Puerto Rico, Belgium, Luxembourg, and The Netherlands.

**2005**

Dale Carnegie Training offices open in Romania, Denmark, UAE, Bahrain, and Oman. Peter V. Handal is appointed Chairman of The Board of Directors, President, CEO. Donna Dale Carnegie assumes the title of Chairman Emeritus. Dale Carnegie Training and its accrediting agency (ACCET) are included in ACE's directory of Accredited Institutions of Postsecondary Education (AIPE).

**2006-07**

Dale Carnegie Training launches a new global website. New franchisee re-launched in Tokyo. New franchise locations open in Austria, Vietnam, Turkey, Saudi Arabia and Portugal. Eight franchise locations open throughout France.

**2008**

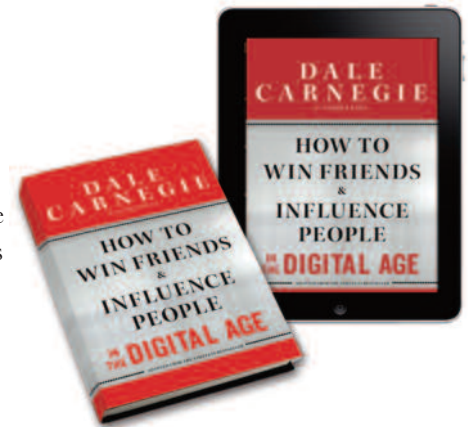
The Competency Based Development System (CBDS) and iMap launches. Two additional locations open in New Zealand. New franchise locations open in Barcelona, Spain and Hungary.

**2010**

First Dale Carnegie App for the iPhone, iTouch, iPad, and Blackberry launches. New franchise operations begin in Serbia, Russia and Chile. Dale Carnegie books become available in digital/eBook format.

**2011**

Dale Carnegie Training releases *How to Win Friends and Influence People* in the Digital Age an update on Dale Carnegie's classic work. The book focuses on how to effectively communicate in our increasingly digital world.



## Today

Our corporate specialists work with individuals and organizations to design solutions that unleash your employees' potential, enabling your organization to reach the next level of performance. We offer public courses and workshops, as well as in-house customized training, assessments, online learning and one-on-one coaching. We operate in over 85 countries and in more than 25 languages with nearly 2700 certified trainers. To-date, over 8 million people have experienced Dale Carnegie Training.