



**Dale Carnegie Course®**

**Dale  
Carnegie**

# Your Path to Personal and Professional Success.

When you look at successful people, what do you see? Confidence. Competence. Enthusiasm. They're engaged in all aspects of their work and life, inspiring others as they lead by example.

The Dale Carnegie Course will help you master the human relations skills that enable you 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.

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

The Dale Carnegie Course will help you master the communication skills necessary in today's demanding business environment. You will 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. The Dale Carnegie Course will focus your energy to become a more effective communicator, securing your place as a valued contributor in your organization.

## **What We Will Cover**

- Recalling and using names
- Building on memory skills and enhancing relationships
- Cultivating lasting relationships
- Inspiring others
- Presenting ideas clearly and concisely
- Handling conflict diplomatically
- Power of persuasion
- Managing stress
- Adapting to different communication styles
- Demonstrating leadership
- Importance of celebrating achievements



### **Learn How To**

- Use a proven process to recall names and facts
- Communicate more confidently
- Build trust and persuade people to take action
- Project an enthusiastic attitude
- Communicate logically, clearly and concisely
- Energize and engage listeners
- Create a safe and caring environment
- Manage stress and minimize worry
- Strengthen relationships
- Give constructive feedback that empowers others
- Encourage positive thinking
- Identify and reward successes
- Commit to continuous improvement

### **Who Should Attend**

Professionals at all levels who wish to optimize their performance, lead with conviction and positively affect the bottom line.

## **Dale Carnegie Course**

### **Format**

Once a week for  
8-Week consecutively



### **Location**

DC Training Malaysia Sdn Bhd (313724-D)  
A1209-A1210, Pusat Dagangan Phileo Damansara II,  
15 Jalan 16/11, Off Jalan Damansara, 46350 Petaling  
Jaya, Selangor Darul Ehsan.

### **Price**

RM4,500 (Subject to 6% SST)

**[dalecarnegie.com.my](http://dalecarnegie.com.my)**

# The Bottom Line...

## The Dale Carnegie Course, Delivers Results

### Automotive

Audi  
BMW AG (Wallis Motors RT)  
Ford Motor Company  
General Motors Acceptance Corp.  
Mercedes-Benz  
Porsche AG  
Toyota Astra Motor

### Communication & Information Systems

ABC Cable Networks Group  
Alcatel Indonesia  
Aspect Communications  
AT&T  
Comcast  
Cox Communications  
Standard & Poor's  
Telmex  
Time Warner Cable  
Verizon  
WESTEL Mobile Telecommunication Co.

### Education

Colorado State University  
Fordham University  
Harvard University  
London Business School  
Pennsylvania State University  
Universitas Surabaya  
Universidade Potiguar  
Washington State University

### Energy Services

Alstom  
BP Chemicals  
Chevron Energy Solutions  
ExxonMobil

Kuwait Oil Company  
Pilipinas Shell Petroleum

### Financial & Insurance Services

ABN AMRO Bank  
AEGON Insurance Co.  
Al Rajhi Bank  
AutoOne Insurance  
Axa Insurance  
Ahold USA  
Allstate Insurance Company  
Banco de México  
Bank of America  
Bank Central Asia  
Bank of Tokyo-Mitsubishi UFJ  
Cigna Health Insurance  
Citigroup  
Commercial Bank of Kuwait (CBK)  
Deloitte LLP  
Empire BlueCross BlueShield  
Equitas  
Farmers Insurance Group  
JPMorgan Chase  
Merrill Lynch  
Municipal Credit Union  
Navy Army Community Credit Union  
Nordea Bank Sverige  
Progressive Corporation  
Sovereign Bank  
State Bank of India

### Food & Beverage

Anheuser-Busch  
Campbell Soup Company  
Cargill  
Coca-Cola Enterprises  
Coors Brewing Company  
Frito-Lay

Hormel Foods  
Interbrew  
Nestle Purina AB  
Pepperidge Farm, Inc.  
Sara Lee Corporation  
Stanfilco Division of Dole Philippines  
Unilever

### Healthcare & Pharmaceuticals

AstraZeneca  
Sanofi-Aventis U.S. LLC  
BAYADA Nurses  
Boulder Community Hospital  
Bristol-Myers Squibb  
Dankos Laboratories Tbk  
Evans Vaccines Ltd  
GlaxoSmithKline  
IDEXX  
Jacob Healthcare  
Johnson & Johnson  
Kwong Wah Hospital  
Laboratorium Klinik Prodia

### Hospitality

Argosy Casino Hotel & Spa  
Dwidaya Tour & Travel  
Four Seasons Hotel Las Vegas  
Hampton Inn & Suites  
InterContinental Buenos Aires  
The Kahala Hotel and Resort  
Radisson Hotels

### Manufacturing & Shipping

Adidas  
Alcan Packaging  
Baker Concrete Construction  
Caterpillar, Inc.  
Delami Garment Industries

DuPont Indonesia  
Hitachi Metals America, Ltd.  
Hong Kong Oxygen & Acetylene Co. Ltd  
Hunter Douglas  
Ingeniería Gastronómica  
International Trucks  
JanPak  
John Deere  
Lear Corporation  
Liz Claiborne  
Mitsui O.S.K. Lines, Ltd.  
Philip Morris International  
Sappi UK  
Securitas  
Star Shipping Argentina S.A.  
Synthes  
Tetra Pak PT  
Thomas & Betts  
Tirtha RIA  
USA Screen Printing  
3M Company

### Retail

Ace Hardware  
Best Buy  
Costco Wholesale  
Domino's Pizza  
Dunkin' Donuts  
Enterprise Rent-A-Car  
The Home Depot  
McDonald's Corporation  
Radco Food Stores  
Staples  
Target Corporation  
T.J. Maxx  
Walmart  
Wawa

### Service Companies

1-800-Flowers.com  
ADT Security Services  
American Dental Service  
American Heart Association  
American Red Cross  
ARAMARK  
BBC Worldwide  
Chicago Bulls  
Cinecolor Argentina  
Finning International, Inc. (Canada)  
Hapag-Lloyd  
HDR Inc  
Manpower  
Manchester City Football Club  
March of Dimes  
Northrop Grumman  
NYC Transit  
Reed & Mackay Travel Ltd  
Thomson Learning Iberoamerica  
United States Postal Service  
United Water  
United Way Worldwide  
US Coast Guard  
US Navy  
UNICEF

### Technology

Apple  
Binatone Global  
Ciudad Internet  
IBM  
Intel  
Microsoft  
Oracle  
VoxCom  
WebMD

## Case Study

### Customer

Keurig Green Mountain

### Type of Business

Specialty Coffee/Wholesale Retail

**Number of Employees** 6,000+

“Our business aim in working with Dale Carnegie was really to empower our individuals so they had the confidence to step forward, speak up, participate, and take charge of their lives and their careers.”

- Bob Stiller, Founder, Keurig Green Mountain

### Challenge:

Keurig Green Mountain, after enjoying steady success in its core market, decided it would begin expansion efforts. In order to safeguard its culture and prepare its employees for the challenges ahead, it needed to step up its training initiatives.

### Solution:

The Dale Carnegie Course would immerse Keurig Green Mountain employees in a rigorous time-phased training curriculum that balanced individualized coaching with group training. During the course participants engaged in a continuous cycle of improvement, during which they transitioned between the classroom and the workplace, putting principles into practice and getting feedback from their peers.

### Results:

Advances in innovation and idea sharing have led to a proliferation of breakthrough projects and creative ideas that have helped improve efficiency and continue steady expansion.

**Dale Carnegie**

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