

**ESSENCE OF LEADERSHIP: THE DALE CARNEGIE COURSE®****Overview****INTRODUCTION**

Essence of Leadership: The Dale Carnegie Course helps 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'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. The Dale Carnegie Course will focus your energy to become a more effective communicator, securing your place as a valued contributor in your organization.

**COURSE OBJECTIVES**

1. Build Greater Self-Confidence
2. Strengthen People Skills
3. Enhance Communication Skills
4. Develop Leadership Skills
5. Reduce Stress and Improve Our Attitude

**MATERIALS**

Participant Manual  
*How to Win Friends and Influence People*  
*How to Stop Worrying and Start Living*

**SUPPLEMENTS**

*Dale Carnegie's Golden Book*

**COMPLETION**

Completion of 7 to 8 sessions  
Successful completion of assignments

**INSTRUCTION**

Trainers are selected professionals who have completed extensive training before certification is granted. Annual recertification training is required. Participation, coaching and guided discussion is the primary methods of delivery.

**LENGTH**

8 sessions, 3.5 hours per session (Total hours: 28 hours)

**CLASS SIZE**

15 minimum  
25 maximum



<b>8 WEEKS ESSENCE OF LEADERSHIP: THE DALE CARNEGIE COURSE</b>		
<b>Time</b>	<b>Session Title</b>	<b>Learning Objectives</b>
3.5hrs	1A. Build a Foundation for Success	<ul style="list-style-type: none"> <li>– Learn methods to connect with others</li> <li>– Familiarize ourselves with the Five Drivers for Success</li> <li>– Expand our capacity to achieve our vision by committing to breakthroughs</li> </ul>
	1B. Recall and Use Names	<ul style="list-style-type: none"> <li>– Focus on people as individuals</li> <li>– Create positive first impressions</li> <li>– Use methods for remembering names</li> </ul>
3.5hrs	2A. Build on Memory Skills and Enhance Relationships	<ul style="list-style-type: none"> <li>– Apply a process for memory improvement</li> <li>– Become familiar with the principles for improving human relations</li> <li>– Identify opportunities for improving business relationships</li> </ul>
	2B. Increase Self Confidence	<ul style="list-style-type: none"> <li>– Use our experiences to communicate more confidently</li> <li>– Communicate with clarity and conciseness</li> <li>– Discover how past experiences influence behavior</li> </ul>
3.5hrs	3A. Put Stress in Perspective	<ul style="list-style-type: none"> <li>– Recognize the impact that negative stress has on our effectiveness and results</li> <li>– Commit to using concepts and principles to better handle stress</li> <li>– Discover more effective ways for professionals to prepare for &amp; address challenges</li> </ul>
	3B. Enhance Relationships and Motivate Others	<ul style="list-style-type: none"> <li>– Persuasively communicate in a clear and concise way so people are moved to action</li> <li>– See how consistent application of the Human Relations Principles improves results</li> <li>– Discover how relationships help us advance toward our goals</li> </ul>
3.5hrs	4A. Energize Our Communication	<ul style="list-style-type: none"> <li>– Recognize that including action in our communication releases nervous energy</li> <li>– Become more natural when communicating with others</li> <li>– Become more animated to engage others</li> </ul>
	4B. Make Our Ideas Clear	<ul style="list-style-type: none"> <li>– Demonstrate clarity when giving directions</li> <li>– Learn to present information in a logical sequence</li> <li>– Reinforce the value of demonstrations when explaining information</li> </ul>
3.5hrs	5A. Disagree Agreeably	<ul style="list-style-type: none"> <li>– Demonstrate a process to organize our thoughts in impromptu situations</li> </ul>



		<ul style="list-style-type: none"> <li>– Communicate our ideas effectively, even when we disagree</li> <li>– Strengthen our opinions with evidence</li> </ul>
	5B. Gain Willing Cooperation and Commit to Influence Others	<ul style="list-style-type: none"> <li>– Influence people through trust and respect</li> <li>– Achieve cooperation versus compliance</li> <li>– Discover the power of finding points of agreement</li> <li>– Discover how to coach for improved performance</li> </ul>
3.5hrs	6A. Manage Our Stress	<ul style="list-style-type: none"> <li>– Increase our ability to control worry and stress</li> <li>– Learn from others how to confront our fears</li> <li>– Recognize that we can triumph over adversity</li> </ul>
	6B. Develop More Flexibility	<ul style="list-style-type: none"> <li>– Implement a wider range of communication skills</li> <li>– Apply the power of risk-taking</li> <li>– Become more open-minded to change and opportunity</li> </ul>
3.5hrs	7A. Build Others through Recognition	<ul style="list-style-type: none"> <li>– Concentrate on the strengths of others</li> <li>– Develop skills in giving and receiving positive feedback</li> <li>– Discover the power of sincere recognition</li> </ul>
	7B. Inspire Others	<ul style="list-style-type: none"> <li>– Communicate with strong and powerful feelings</li> <li>– Connect with others on an emotional level</li> <li>– Inspire others to think and act differently</li> </ul>
3.5hrs	8A. Demonstrate Leadership	<ul style="list-style-type: none"> <li>– Positively influence the attitudes of others</li> <li>– Use positive approaches when coaching people</li> <li>– Deal with challenging situations more effectively</li> </ul>
	8B. Celebrate Achievements and Renew Our Vision	<ul style="list-style-type: none"> <li>– Recognize breakthroughs resulting from this program</li> <li>– Inspire and motivate others by communicating our visions</li> <li>– Commit to continuous improvement</li> </ul>

## **PUBLIC CLASS TIME SCHEDULE**

<b>DATE</b>	As per class schedule
<b>VENUE</b>	Dale Carnegie of Malaysia Training Center, Phileo Damansara II, PJ
<b>LANGUAGE</b>	English
<b>FEES</b>	RM3900 (subject to 6% SST)

\* Course allocation, week 1 will cover 1A & 1B, week 2 cover 2A & 2B, and so on for 8 weeks.

