



**High Impact Presentations**

**Dale  
Carnegie**

# Effective Leaders Communicate with Enthusiasm and Confidence

A presentation is a critical business tool. Whether your communication goal is to persuade, sell or inspire, your presentation is what will differentiate you from your competitors. Think of it as the jewel in your crown. When properly executed, your presentation will make you stand out. Your audience will view you as prepared, informed and confident.

Since 1912 Dale Carnegie provided business people the tools to successfully navigate complex business environs. This program provides the skills that empower professionals to communicate confidently and competently to all types of audiences. We illustrate proven methods and techniques that allow you to develop compelling presentations with universal appeal, yielding consistent, positive results.

High Impact Presentations focuses on structuring an effective presentation that will build credibility, enhance a client relationship and clearly convey your concept. You will 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. You will be videotaped, evaluated and mentored by an expert until you have achieved the ultimate goal, the ability to deliver a masterful presentation.

The class is small. The environment is supportive. The work is intense. And the results are outstanding. It is experience that makes a marked difference in business results. You'll see measurable gains in better communication, enhanced personal and corporate image, and ultimately, your bottom line.

## What We Will Cover

- Creating a positive impression
- Increasing credibility
- Presenting complex information
- Communicating with greater impact
- Motivating others to action
- Overcoming adverse situations
- Inspiring people to embrace change
- Effecting change





### **Learn How To**

- Persuade your audience using indisputable data
- Lead effective Q&A sessions
- Communicate with clarity and certainty
- Interact with a natural and composed demeanor
- Illustrate complex material directly and simply
- Demonstrate unfamiliar material expertly
- Project confidence and enthusiasm that builds credibility

### **Who Should Attend**

Professionals needing to inspire large audiences, motivate sales executives, address the media, or simply control a meeting. As this seminar focuses on more advanced presentation skills, it is recommended that all participants have some prior experience in public speaking.

## **High Impact Presentations**

### **Format**

2 Days

### **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.

### **Payment**

RM3,300.00 (excluded 6% SST)



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# The Bottom Line...

High Impact Presentations, 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

Huwait 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  
Radcso 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

A Healthcare Performance  
Measurement & Improvement  
Service Company

**Number of Employees** 560

“Gaining credibility was a critical step in fulfilling our mission to improve the delivery of healthcare. Dale Carnegie Training® complements our internal training efforts by providing a well-structured program for improving performance.”

- Director, Customer Service  
A Healthcare Performance, Measurement & Improvement  
Service Company

### Challenge:

Maintaining rapid growth and category leadership in such a competitive industry places tremendous demands on employees to grow personally and take on the responsibilities of leadership at an accelerated pace. The company needed to expand the capability of its service and sales teams, especially the individuals who would travel to client sites to deliver presentations

### Solution:

Dale Carnegie Training delivered a customized program centered around Presentation Effectiveness. The program incorporates a variety of training methods, including group interaction, one-on-one critiques and facilitation.

### Results:

Since engaging Dale Carnegie, the average score for Likelihood to recommend this Speaker has increased from 85 to 90, and the average score for Presentation Style has increased from 84 to 90. More importantly, the number of trained service consultants on the road presenting to clients has more than doubled, providing the company with many more opportunities to provide improvement solutions and stay out in front of the competition.

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