



Transform

Your Leadership

Grow your capacity through a multi-phased practice & coaching development experience.

The 10-Day Leadership Experience

Phase One: Confidence & Effective Relationships

- Strengthen trust
- Gain cooperation
- Inspire others

Phase Two: Organizational Leadership

- Lead yourself
- Leadership interactions
- Lead change

Phase Three: Influence

- Communicate value
- Present recommendations
- Handle resistance

Phase Four: Leadership Presence

- Choose the right message
- Engage audiences
- Model leadership agility

Typical time frame to complete all phases, 6 to 24 months

Resources included:

Books: *How to Win Friends and Influence People*,
How to Stop Worrying and Start Living,
The Quick and Easy Way to Effective Speaking

Carnegie Knowledge Center including white papers and eBooks

Over 25 hours of live online (virtual) follow-on resources



Phase One: Confidence & Effective Relationships

Strengthen Trust | Gain Cooperation | Inspire Others

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.

Phase One will help you master the communication skills necessary in today's demanding business environment. You will learn to strengthen interpersonal relationships and develop a self-assured attitude, instilling confidence and enthusiasm in your workplace.

The essence of Phase One is captured in three fundamental ideas:

- 1 Replace fear with courage.
- 2 It's not about me, but it's up to me.
- 3 Build on strengths and start from where you are.

→ Learn How To:

- Communicate more confidently.
- Build trust and persuade people to take action.
- Project an enthusiastic attitude.
- Energize and engage listeners.
- Communicate logically, clearly and concisely.

- Manage stress and minimize worry.
- Strengthen relationships.
- Give constructive feedback that empowers others.
- Use three proven processes to recall names and facts to demonstrate competence.

Phase Two: Organizational Leadership

Lead Yourself | Leadership Interactions | Lead Change

In Phase Two, you will learn proven methods for developing engaged, high-performing teams. You will learn to build a culture where team members are confident in their abilities, empowered to take action, enthusiastic to deliver results and inspired to make a difference.

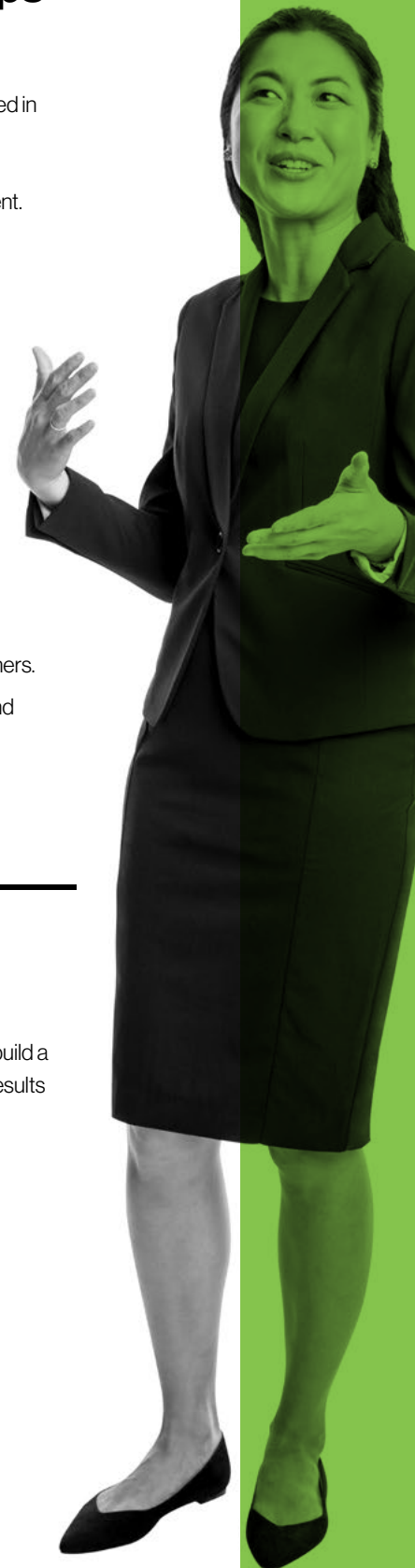
The essence of Phase Two is captured in three fundamental ideas:

- 1 A leader's job is to develop people and get results.
- 2 Managers see "what is" and leaders see "what's possible."
- 3 Accountability starts with clarity around expectations.

→ Learn How To:

- Drive innovation.
- Master the 8-step Planning Process.
- Align performance goals with strategy.
- Apply effective coaching techniques.
- Empower others and hold them accountable.

- Excel in problem-solving and decision-making.
- Learn the 8-step Delegation Process.
- Effectively communicate change.
- Build a culture of engagement.
- Recognize team success with enthusiasm.



Phase Three: Influence

Communicate Value | Present Recommendations | Handle Resistance

In Phase Three, you'll learn to evolve transactional working relationships into strategic partnerships. Strategic partnerships create value – whether they are with internal stakeholders, or external clients. This phase will improve how you “sell” yourself and your ideas and develop a network of trust.

The essence of Phase Three is captured in three fundamental ideas:

- 1 How you think about yourself as an influencer is a big deal.
- 2 There is an influence process and your job is to help people through it.
- 3 Practicing a known process and learning fundamentals is a prerequisite to “adapting things to fit your influence style”.

→ Learn How To:

- Build trust and strengthen relationships.
- Gain credibility and visibility.
- Collaborate with internal and external clients productively.
- Become a true consultant to stakeholders.
- Develop a personal reputation that will expand influence.
- Proactively listen to earn respect and trust.

- Move from addressing tactical needs to developing strategic partnerships.
- Evolve to a deeper understanding of broader organizational context.
- Present persuasive, convincing points-of-view.
- Provoke stakeholders to consider new approaches.

Phase Four: Leadership Presence

Choose the Right Message | Engage Audiences | Model Leadership Agility

Phase Four focuses on structuring effective messages that will build credibility, enhance group interactions, and clearly convey your ideas. The environment is supportive. The work is intense. And the results are outstanding. It is an experience that makes a marked difference in organizational results. You'll see measurable gains in better communication, enhanced personal and corporate image, and ultimately, your leadership presence.

The essence of Phase Four is captured in three fundamental ideas:

- 1 Making presentations is a form of public leadership.
- 2 You can increase your ability to influence any audience to take action.
- 3 The presenter is the real message.

→ Learn How To:

- Persuade your audience using powerful evidence.
- Lead effective Q&A sessions.
- Communicate with clarity and certainty.
- Interact with a natural and composed demeanor.

- Illustrate complex material directly and simply.
- Deliver unfamiliar material expertly.
- Project confidence and enthusiasm that builds credibility.



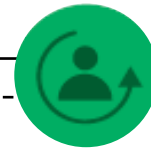
Awareness

Each phase begins with an Awareness 1-1 coaching and goal setting session



Experience

Each Experience includes a group coaching process



Sustainment

Each phase concludes with a 1-1 Sustainment session to measure impact

Investment

\$6,000

Additional pricing for five or more individuals available

Frequently Asked Questions



Q: Do I need to participate in all ten days?

A: You can participate in any one or more of the four phases.

Q: How much does it cost for less than four phases?

A: \$2,500 for one phase, \$4,000 for two phases, \$5,000 for three phases, and \$6,000 for all four.

Q: What does the group dynamic look like?

A: To best connect, communicate, and understand viewpoints at all levels, the group is a mix of professionals. This is a diverse representation of personalities, demographics, and levels of seniority.

Q: Does Dale Carnegie qualify for tuition assistance through my organization?

A: Each phase qualifies for Continuing Education Units (CEUs) and Education Credits. In addition, some phases feature specific accreditations.

Q: What regional locations are available to attend each phase?

A: Most phases are offered locally. Phases are also offered regionally in Minneapolis, Des Moines and Omaha.

Dale Carnegie Training North Central US

For information in Minnesota, visit minnesota.dalecarnegie.com or call 952.548.5600

For information in Iowa, visit iowa.dalecarnegie.com or call 515.221.9142

For information in Nebraska, visit nebraska.dalecarnegie.com or call 641.373.0647

For information in South Dakota, visit southdakota.dalecarnegie.com or call 641.373.0647

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