

Upcoming Classes

Dale Carnegie Course

Eight-week format

- Toronto** • February 24
- Burlington** • April 7
- Waterloo** • April 8
- Markham** • April 14
- Mississauga** • April 23

Three-day format Immersion Course

- Mississauga** • March 5 – 7
- Mississauga** • June 18 – 20

Leadership Training for Managers

Three-day format

- Mississauga** • February 11, 18, 25
- Burlington** • March 28, April 4, 11
- Mississauga** • April 29, May 2, 13

Leadership Training for Managers

Seven-week format

- Waterloo** • March 26

Sales Success

Three-day format

- Mississauga** • February 24, March 3, 10

High Impact Presentations

Two-day format

- Mississauga** • March 19 – 20
- Mississauga** • May 28 – 29

Dale Carnegie Course

Free Preview!

- Burlington** • March 24
- Waterloo** • March 25
- Mississauga** • March 19
- Markham** • March 27

For the latest information about upcoming workshops and courses,

www.dalecarnegie.ca



Dale Carnegie – HRPA learning partnership

Accreditation, professional development opportunities

Members of the **Human Resources Professional Association (HRPA)** can earn up to 42 points towards their professional recertification, thanks to a partnership between Dale Carnegie Business Group and the HRPA.

Completing the **Dale Carnegie® Course** will help HR professionals:

- enhance leadership and mentoring skills
- be more persuasive communicators
- become better listeners
- build confidence and assertiveness
- sharpen their interpersonal skills
- better manage stress



The Dale Carnegie® Course provides an interactive opportunity to practice new skills, share experiences and gain valuable feedback. HR professionals will experience firsthand how the Carnegie Training programs – focused on communications, presentation skills, sales success and leadership – can help build the core competencies of employees at their organizations.

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Connect & succeed

Become a people magnet and rise to the top

By Dave Mather
Dale Carnegie Business Group

We all know business people who are smart, friendly, talented... and yet they never rise to the top. Why does that happen and how can we avoid it?

Business success depends not only on the ability to establish key relationships, but also on the ability to gain the willing co-operation of others on whom you depend.

When you begin to build a new relationship, decide what type of relationship you want to create, and operate from that perspective. In relationships, it takes two to say yes and one to say no. Focus on your commitment first, knowing that the other person is free to say no. How we begin a relationship and how we behave in it is an important factor in making it mutually beneficial.

We build relationships on three fundamental levels. The first level is **Connecting**. Think of successful people you admire, those who have a network they can call on. These types of connections don't just happen.

The first step in any relationship is to create a foundation of mutual trust and respect. Contrary to popular belief, in less than seven minutes it's possible to connect to others in a more meaningful way than most people connect over months, even years. The key is listening – and learning – what the other person truly values.

We all know people who seem only to create connections to get something for themselves. Build your network by being the kind of person with whom others want to connect.

Connecting Principle 1

Connect to others by name, keep criticism to yourself

We have a different relationship once we call each other by name. While most business people know this, few take it further than their good intentions. Others say they are unable to remember names and stop trying.

Day after day, we see examples of people who connect to others by name. Think of the last time you made a purchase



using a credit card and the person called you by the name printed on your credit card. (No exceptional memory required.) When you're greeted by a person wearing a name-tag, do you call them by name?

Dale Carnegie suggests that a person's name, to that person, is the sweetest and most important sound in any language. Begin your connection by separating each person from the masses – learn and use their name.

It's important to begin a relationship on a positive note.

Avoiding arguments

Criticism puts others on the defensive, where they feel a need to justify themselves or argue a point. Some just shut down and distance themselves from the complainer. That said, many people fail to recognize how much complaining or criticizing they do. They are blind to it.

A magazine editor asked my colleague to critique another person's article prior to publication. The editor liked the critique so much, he asked for permission to print it. My colleague declined. He did not want his first appearance in the magazine to be a criticism of someone else's work.

Great advice from Benjamin Franklin

Tactless in his youth, but diplomatic and adroit at handling people later in his life, Ben Franklin said, "Any fool can criticize, condemn, and complain – and most fools do."

Look for more ways to connect in the next issue of Carnegie Connect!



Members of the communication services industry recently gathered at the **2013 Canadian ISP Summit** in Toronto.

Designed for ISPs large and small, the Summit provided a forum for industry reps to address the challenges and opportunities of the current business environment. And improving communication skills was definitely a hot topic for attendees.

“People who work in IT, engineering or other technical fields often overlook the need for improving their communication skills, but that shouldn’t be,” says Kevin R. Crone, president, Dale Carnegie Business Group.

“In today’s global market, effective communication may mean the difference between success and shuttering your doors and windows.”

Dale Carnegie® courses and workshops provide hands-on training to help participants become better communicators and more effective leaders.

At the Summit, Kevin led a session that focused on handling difficult conversations, while Rita Smith, account executive and communications specialist at Dale Carnegie Business Group, shared tips and techniques to help people fine-tune their networking skills.

Their sessions are available online.

Managing Contentious Conversations with Kevin Crone

Enjoy conversations with new people: Building rapport and confidence with Rita Smith

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Kevin R. Crone shared practical tips to help people bolster their leadership skills at the recent **HRPA Annual Conference and Trade Show**.

His session, ***To be inspired is great, to inspire is incredible***, offered new approaches to shift conversations from the negative, analytical and critical to engaging and motivating. Effective communication skills are essential for success.

The Executive Series

You glance at your watch and it’s already 5:30 p.m. Your day was a ceaseless montage of reactions – to customer issues, employee issues, supplier issues. And this type of day is happening more frequently.

You’re frustrated, the team is frustrated, and changes need to be made so the business can successfully move forward.

Dale Carnegie’s Executive Coaching Series focuses on helping small- and medium-sized businesses create a vision and plan for long-term success. Priced to fit the small business budget, owners and managers will get help from Canada’s **Monday Morning Mentor**, Kevin D. Crone, for one day per month, over four months.

Kevin has been coaching business leaders on how to succeed, for more than five decades.

As part of this new program, participants will:

- Review business principles, including leadership, change management, innovation, sales and marketing, and



employee development.

- Learn how to apply these principles to a new vision and plan for the business.
- Receive personal coaching from Kevin that will help them become more effective as leaders.

There’s no quick fix for an unhealthy business, but with the right systems in place and improved team performance, the long-term prognosis is for success!

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The Dale Carnegie Business Group offers the Dale Carnegie® Course over eight weeks or as a three-day immersion program.

HRPA members should register online for the [Dale Carnegie® Course](#).

Professional development programs available online

HRPA members can now enroll in Dale Carnegie® leadership development, presentation effectiveness, team member engagement, customer service and other online programs at a **10% discount**.

- Improve your effectiveness via real-time coaching
- Develop interpersonal skills to advance your career
- Eliminate travel costs and time away from the office
- Access the industry's most respected instructors
- Improve team performance by learning and practicing in the context of every-day work

Many more programs are pending CPD accreditation in 2014. Contact the Dale Carnegie Business Group for information about group pricing.

Visit [our website](#) for more information.



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For more information about
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www.dalecarnegie.ca

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*Communication is essential if you are
trying to build a successful team ...*



But there is more to communicating than talking "at" someone.

Visit www.dalecarnegie.ca for more information about in-house training opportunities and upcoming courses and workshops that will help you build a more effective team.