

CARNEGIE *Connect*

Bringing the latest Carnegie news and events to Southern Ontario

Winter 2014-15

Upcoming Classes

Dale Carnegie Course

Eight-week format

St. Catharines • November 17
Mississauga • November 25
Toronto • November 26
Markham • January 12
Kitchener • January 27
Burlington • January 28

Three-day Dale Carnegie Program

Mississauga • February 25, 26 & 27

Leadership Training for Managers

Mississauga • Nov 25, Dec 2 & 9

Sales Advantage

Mississauga • Feb 23, Mar 2 & 9

High Impact Presentations

Mississauga • December 10 – 11
Mississauga • February 18 – 19

Dale Carnegie Course Free Preview!

St. Catharines • November 17
Markham • November 17
Kitchener • November 25
Mississauga • November 25
Toronto • November 26
Burlington • November 26

For the latest information about
upcoming workshops and courses,

www.dalecarnegie.ca



Goal setting *Mastery*

As 2014 comes to a close, many of us will be looking forward to 2015 – a new year filled with fresh challenges and success.

Turn your vision into a reality!

Dale Carnegie's Goal Setting Mastery teaches us how to be proactive in achieving set goals. We learn to "create" results that we want for our personal and professional lives.

You will leave this complimentary session with practical tips and time-tested exercises to help you set – and achieve – your goals in 2015!

Who should attend?

- A great refresher for past grads of Dale Carnegie® training.
- People who want to improve their performance, no matter their level in an organization.
- University and college students planning their academic future and a transition into the workforce.

For more information or to register online:

[Toronto • Jan 6](#)

[Waterloo • Jan 6](#)

[Burlington • Jan 7](#)

[Markham • Jan 7](#)

[Mississauga • Jan 8](#)



Members of the Juice Plus+ Canada team pose at their annual charity fund-raising barbecue in support of Jays Care, a charity that helps children in need reach their full potential.

Teamwork is key ingredient at Juice Plus

Transition can be a challenge for any organization. Change can raise anxiety and stress levels for staff, leading to conflicts within a team that can – and often do – affect customer service and satisfaction.

From **Juice Plus+ Canada's** beginnings as a distributor of water and air filters – the company was called National Safety Associates until 2013 – to its expansion to whole-based nutrition distribution in the mid-1990's and its eventual re-branding, this company team has learned to embrace new ideas and improve its support and service for thousands of independent commissioned distributors of Juice Plus+ products.

Kevin Arnold joined **Juice Plus+ Canada** in 2007, first as Controller and eventually moving into the role of Vice President of Finance and Operations in 2011, after longtime president Paul Stewart retired – that's one of those big transitions that can result in an organization struggling to move forward.

The former president was an advocate for Dale Carnegie® training; Juice Plus+ management and employees had been participating in courses since the early 2000's. Kevin was one of those individuals; he enrolled in Dale Carnegie's **Leadership Training for Managers (LTM)** in 2008.

New ideas and skills

Kevin isn't new to the team leader role. As a Chartered Professional Accountant, he led teams at Maple

Leaf Foods, Bombardier Aerospace and others before joining Juice Plus+. But LTM was an opportunity for him to explore new ideas, learn new leadership skills and enhance those he already used.

"I led teams of people before taking Leadership Training for Managers, but I found that the course taught me how to focus my thoughts, and helped me to understand that, for a company to move forward, the staff needed that same focus," Kevin says.

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Juice Plus+ has a nearly 40-year history of selling (through independent representatives) quality products designed to improve our quality of life.



Juice Plus+ is a Memphis-based company that has evolved from a small, direct-sales company into a highly profitable, multimillion dollar company operating in more than 20 countries.

Juice Plus+ products include 25 fruit, vegetable and grain powder concentrates.

To learn more about Juice Plus+ Canada, [visit the company website.](#)

Taking your performance from “Ow” to “Wow!”

Not everyone is born with great communication skills.

In fact, most of us could use some help in defining what makes a good communicator and refining the skills that will see us achieve that role.

Dale Carnegie® training uses applied learning – hands-on “practice” – that can make the difference in your personal and professional success.



Heather Fitchett was one of those people who needed to learn how to better communicate her message. As a senior officer of performance improvement in the nuclear division at [Ontario Power Generation](#), Heather interacted with site directors, senior managers and colleagues regularly.

She readily admits that she was not equipped to handle tense or difficult situations. Many interactions resulted in confrontation and – in Heather’s view – defined groups of winners and losers.

But the way that Heather deals with these potentially stressful situations has changed since taking the [Dale Carnegie Course](#).

“After taking The Course, my response is now much different. I look forward to discussing the issues, and I take the time to hear what other individuals are actually saying. This allows me the opportunity to understand their motivations and reasoning behind their points of view,” she says.

Prior to The Course, Heather’s professional relationships were strained – many colleagues avoided working with her.

Now, she searches for common purpose in those interactions, and employs the Carnegie principles to establish and maintain an honest and open dialogue.

The result? She enjoys the willing and enthusiastic cooperation of her team ... and the kudos she receives about her effective leadership.

In fact, Heather’s communication success has been so profound that Rita Smith, Dale Carnegie instructor and communication specialist, nominated Heather to speak at the upcoming Dale Carnegie Annual Convention in Atlanta. Additionally, Heather has returned to The Course as an assistant coach.

“The Dale Carnegie Course gave me confidence in myself and my abilities as an evaluator. I no longer second-guess my every decision, which has reduced my stress level and made me a more productive employee,” Heather says.

- **Improve your self-confidence**
- **Enhance your people skills**
- **Become a better speaker**

Dale Carnegie® is designed to help you get what you’re looking for ... and more!

Dale Carnegie® programs provide participants with the tools they need to achieve personal and professional success.

Join a public course or contact [Dale Carnegie Business Group](#) to learn more about in-house training opportunities.

At right, Kevin R. Crone, president and managing partner at the Dale Carnegie Business Group, shares valuable tips and techniques at a recent Leadership Strategies workshop in Toronto.



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"Personally, I found that the Dale Carnegie® training gave me the skills and confidence I needed to step up and help lead the corporation through this transition (of a retiring president)."

Most of the Juice Plus+ staff at the company's Mississauga headquarters have taken either the [Dale Carnegie Course](#) or a combination of the DC Course and LTM. Another three are scheduled to participate in Dale Carnegie training in 2015.

Kevin believes that Carnegie's use of practical application is a key to success, giving team members a chance to apply what they learn right away, allowing them to reinforce new habits and behaviours.

"Not only does Carnegie training teach people how to interact with others, but it also helps us see how our actions are viewed by others. One of our core values at Juice Plus+ is teamwork. Dale Carnegie courses teach skills that promote teamwork," Kevin says.

Carnegie training has helped Juice Plus+ leaders and staff to see the intrinsic value of a strong team environment in head office – the result being an improved partnership with independent distributors that has led to record growth over the past two years.

Kevin doesn't see any changes to professional development training in the foreseeable future. The lessons learned through Carnegie are a big part of the Juice Plus+ culture, and the company attributes its success to that very culture.

"Whether new or experienced in the world of business, skills learned through Carnegie training will help individuals be better leaders, better team members, better people," says Kevin.

"And since people make an organization successful, better people make an organization great."



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**DALE CARNEGIE
TRAINING**

100 YEARS
OF INSPIRING
PERFORMANCE