DALE CARNEGIE®
TRAINING

Dale Carnegie® Leadership Advantage

Overview

Leadership roles have radically changed in the last 10 years. Leaders used words like "control" and "manage," while today we hear words like "unleash," "empower" and "re-engineer." What a leader/manager actually does with their time is changing radically as well. The Dale Carnegie® Leadership Advantage program is based on a new paradigm of leadership emphasizing:

- **Trust**
- **Teamwork**
- **Empowerment**
- **Accountability and responsibility**
- **Information and communication**
- **Excellence promoting**

This thorough program helps clear the clutter to give the leaders of today the tools they need to build extraordinary performance into the organizations they lead.

How the Program Works

Most leadership headaches stem from a lack of clarity on goals and objectives. Additionally, leaders often struggle with how to use them to steer the organization to improve team performance. Dale Carnegie Training® begins there. Next we tackle the factors that impact team performance like motivation, communication, planning and delegation. Each session contains specific application projects that interact with the leader's actual responsibilities at work, so the work done in the seminar will improve job performance.

Contact Robin Brodsky to take the next step towards developing yourself as a leader.

Robin Brodsky robin.brodsky@dalecarnegie.com 425.453.8822

Dale Carnegie® Leadership Advantage
Description of the Objectives

Underlying philosophy: Management is the art of getting desired results through people. A manager's primary responsibility is to build people and make them successful.

Planning: Developing the eight steps of the planning process to make planning more effective and simple. The fundamentals are transferable so we help our people develop better planning habits. Participants practice these planning skills on a project they are currently working on.

Creative Thinking: Building skill to be creative "on purpose" rather than by accident. We develop tools to create an atmosphere which turns the attitude of "that won't work here", or "we tried that once before", to "how could we make that work?". Application projects concentrate on getting others at work involved in the creative thinking process.

Structuring: Focusing on job results rather than activities. Each participant develops a Job Results Description, a specific tool, which helps direct our jobs and the jobs of our people toward attaining company goals.

Time Management: Managing time so we direct action toward the important parts of our job, rather than on tasks that seem urgent, but do not contribute to results. Participants develop tools to make each day more productive.

Delegation: Using delegation as a tool to build people and make them successful. We look for ways to multiply our efforts through other people. Participants use the four steps of delegation on the job between sessions.

Accountability/Control: Building ways to make certain that "what is supposed to be going on is actually going on". Participants use the "Chart of Accountability" to keep themselves from "buying back" projects or "putting them in limbo".

Communication: Enhancing communication on a personal level with our people so communication becomes a building block in the organization, rather than an obstacle. Participants practice and apply fundamentals that are the foundation of effective communications.

Problem Analysis/Decision Making: Developing a process to avoid situations in which a decision becomes an emotional debate. We analyze problems and make decisions in a way that encourages input from others.

Motivation: Creating an atmosphere where people feel led rather than pushed. Participants apply a specific system to motivate over the long term, rather than relying on a "quick fix".

Leadership: Helping our people see themselves as individuals who "can" rather than ones who "can't". We develop skills to get things done through others because they want to do it, rather than because "we want it done".

Discipline: Reinforcing areas managers need to continue to build in to become more effective leaders and supervisors. Participants develop specific plans of action to lead by example more consistently, and continue a process of personal growth.

Performance Management: Using the performance results to improve future performance rather than as an historical document. Participants are given specific steps to make the review process one that keeps people's focus on results instead of "what kind of raise am I getting?"

Leadership Advantage Course® Overview

Session 1   **Develop Personal Leadership**
Where did I learn to lead?
What kind of environment do I create as a result of my opinions and ideas?
Develop Organizational Leadership
What results must I produce to move my organization forward?

Session 2   **Recognize Human Potential**
What can I do to more effectively motivate my team?
Innovation Process
What stifles creatively and how do I respond to the creativity and innovation in others?

Session 3   **Communicate to Lead**
What can I do to eliminate or reduce miscommunications?
 What can I do to encourage others to share ideas and information honestly?
Planning Process
How do I get everyone on the "same page", working toward common goals?

Session 4   **Build Cooperation**
What can I do to encourage cooperation among departments?
How can I keep meetings focused and on track?
Performance Process
What is the major goal or purpose for my position?
How can I turn daily tasks into measurable standards?

Session 5   **Making Decisions**
How can I involve others in the decision-making process?
Delegation Process
How do I delegate and be certain the quality of work will not be compromised?

Session 6   **Manage Conflict and Change**
Have I created an environment where we can learn from mistakes?
Coaching Process and Appraisal Systems
How can I take the stress out of performance appraisal meetings?
How can I make the appraisal process for positive and effective?

Session 7   **Celebrate Success**
What steps can be taken to sell a new idea effectively?
Have I developed the habit of recognizing individual and team efforts?
Continuous Improvement Process
Where are my blind spots and opportunities for future growth?