



## **Dale Carnegie Course® Syllabus V6.3** **12 sessions, 3.5 hours per session**

### **Program Objectives:**

1. Build Greater Self-Confidence
2. Strengthen People Skills
3. Enhance Communication Skills
4. Develop Leadership Skills
5. Reduce Stress and Improve Our Attitude

### **Materials**

Participant Manual

Breakthrough Plan

*How to Win Friends and Influence People* (HTWF&IP) text

*How to Stop Worrying and Start Living* (HTSW&SL) text

*The Quick and Easy Way to Effective Speaking* (T Q & E W T E S) text

*Remember Names* booklet

*Dale Carnegie's Golden Book* booklet

*The Little Recognized Secret of Success* booklet

*Speak More Effectively* booklet

*Professional and Organizational Results Project Handbook*

### **Completion Criteria**

Complete 10 of 12 sessions

Demonstrate visible improvement in program skills as indicated by oral reports

Successfully complete all assignments



<p>Session 1A: Build a Foundation for Success</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Learn methods to connect with others</li> <li>• Familiarize ourselves with the Five Drivers of Success</li> <li>• Expand our capacity to achieve our vision by committing to breakthroughs</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Understand the methodology of this training</li> <li>• Learn and practice a process for connecting with others</li> <li>• Define, write, and communicate breakthrough goals</li> <li>• Identify and relate a personal vision for our lives</li> <li>• Identify application opportunities</li> <li>• Identify key areas for improvement that will bring the organization a return on investment.</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>
<p>Session 1B: Recall and Use Names</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Focus on people as individuals</li> <li>• Create positive first impressions</li> <li>• Use methods for remembering names</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Practice methods for remembering names</li> <li>• Name Game Activity: Name Recall</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>

<p><b>Session 2A:</b> Build on Memory Skills and Enhance Relationships</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Apply a process for memory improvement</li> <li>• Become familiar with the principles for improving human relations</li> <li>• Identify opportunities for improving business relationships</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Similar Vision exercise</li> <li>• Practice a process for recalling concepts</li> <li>• Learn the Enhance Relationships Principles</li> <li>• Complete Relationship Map</li> <li>• Complete Commitment Sheet</li> <li>• Discuss and complete Enhance Relationships Plan</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate applications of name recalling and “conversation linking process.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Be prepared to share the first draft of your vision.</li> <li>• Become familiar with the Enhance Relationships Principles.</li> <li>• Memorize numbers and rhyming permanent peg words.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• H T W F &amp; I P: Preface and Part 1</li> <li>• H T S W &amp; S L: Part 1</li> <li>• T Q &amp; E W T E S: Part 1, and page 226</li> <li>• Remember Names booklet</li> </ul>
<p><b>Session 2B:</b> Increase Self- Confidence</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Use our experiences to communicate more confidently</li> <li>• Communicate with clarity and conciseness</li> <li>• Discover how past experiences influence behavior</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Defining Moment report</li> <li>• Learn a process to accept recognition</li> <li>• Learn guidelines for using exhibits</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report on a specific incident from your career or personal life that was a defining moment.</li> <li>• Complete the Planning Sheet.</li> </ul>



<p><b>Session 3A: Put Enthusiasm to Work</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Plan and prepare to reach breakthrough enthusiasm goals</li> <li>• Demonstrate how changing our attitude can alter behaviors</li> <li>• Understand how enthusiasm helps us achieve our vision</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Handshake exercise</li> <li>• Relate Enthusiasm Commitments</li> <li>• Identify application opportunities</li> <li>• Turn in and discuss a Professional and Organizational Results Project proposal</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to discuss the memory pegging memory system and the recalling names process.</li> <li>• Be ready to relate insights from the reading assignment.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• H T W F &amp; I P: Part 2, Chapters. 1–3</li> <li>• H T S W &amp; S L: Part 2</li> <li>• T Q &amp; E W T E S: Part 2.</li> <li>• The Little Recognized Secret to Success booklet</li> </ul>
<p><b>Session 3B: Recognize Achievements</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Improve attitudes by acknowledging our successes</li> <li>• Focus on our strengths and the strengths of others</li> <li>• Enhance our professional communication skills</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Achievement reports</li> <li>• Learn communication fundamentals (EEE)</li> <li>• Learn the Magic Formula for selling ideas</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report about a breakthrough achievement in your career that you achieved deliberately and that required effort.</li> <li>• Bring a prop/exhibit illustrating some aspect or element of this achievement.</li> <li>• Complete the Planning Sheet.</li> </ul>

<p><b>Session 4A: Put Stress in Perspective</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Recognize the impact negative stress has on our results and effectiveness</li> <li>• Commit to using concepts and principles to better handle stress</li> <li>• Discover more effective ways for business professionals to prepare for and address challenges</li> </ul> <p><b>• Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Duke of York exercise</li> <li>• Discuss principles to reduce stress</li> <li>• Commit to put stress in perspective</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how increased enthusiasm is enhancing your life.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Identify an area of your life in which you feel stress.</li> <li>• Come prepared to discuss the Manage Stress Principles.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• H T W F &amp; I P: Part 2, Chapters 4–6</li> <li>• H T S W &amp; S L: Review Parts 1 and 2</li> <li>• T Q &amp; E W T E S: Part 3, Chapter 7</li> <li>• Speak More Effectively booklet: Part 1</li> </ul>
<p><b>Session 4B: Enhance Relationships and Motivate Others</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Persuasively communicate in a clear and concise way that moves people to action</li> <li>• See how consistent application of the Human Relations Principles improves results</li> <li>• Discover how relationships help us advance toward our goals</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Motivate Others &amp; Enhance Relationships report</li> <li>• Practice Fundamentals of Communication</li> <li>• Practice the Magic Formula</li> <li>• Discuss Gain Willing Cooperation Principles</li> <li>• Discuss and complete Gain Willing Cooperation Plan</li> <li>• Complete Commitment Sheet</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report on an experience that illustrates your application of the Enhance</li> <li>• Relationships Principles. Use the Magic Formula process to structure the report: incident, action, benefit.</li> <li>• Begin working on the Gain Willing Cooperation Plan.</li> </ul>



	•Identify application opportunities	
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<p><b>Session 5A: Energize Our Communication</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Recognize that including action in our communication releases nervous energy</li> <li>• Become more natural when communicating with others</li> <li>• Become more animated to energize and engage others</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Box Factory exercise</li> <li>• Energize Communication reports</li> <li>• Practice adding power to communication</li> <li>• Learn a process to make ideas clear</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how you are progressing toward your stress commitment.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Prepare a one-minute report on an action-oriented experience.</li> <li>• Familiarize yourself with “The Box Factory.”</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• <i>HTWF &amp; IP</i>: Part 3, Chapters 1–6</li> <li>• <i>HTSW &amp; SL</i>: Part 3.</li> <li>• <i>TQ &amp; EWTES</i>: Part 3, Ch 9</li> </ul>
<p><b>Session 5B: Unleash Our Full Potential</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Display increased levels of courage, confidence, and conviction</li> <li>• Effectively tap our reserve power</li> <li>• Develop a greater freedom for self-expression</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• I Know People exercise</li> <li>• Unleash Our Full Potential reports</li> <li>• Practice becoming more convincing</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a one-minute report using the Magic Formula on a subject about which you have strong feelings and convictions.</li> <li>• Complete the Planning Sheet.</li> </ul>

<p><b>Session 6A: Make Our Ideas Clear</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Demonstrate clarity when giving directions</li> <li>• Learn to present information in a logical sequence</li> <li>• Reinforce the value of demonstrations when explaining information</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Duke of Kroy exercise</li> <li>• Review use of exhibit guidelines</li> <li>• Make Ideas Clear reports</li> <li>• Identify application opportunities</li> <li>• Give a brief status report on the Professional and Organizational Results Project</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how energizing your communications and speaking with conviction is helping you engage others.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Prepare a two-minute report teaching us something you do at work. Use the LIONS formula.</li> <li>• Bring a prop/exhibit to help demonstrate your point.</li> <li>• Complete the Planning Sheet.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• H T W F &amp; I P: Part 3, Chapters 7–12</li> <li>• H T S W &amp; S L: Part 4.</li> <li>• T Q &amp; E W T E S: Part 3, Chapters 8 &amp;10</li> <li>• Speak More Effectively: Part 2</li> </ul>
<p><b>Session 6B: Think on Our Feet</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Communicate effectively in impromptu situations</li> <li>• Apply methods that assist in communicating with clarity and conviction</li> <li>• Recognize the value of presenting our ideas with confidence</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Think on Our Feet activity</li> <li>• Mid-Point Feedback and Vision update</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>



<p><b>Session 7A:</b> Gain the Willing Cooperation of Others</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Influence people through trust and respect</li> <li>• Achieve cooperation versus compliance</li> <li>• Discover the power of finding points of agreement</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Safari exercise</li> <li>• Gain Willing Cooperation application reports</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how you are more effectively handling impromptu opportunities.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Prepare a two-minute report on application of the Gain Willing Cooperation Principles.</li> <li>• Complete the Planning Sheet.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• <i>HTW F &amp; IP</i>: Part 4, Chapters 1–5</li> <li>• <i>HTSW &amp; SL</i>: Part 5.</li> <li>• The Quick and Easy Way to Effective Speaking: Review Part 4, Chapter 11</li> <li>• Review <i>Remember Names</i></li> </ul>
<p><b>Session 7B:</b> Commit to Influence Others</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand the principles to demonstrate leadership</li> <li>• Explore methods to minimize resistance</li> <li>• Discover how to coach for improved performance</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Learn the Demonstrate Leadership Principles</li> <li>• Discuss and complete the Demonstrate Leadership Plan</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Review the third set of Human Relations Principles and reflect on how they are similar and different from the first two sets.</li> </ul>

<p><b>Session 8A: Build Others through Recognition</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Concentrate on the strengths of others</li> <li>• Develop skills in giving and receiving positive feedback</li> <li>• Discover the value of sincere appreciation</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Awake! Alert! Alive! exercise</li> <li>• Power of Recognition activity</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how you are gaining more willing cooperation.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Be prepared to give and receive strength-centered comments in small groups.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• H T W F &amp; I P: Part 4, Chapters 6–9 and A Shortcut to Distinction</li> <li>• H T S W &amp; S L: Part 6.</li> <li>• T Q &amp; E W T E S: Review Part 5, Chapter 12</li> <li>• Review The Little Recognized Secret to Success</li> </ul>
<p><b>Session 8B: Realize the Power of Enthusiasm</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Realize that we are responsible for our attitudes</li> <li>• Use positive “self-talks” to increase our confidence</li> <li>• Discover the benefits of being proactive development</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Introduce pep talks concept</li> <li>• Enthusiasm application reports</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report on the results of your Commitment to Enthusiasm.</li> </ul>

<p><b>Session 9A: Demonstrate Leadership</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Positively influence the attitudes of others</li> <li>• Use positive approaches when coaching people</li> <li>• Deal with challenging situations more effectively</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Never Again exercise</li> <li>• Demonstrate Leadership application reports</li> <li>• Discuss being a Human Relations Champion</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how you gave recognition to others and continued working on your commitment to enthusiasm.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Prepare a 90-second Demonstrate Leadership report.</li> <li>• Complete the Planning Sheet.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• H T W F &amp; I P: Review Part 1</li> <li>• H T S W &amp; S L: Part 7, Chapters 1–6</li> <li>• T Q &amp; E W T E S: Review Part 5, Ch 13</li> </ul>
<p><b>Session 9B: Develop More Flexibility</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Implement a wider range of communication skills</li> <li>• Apply the power of risk-taking</li> <li>• Become more open-minded to change and opportunity</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Become more flexible exercise</li> <li>• <i>Identify application opportunities</i></li> <li>• <i>Note: During this session, you will be asked to participate in assorted physical activities. Should you feel that a particular exercise will be overly strenuous or in any way potentially harmful to you, please be sure to let your trainer know promptly that you will not be participating.</i></li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Complete your Credibility Window Planning Sheet by identifying traits of effective communicators in four categories: :What we do, How we look, What we say, How we say it</li> </ul>

<p><b>Session 10A: Disagree Agreeably</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Demonstrate a process to organize our thoughts in impromptu situations</li> <li>• Communicate our ideas effectively even when we disagree</li> <li>• Strengthen our personal opinions</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Two Speaking at Once exercise</li> <li>• Speaking impromptu process</li> <li>• Learn how to cushion communication</li> <li>• Use evidence (DEFEATS)</li> <li>• Practice Disagreeing Agreeably</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate how you have been more flexible and demonstrated more effective leadership.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>• Identify differences of opinion you have with other people.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• <i>HTWF &amp; IP</i>: Review Part 2</li> <li>• <i>HTSW &amp; SL</i>: Part 8, How I Conquered Worry</li> </ul>
<p><b>Session 10B: Manage Our Stress</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Increase our ability to control worry and stress</li> <li>• Learn from others how to confront our fears</li> <li>• Recognize that we can triumph over adversity</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Manage Our Stress application reports</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report on application of the Manage Stress Principles.</li> <li>• Complete the Planning Sheet.</li> </ul>



<p><b>Session 11A: Be a Human Relations Champion</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Form a habit of applying principles to win friends and influence people</li> <li>• Inspire others to achieve similar results through application of the principles</li> <li>• Champion human relations to increase productivity and efficiency</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• You Live It exercise</li> <li>• Human Relations Champion reports</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Come prepared to communicate the continued application of the Manage Stress Principles and how you have been able to keep the lines of communication open.</li> <li>• Be ready to relate insights from the reading assignment.</li> <li>▪ Prepare a two-minute report on application of any of Dale Carnegie's Human Relations Principles.</li> <li>• Complete the Planning Sheet.</li> </ul> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>▪ H T W F &amp; I P: Review Part 3</li> <li>▪ H T S W &amp; S L: Part 8, continued</li> <li>▪ T Q &amp; E W T E S: Review Part 2, Chapter 5</li> <li>▪ Review Speak More Effectively</li> </ul>
<p><b>Session 11B: Inspire Others</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Communicate with strong and powerful feelings</li> <li>• Connect with others on an emotional level</li> <li>• Inspire others to think and act differently</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Inspire Others reports</li> <li>• Identify application opportunities</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report on an event or a person that had a strong emotional impact on you.</li> <li>• Complete the Planning Sheet.</li> </ul>



<p><b>Session 12: Celebrate Achievements and Renew Our Vision</b></p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Recognize breakthroughs resulting from this program</li> <li>• Inspire and motivate others by communicating our visions</li> <li>• Commit to continuous improvement</li> </ul> <p><b>Topics &amp; Activities:</b></p> <ul style="list-style-type: none"> <li>• Reading Recap/ Good News</li> <li>• Celebrate Achievement report</li> <li>• Professional and Organizational Results Project report: Oral and written</li> <li>• Renew Our Vision report</li> <li>• Final assessment</li> <li>• Program evaluation</li> </ul>	<p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Prepare a two-minute report about a specific incident that communicates your major benefit from this program including benefits for your organization</li> <li>• Complete and submit a written report of your Professional and Organizational Results Project.</li> <li>• Renew your vision for 3–6 months after the completion of this program.</li> <li>• Complete the appropriate Planning Sheets.</li> </ul>
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