



Dale Carnegie Course

Q&A

**Dale
Carnegie**

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How is the course structured?

We use a special method for adult learners called “time-spaced learning”. The course is conducted over 12 weeks, each session lasting three and half hours. Each session is broken into two separate modules. The time between weekly classes is designed to allow the participants to turn “knowledge” into “applied wisdom”. We do this through using what we have learned and put it into practice out in the real world. The ideas are applied and then reported on at a future session. In this way, we all share our experiences and look at what worked and what didn’t work and draw lessons from the results.

What happens in the classes?

Adult learners get quickly bored with sitting there being lectured to. Even universities now recognize something Dale Carnegie discovered 100 years ago – lecturing is obsolete as a teaching methodology. Instead the classes are highly interactive. The instructors will lead the participants into a topic, have them think about it and write their thoughts, then quickly move to discussing the topic in small groups. In this way, we can have everyone feel safe to participate, have some opportunity to share thoughts and crowd source experience and ideas about issues which we all face every day. We also encourage everyone to get up and report on what was discussed in the groups, so that the fear of public speaking is broken and everyone become more confident to speak up.

We use the Socratic method of asking questions to stimulate each person’s own self-discovery of what they believe about a topic. When we arrive at a conclusion by ourselves, we never forget it because we now own it. When we are lectured to the information tends to remain with the instructor and we don’t have such a strong sense of ownership. The common comment from participants is that the time just flies by and before they know it the class is over! This is part of the reason the course has so many fans and commands a 98.3% satisfaction rate over the last 5 years.

During the classes there is peer voting for who did the best Presentation or who made the greatest Breakthrough and

there are various prizes associated with these awards. The names are recorded each week and the same person cannot win the same award twice. So at the end of 24 modules, there are number of people who have been voted an award by their peers. The instructors do no vote, so you choose amongst yourselves for the awards.

Who will be my trainer?

We have 40 trainers, so depending on the trainer scheduling, it could be anyone of those 40. In some cases we use tandem trainers as well. No matter who the trainer is they will have certain things in common:

1. They are all very friendly, supportive, patient and dedicated to seeing you make breakthroughs in this course, which will directly help you with your career. Each week they will send you an email after the class recapping what was covered, congratulating the prize winners and also to remind you of what to prepare for the next week.
2. They have completed a minimum of 250 hours of Train-The-Trainer to be certified to teach this course.
3. They must recertify each year to remain current to be able to teach.
4. The Trainer development process is ISO9001 certified and Dale Carnegie Training is the only International training company which has this strict certification.
5. The trainers are given VOC (Voice Of The Customer) scores as part of the participant feedback at the completion of the training. This allows us to compare across trainers both in Japan and around the world. This is an important part of ensuring we maintain the highest standards in the training industry.
6. The trainers are taking part in special training sessions with visiting Master Trainers, to keep everyone current and up to Dale Carnegie Training’s demanding professional standards.
7. The trainers all have solid business backgrounds and real world experience, so they can quickly understand the issues facing the participants and can add extra value through their own insights.



What will we cover in the training?

There are **5 Drivers** that, coached the right way, take us out of our Comfort Zone and forward in our business and careers. These Drivers are the focus of **The Dale Carnegie Course: Effective Communications and Human Relations**.

Confidence is the first driver. We need to explore and challenge the new in order to improve. Pulling us backward however, we feel the drag of our old “comfortable ways”. We need to experience change in order to realise we can in fact change. This developmental process works best in a safe, controlled environment, where small steps lead to major breakthroughs. It is extremely difficult to break the grip of Comfort Zone “gravity” by ourselves. We need strong coaching and encouragement to step up and out.

Communication is a key driver, because it is the lynchpin on which so much of our capacity with people rests. Speaking to one person or to a crowd, requires clarity, order, credibility, interest, plausibility and understanding the audience. Very few people feel at ease speaking in front of groups. Being persuasive is a bankable talent. The most successful people know being able to align others with your direction, means the difference between doing everything yourself and having leverage to employ and amplify the power of many. This is a learnt, coachable skill, which needs to be fed a sustained diet of practice and encouragement.

Leadership is a driver that can be aimed at self-direction or at being responsible for others. Why would we follow you? Why would we accept what you think, what you recommend or what you say? The human dimension revolves around trust and a leader needs to have the ability to engender trust. This trust factor is built through communication skills and people skills.

People Skills as a driver of success centers on a simple premise. People don't care about how much “stuff” you know, they care about how much you care about them. Saying the right thing and saying the wrong thing absolutely determines the strength of one's relationships. Each person has a preference about how they wish to be treated by others and with coaching the science of people skills can be taught.

Managing Our Stress or not managing our stress, makes this driver the trump card in the pack. It is so powerful, it can overrule all that has gone before it. When we are under stress our confidence sags, our communication suffers, our people skills deteriorate and trust in our leadership diminishes. There are simple techniques which can reduce or deny the symptoms and psychosomatic causes of stress.



Sessions Outline

	A	B
Session 1	<p>Build a Foundation of Success</p> <p>Learn how to maintain relationships with others Understand the 5 Drivers of Success Enhance your abilities to realise your vision by committing to breakthroughs</p>	<p>Recall and Use Names</p> <p>Focus on people as individuals Create positive first impressions Learn how to remember names</p>
Session 2	<p>Build on Memory Skills and Enhance Relationships</p> <p>Apply a process for memory improvement Become familiar with the principles for improving human relations Identify opportunities for improving business relationships</p>	<p>Increase Self-Confidence</p> <p>Use our experiences to communicate more confidently Communicate with clarity and conciseness Discover how past experiences influence behavior</p>
Session 3	<p>Put Enthusiasm To Work</p> <p>Plan and prepare to reach breakthrough enthusiasm goals Demonstrate how changing our attitudes can alter behaviours Understand how enthusiasm helps us to achieve our visions</p>	<p>Recognise Achievements</p> <p>Improve attitudes by acknowledging our successes Focus on our strengths and the strengths off others Enhance our personal communication skills</p>
Session 4	<p>Put Stress In Perspective</p> <p>Recognise the impact negative stress has on our results and effectiveness Commit to using concepts and principles to better handle stress Discover more effective ways for business professionals to prepare for and address challenges</p>	<p>Motivate Others and Enhance Relationships</p> <p>Persuasively communicate in a clear and concise way so people are moved to action See how consistent application of the Human Relations Principles improves results Discover how relationships help us advance toward our goals</p>
Session 5	<p>Energise Our Communications</p> <p>Recognise that including action in our communications releases nervous energy Become more natural when communicating with others Become more animated to energise and engage others</p>	<p>Unleash Our Full Potential</p> <p>Display increased levels of courage, confidence and conviction Effectively tap our reserve power Develop a great freedom for self-expression</p>
Session 6	<p>Make Our Ideas Clear</p> <p>Demonstrate clarity when leading Learn to present information in a logical sequence Reinforce the value of demonstrations when explaining information</p>	<p>Think On Our Feet</p> <p>Communicate effectively in impromptu situations Apply methods that assist in communicating with clarity and conviction Recognise the value of presenting our ideas with confidence</p>
Session 7	<p>Gain The Willing Cooperation Of Others</p> <p>Influence people through trust and respect Achieve cooperation versus compliance Discover the power of finding points of agreement</p>	<p>Commit To Influence Others</p> <p>Understand the principles to demonstrate leadership Explore methods to minimise resistance Discover how to coach for improved performance</p>
Session 8	<p>Build Others Through Recognition</p> <p>Concentrate on the strengths of others Develop skill in giving and receiving positive feedback Discover the value of sincere appreciation</p>	<p>Realise The Power of Enthusiasm</p> <p>Realise that we are responsible for our attitudes Use positive "self-talks" to increase our confidence Discover the benefits of being proactive</p>
Session 9	<p>Develop Leadership</p> <p>Positively influence the attitude of others Use positive approaches when coaching people Deal with challenging situations more effectively</p>	<p>Demonstrate More Flexibility</p> <p>Implement a wider range of communication skills Apply the power of risk-taking Become more open-minded to change and opportunity</p>
Session 10	<p>Disagree Agreeably</p> <p>Demonstrate a process to organise our thoughts in impromptu situations Communicate our ideas effectively even when we disagree Strengthen our personal opinions with evidence</p>	<p>Manage Our Stress</p> <p>Increase our ability to control worry and stress Learn from others how to confront our fears Recognise that we can triumph over adversity</p>
Session 11	<p>Be A Human Relations Champion</p> <p>Form a habit of applying principles to win friends and influence people Inspire others to achieve similar results through application of the principles Champion human relations to increase productivity and efficiency</p>	<p>Inspire Others</p> <p>Communicate with strong and powerful feelings Connect with others on an emotional level Inspire others to think and act differently</p>
Session 12	<p>Celebrate Achievements and Renew Our Vision</p> <p>Recognise breakthroughs resulting from this programme Inspire and motivate others by communicating our visions Commit to continuous improvement</p>	



Is there a manual?

Yes, we will have a manual waiting for you when you arrive for your first class. As you will quickly see, the manual is not a heavy textbook with lots of printed text. It is a guide and the bulk of the teaching is using the manual only as a base. The sessions are led by the instructors, fleshing out what the manual covers. There is a lot of space in the manual for your own design and input to get you thinking about key subjects.

What Do I Need To Bring?

Bring a pen.

Is There Homework?

Yes! You will have three types of homework. One type is where you apply the principles Dale Carnegie teaches us in order to be better with people. This is where you use your real world environment to test and experiment with what you have learnt in the class. Another part of the homework is to read through the text books that are provided:

- How To Win Friends and Influence People
- How To Stop Worrying And Start Living
- The Quick And Easy Way To Effective Public Speaking

The style of writing Dale Carnegie employed, makes these books very easy and fast to read. Each week there is a reading assignment to be completed. Over the course of the 12 weeks, you will have read all three text books.

Finally, you will also have a number of presentations to give, so there are notes in the manual guiding you through the easy steps required to make the presentation content.

Is there any recommended pre-reading for the course?

You will receive the three text books at the first session, but if you already own some of Dale Carnegie's books such as, "How To Win Friends and Influence People" or "How To Stop Worrying And Start Living" then please re-read them if you have the time. You will read them all over the course duration anyway.

When do I get the course materials?

They will be there waiting for you in a bag when you arrive at your first class.

How many people will be in the class and what sort of backgrounds do they have?

We usually have around 20- 25 people per class. The maximum we will take for one class is 30 people.

We mainly have people in their late 20s to their 50s in the class. The largest majority will be in their 30s and 40s. Mainly a 70/30 split between men and women. The work background is quite broad across all varieties of industries. Often, the participants have been promoted into management positions

and are looking for help with all the people issues that come with managing others. We get a lot of HR professionals trialing the course for their companies. The variety of backgrounds creates a very rich environment of experience and perspectives and really adds a lot of value to the overall experience. It is not uncommon to be doing the course alongside the President or a senior leader of a company.

What happens if I am late for class?

We understand that sometimes things come up and you might be late, but please try to get there on time. We start exactly on time and we don't wait.

What happens if I miss a class?

We have a system where you have two years to make up a missed class. Obviously making up a class as soon as possible is best, but we give you time to complete all twelve sessions. The course is modular and is structured in a way that there is a build of the content, so not missing a class is the best approach. If there is something pressing at work, then try to make the class the priority and have the work fit in around the training, rather than the other way around. Maybe you can come in a bit earlier the next day instead to finish off that task. The course gives you strategic value that impacts your whole career. The overall value component compared to a single work task is heavily weighted in favour of making the extra effort to make each class each week.

How many classes do I have to attend in order to graduate?

When you complete ten or more of the classes, then you are eligible to receive your graduation certificate. Remember you do have two years to complete the make-up classes.

Where is the venue?

The venue is very conveniently located in Minato-ku in central Tokyo. Training is conducted at our High Performance Center in Akasaka. We are on Roppongi dori, directly opposite the ANA Hotel. Tameike Sanno station is very close (about a 10 minute walk). It is easily accessed by a number of connecting lines such as the Namboku line, the Ginza line, the Marunouchi line and the Chiyoda line. JR Shimbashi is two stops away on the Ginza line. Roppongi Ichome station on the Namboku line is only a few minutes walk away as well.

What is the dress code?

If the classes are held on a weeknight, then most people come straight from work in business wear. For the classes on Saturdays (or during the week), please wear business casual.

How long are the classes?

Each session is three and half hours with a ten minute break in the middle. The pace of the classes is quick, so the time just flies by!

How do I contact Dale Carnegie Training if I need to get in touch?

For any enquiries please call us on 03-4563-1963 or email us at contact@dale-carnegie.co.jp

