

# The Dale Carnegie Course®



*Techniques for More  
Effective Communications  
and Human Relations*

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# Five Drivers of Success

Self-Confidence

Human Relations

Communication

Leadership

Reduce Stress and Improve Attitude



# Program Objectives

Build Greater Self-Confidence

Strengthen People Skills

Enhance Communication Skills

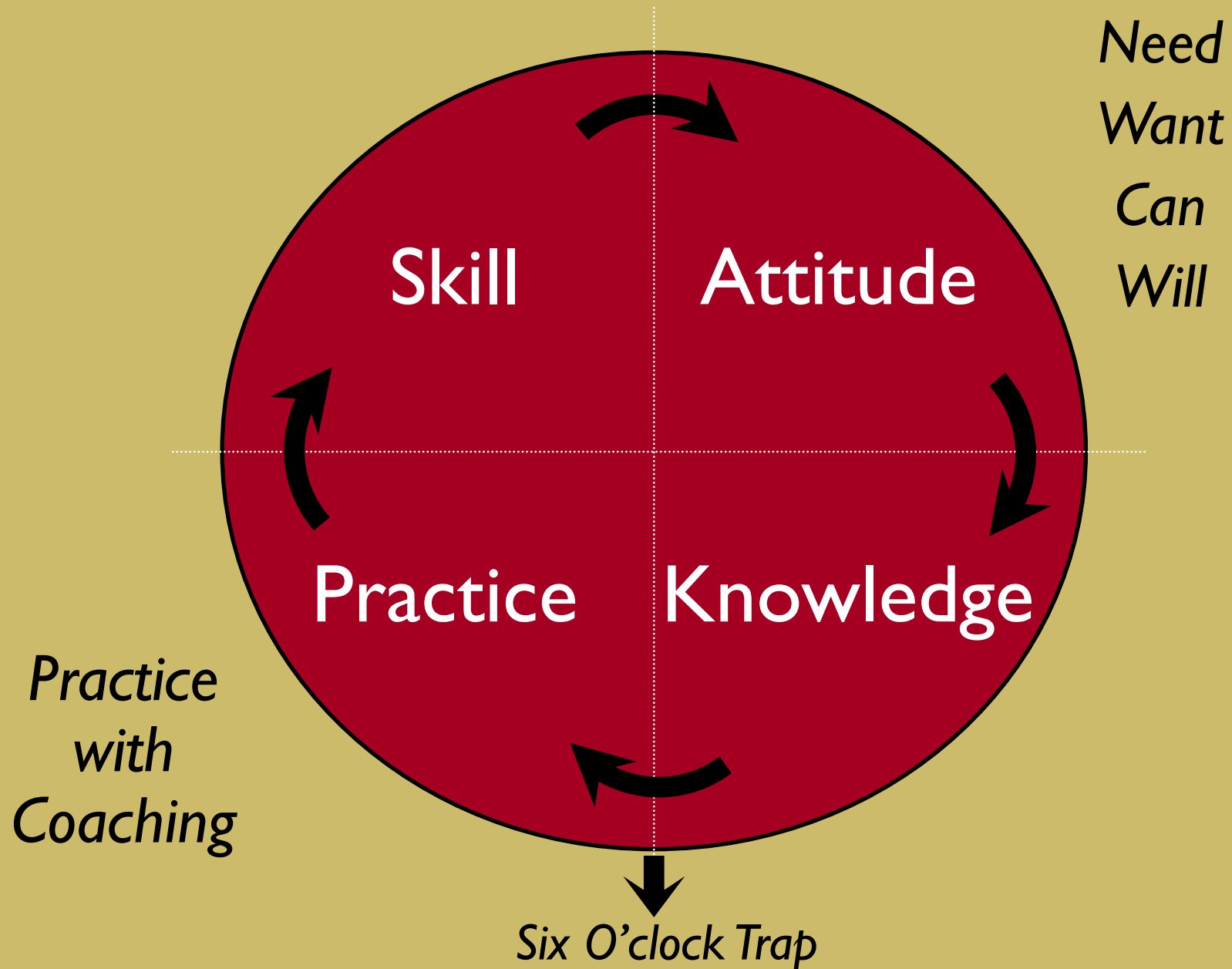
Develop Leadership Skills

Reduce Stress and Improve our Attitude

*“Giving people self-confidence is by far the most important thing that I can do. Because then they will act.”*

—Jack Welch

# Cycle of Performance Improvement



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*People Skill #1:  
Giving Your Name &  
Remembering Others*



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# Stating Your Name with Impact

***“My Name is ...”***

Pause

***(“First Name”)***

Part

***(“Last Name”)***

Punch

# Remembering Names....

## *The Benefits*

- Reduces your stress of embarrassment
- Creates positive first impression
- Demonstrates genuine interest (or not)



*“Remembering names is only an offshoot of the desire to remember the people behind the names. Otherwise remembering names becomes a kind of gimmick, merely to prove our prowess...”*

*–Dale Carnegie*

# Memory Linking Technique



1 The mind has the ability to think in terms of pictures.

2 The more exaggerated the picture, the easier it is to remember.

3 Linking pictures maximizes retention.

# Name Remembering Formula

**L** → **Look and Listen**

**I** → **Impression**

**R** → **Repetition**

**A** → **Association**

# Name Remembering Tools (I)

**P** → **Person**

**A** → **Action**

**C** → **Color**

**E** → **Exaggeration**

## Name Remembering Tools (2)

**B** → **Business**

**R** → **Rhyme**

**A** → **Appearance**

**M** → **Meaning**

**M** → **Mind Picture**

**S** → **Similar Name**

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*Some Principles of  
Becoming a More  
“Likable” Trainer*



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# How People View Us

The Credibility Window:  
people judge others based on:

*What We Do*

*How We Look*

*What We Say*

*How We Say It*



# Enhance Relationships Principles (I)

- 1 Don't criticize, condemn, or complain.
- 2 Give honest, sincere appreciation.
- 3 Arouse in the other person an eager want.
- 4 Become genuinely interested in other people.
- 5 Smile.

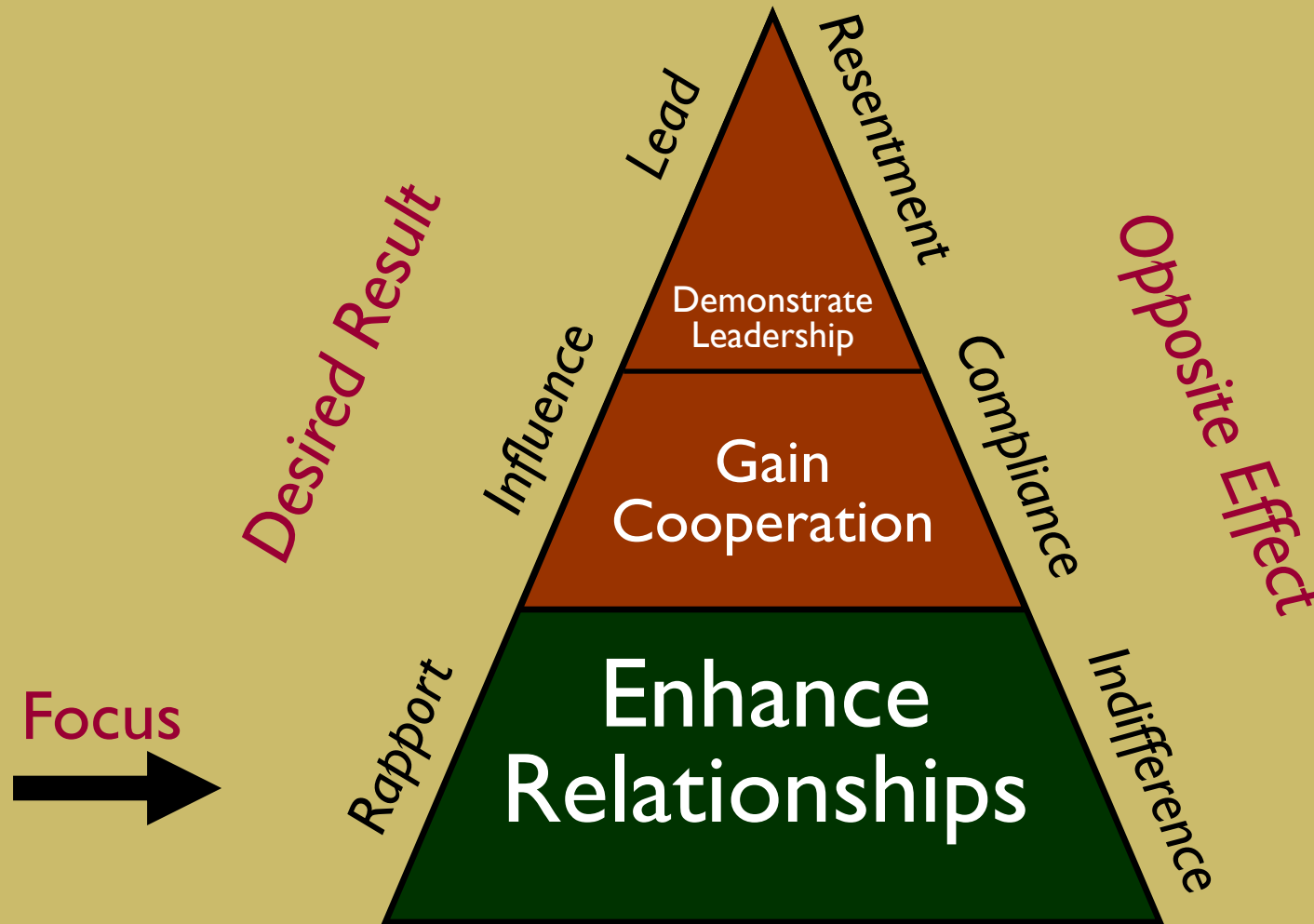


## Enhance Relationships Principles (2)

- 6 Remember that a person's name is to that person the sweetest and most important sound in any language.
- 7 Be a good listener. Encourage others to talk about themselves.
- 8 Talk in terms of the other person's interests.
- 9 Make the other person feel important – and do it sincerely.



# Enhance Relationships



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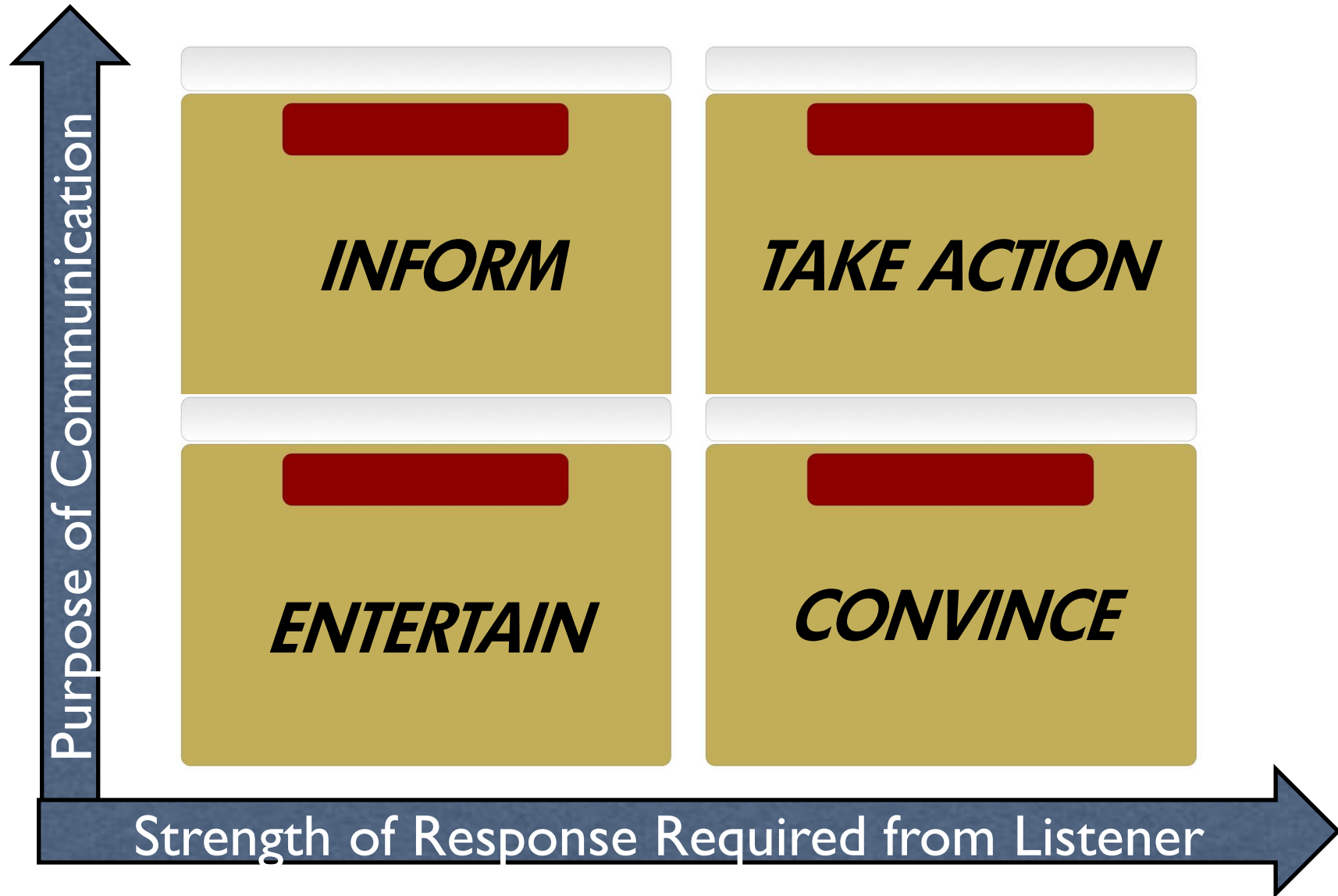


*Putting Your Presentations  
Together with POWER*



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# Communications Grid



# Fundamentals of Communication

**E** Earned the right  
...through study and experience

**E** Excited  
...with positive feeling  
about your subject



**E** Eager  
...to project the value to your listener

# Organizing Your Thoughts

The W's

—

So There I Was...

The Incident

—

Start with ONE  
MAIN Incident

Background

—

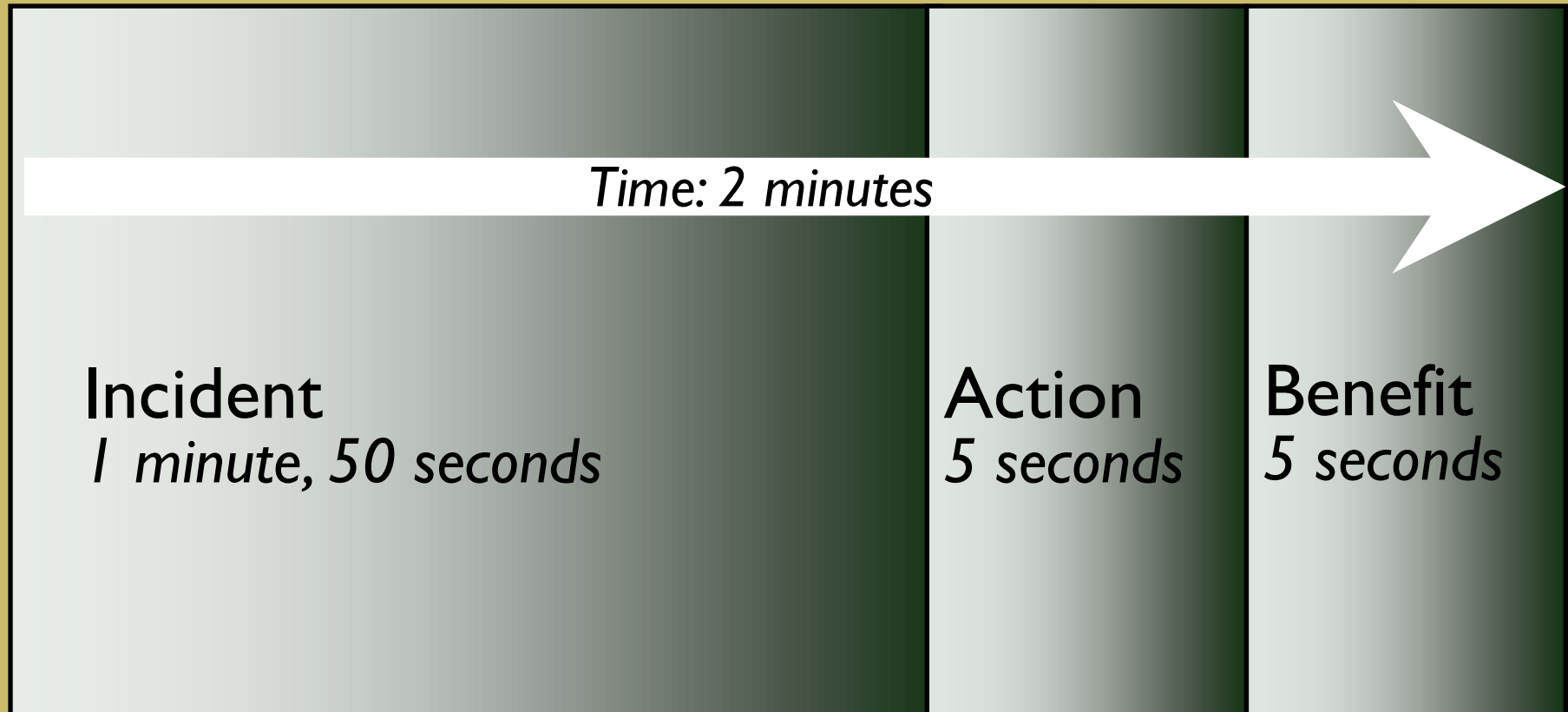
NOW tell us how we  
got there

Action &  
Benefit

—

Short & Concise  
Fits on a Post-It

# The Magic Formula



# Make Our Ideas Clear

## LIONS Approach

**L** Language *easily understood*

**I** Illustrations *to clarify*

**O** Organize *thoughts*

**N** Narrow *subject to key points*

**S** Summarize *key points*

# Exhibit (& PowerPoint) Guidelines

- Pick up the exhibit only when you are ready to use it.
- Hold your exhibit high enough so all can see it.
- Hold your exhibit so it does not hide your face.
- Talk to the audience, not the exhibit.
- When you are finished with your exhibit, put it aside.



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*Some Techniques to be a  
More Effective Trainer*



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# Handling Questions & Resistance

10 The only way to get the best of an argument is to avoid it.

11 Show respect for the other person's opinion. Never say, "You're wrong."

12 If you're wrong, admit it quickly and emphatically.

13 Begin in a friendly way.



# Handling Questions & Resistance

14 Get the other person saying “*yes, yes immediately.*”

15 Let the other person do a great deal of the talking.

16 Let the other person feel the idea is his or hers.

17 Try honestly to see things from the other person’s point of view.



# Handling Questions & Resistance

18 Be sympathetic with the other person's ideas and desires.

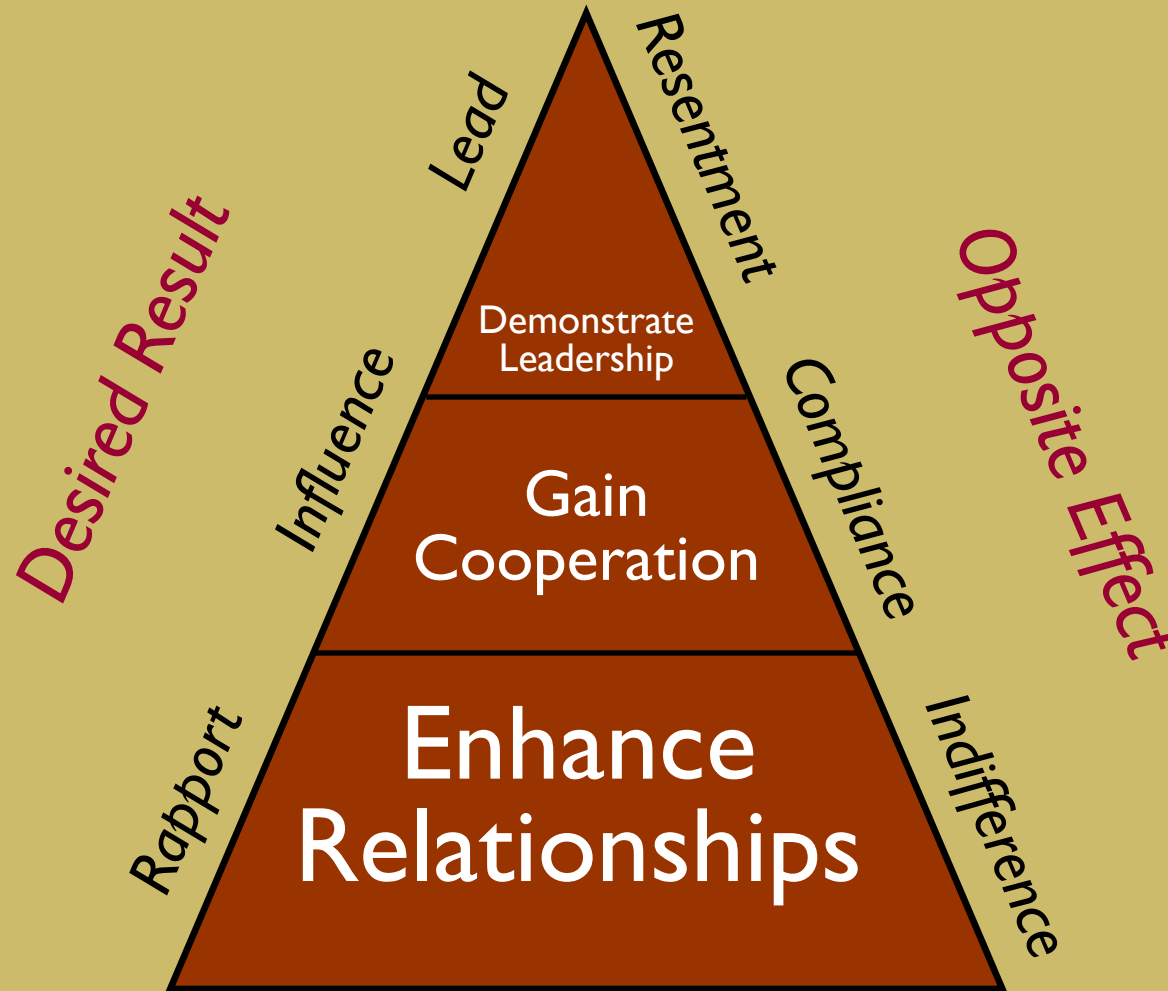
19 Appeal to nobler motives.

20 Dramatize your ideas.

21 Throw down a challenge.



# Human Relations Pyramid



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*Taking Questions &  
Thinking on Your Feet*



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# Responding Effectively in Impromptu Situations

*Think*

What do I think?

Why do I think that?

What evidence do I have?

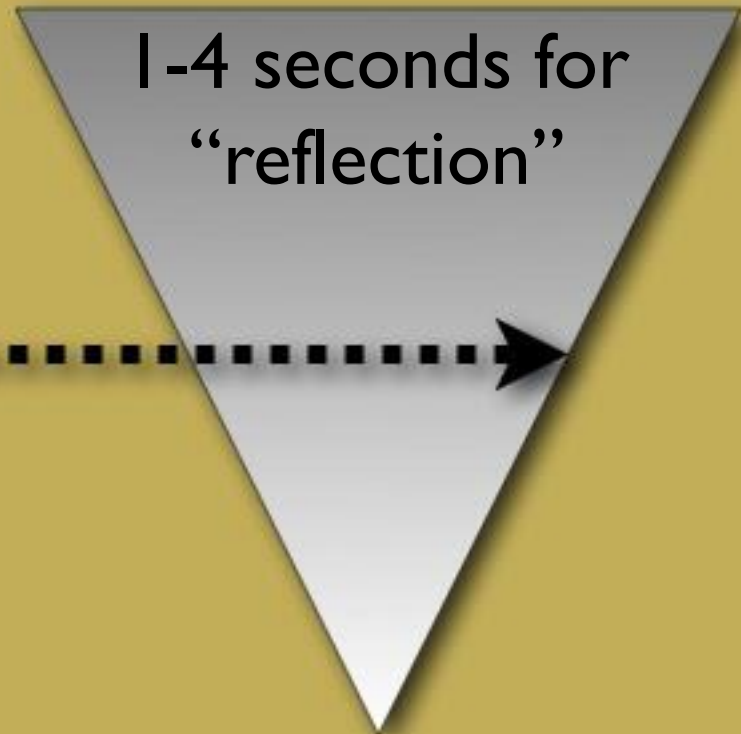
My example is...

The evidence shows...

Therefore, I think...

1-4 seconds for  
“reflection”

*Speak*



# What if You Don't Know?

## ***THE ART of BRIDGING...***

What do I know that's similar?

Why is it similar?

What evidence makes it similar?



Validating Statement: It seems to me...

While I haven't experienced that..., I did...

This taught me...

*Think*

1-4 seconds for  
"reflection"

*Speak*

# *Evidence*

**D** Demonstrations

**E** Examples

**F** Facts

**E** Exhibits

**A** Analogies

**T** Testimonials

**S** Statistics

*Doubt*

# Cushion

## Cushion Your Response

*I hear you saying ...*

*I understand you said...*

*I appreciate your view on ...*

*That's an interesting point of view ...*

## Avoid Using

*But ...*

*However ...*

*Nevertheless ...*

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*Wrapping Things Up*



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# Some Techniques for Wrapping Up

## Situation

*Your presentation is over and you limited time for questions...*

*You limited the number of questions to three, and someone asks a 4<sup>th</sup>...*

*You don't know an answer.*

*No one asks a question*

## Try Saying...

*We only have time for {3, 2, 1} question; who has the first {only} ?*

*Politely say, "We only had time for three. I can meet you at the {door}..."*

*I don't have that answer now, but will get it for you on/by {pick a day}. PLEASE HOLD ME TO THAT with a {call, email, etc}...*

*Thank YOU for your time.*

# Receiving Awards & Gifts

**T** — **Thank You**

**O** — **Others Involved**

**U** — How you will  
**Use the Item**

**T** — **Thank you**

# Receiving Positive Comments

First response should be,  
“Thank You”

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Some don'ts

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Non-verbal body language  
and facial expressions



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*Questions??*



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