



5:30pm – 9:00pm Th	Gonzaga University - Hemmingson 314
Instructor: Vito DiMaio	COMM 1700 Dale Carnegie Course: Skills for Success
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Office Hours: Th 3:30pm - 5:30pm Other Times Available By Appointment	

Course 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

Course Materials

Participant Manual

Breakthrough Plan

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

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

The Quick and Easy Way to Effective Speaking (TQ&EWTES)

Course Supplements

Remember Names booklet

Dale Carnegie's Golden Book booklet

The Little Recognized Secret of Success booklet

Speak More Effectively booklet

Completion Criteria

Complete 7 of 8 sessions

Demonstrate visible improvement in program skills as indicated by oral reports

Successfully complete all assignments

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

Session 2A: Build on Memory Skills and Enhance Relationships	Objectives: • Apply a process for memory improvement • Become familiar with the principles for improving human relations • Identify opportunities for improving professional relationships Topics & Activities: • Reading Recap/ Good News • Similar Vision exercise • Practice a process for recalling concepts • Learn the Enhance Relationships Principles • Complete Relationship Map • Complete Commitment Sheet • Discuss and complete Enhance Relationships Plan • Identify application opportunities	Preparation: • Come prepared to communicate how you are applying the remembering names techniques and what you gained from the conversation linking technique. • Be prepared to share a segment of the first draft of your vision. • Become familiar with the Enhance Relationships Principles and come prepared to discuss a particular job-related relationship you'd like to improve. • Memorize numbers and rhyming permanent peg words. • Be prepared to share your thoughts on the reading. Reading: • HTWF&IP: Part 1 • HTSW&SL: Part 1 • TQ&EWTES: Part 1 • Remember Names Booklet
Session 2B: Increase Self-Confidence	Objectives: • Use our experiences to communicate more confidently • Communicate with clarity and conciseness • Discover how past experiences influence behavior Topics & Activities: • Defining Moment reports • Learn Magic Formula for influencing action • Learn guidelines for using exhibits • Identify application opportunities	Preparation: • Prepare a two-minute report on a specific incident from your career or personal life that was a defining moment. • Complete the Planning Sheet.

Session 3A: Put Stress in Perspective	Objectives: • Recognize 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 Topics & Activities: • Reading Recap/ Good News • Duke of York exercise • Discuss principles to reduce stress • Commit to put stress in perspective • Identify application opportunities	Preparation: • Prepare a one-minute report to show how you put stress and worry in proper perspective at a critical time in your life. Choose your subject based on an incident you experienced personally. • Complete the planning sheet. • Be prepared to share your thoughts on the reading. Reading: • HTWF&IP: Part 2 • HTSW&SL: Part 2 • TQ&EWTES: Part 2 • Speak More Effectively Booklet: Part 1
Session 3B: Enhance Relationships and Motivate Others	Objectives: • Persuasively communicate in a clear and concise way that moves people to action • See how consistent application of the Human Relations Principles improves results • Discover how relationships help us advance toward our goals Topics & Activities: • Motivate Others & Enhance Relationships report • Practice Fundamentals of Communication • Practice the Magic Formula • Discuss Gain Willing Cooperation Principles • Discuss and complete Gain Willing Cooperation Plan • Identify application opportunities • Turn in and discuss a Professional and Organizational Results Project proposal	Preparation: • Prepare a two-minute report on your experience that illustrates your recent (since our last session) application of one of the Enhance Relationships Principles that you committed to using with a specific person. Use the Magic Formula. • Complete the planning sheet

Session 4A: Energize Our Communication	Objectives: • Recognize that including action in our communication releases nervous energy • Become more natural when communicating with others • Become more animated to energize and engage others Topics & Activities: • Reading Recap/ Good News • Box Factory exercise • Energize Communication reports • Practice adding power to communications • Identify application opportunities	Preparation: • Prepare a one-minute report on an experience you had that involved a lot of action. Be animated by reliving the experience just as it happened. • Familiarize yourself with “The Box Factory.” • Complete the planning sheet. • Be prepared to share your thoughts on the reading. Reading: • HTWF&IP: Part 3 • HTSW&SL: Part 3 • TQ&EWTES: Ch 7 • Speak More Effectively Booklet, Part 1
Session 4B: Make Our Ideas Clear	Objectives: • Demonstrate clarity when giving directions • Learn to present information in a logical sequence • Reinforce the value of demonstrations when explaining information Topics & Activities: • Reading Recap/ Good News • Duke of Kroy exercise • Review use of exhibit guidelines • Make Ideas Clear reports • Identify application opportunities	Preparation: • Prepare a two-minute report teaching us something you do at work. Use the LIONS formula. • Remember to bring a prop or exhibit to help illustrate your point. • Complete the Planning Sheet.

Session 5A: Disagree Agreeably	Objectives: • Demonstrate a process to organize our thoughts in impromptu situations • Communicate our ideas effectively even when we disagree • Strengthen our personal opinions Topics & Activities: • Reading Recap/ Good News • Two Speaking at Once exercise • Speaking impromptu process • Learn how to cushion communication • Use evidence (DEFEATS) • Practice Disagreeing Agreeably • Identify application opportunities	Preparation: • Think of areas where you have differences of opinion with others. On a 3x5 card, prepare a “position” statement about an opinion that you have. Come prepared to offer evidence to support your opinion. • Complete the planning sheet • Be prepared to share your thoughts on the reading. Reading: • HTWF&IP: Part 4 • HTSW&SL: Part 4 • TQ&EWTES: Ch 9 • Speak More Effectively Booklet
5B. Gain Willing Cooperation and Commit to Influence Others	Objectives: • Influence people through trust and respect • Achieve cooperation versus compliance • Discover the power of finding points of agreement • Discover how to coach for improved performance Topics & Activities: • Safari exercise • Gain Cooperation reports • Learn Demonstrate Leadership principles • Leadership commitment • Give a brief status report on the Professional and Organizational Results Project • Mid point evaluation	Preparation: • Prepare a two-minute report on the results of your commitment to Gain Willing Cooperation from Others. Use the Magic Formula for Influencing Action to structure the report: incident, action, benefit. • Complete the planning sheet

Session 6A: Manage Our Stress	Objectives: • Increase our ability to control worry and stress • Learn from others how to confront our fears • Recognize that we can triumph over adversity Topics & Activities: • Reading recap and good news • Manage Our Stress application reports • Identify application opportunities	Preparation: • Prepare a two-minute report about how you applied the Manage Stress Principles from your commitment. • Complete the Planning Sheet. Reading: • HTSW&SL: Parts 5-6 • TQ&EWTES: Ch 8, 10, 11 • Speak More Effectively Booklet
Session 6B: Develop More Flexibility	Objectives: • Implement a wider range of communication skills • Apply the power of risk-taking • Become more open-minded to change and opportunity Topics & Activities: • Become more flexible exercise • Identify application opportunities • 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.	Preparation: • 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

Session 7A: Build Others through Recognition	Objectives: • Concentrate on the strengths of others • Develop skills in giving and receiving positive feedback • Discover the value of sincere appreciation Topics & Activities: • Reading Recap/ Good News • Awake! Alert! Alive! exercise • Power of Recognition activity • Identify application opportunities	Preparation: • Focus on your fellow participants. Be prepared to give and receive strength-centered comments in small groups. Focus on positive personality traits and evidence that supports these observations. Reading: • HTSW&SL: Part 7 • TQ&EWTES: Ch 12-13 • Speak More Effectively Booklet
Session 7B: Inspire Others	Objectives: • Communicate with strong and powerful feelings • Connect with others on an emotional level • Inspire others to think and act differently Topics & Activities: • Inspire Others reports • Identify application opportunities	Preparation: • Identify an event that had a strong emotional impact on you or a person from your work who has inspired you. Use one of these experiences to inspire the group. Use the Magic Formula for this two-minute report. • Complete the Planning Sheet.

Session 8A: Demonstrate Leadership	Objectives: • Positively influence the attitudes of others • Use positive approaches when coaching people • Deal with challenging situations more effectively Topics & Activities: • Reading Recap/ Good News • Demonstrate Leadership application reports • Discuss being a Human Relations Champion • Identify application opportunities	Preparation: • Come prepared to communicate how you have begun to recognize and acknowledge the strengths in others and how you are keeping enthusiasm alive in your day-to-day activities. In this session, give a 90-second report based on your commitment to be a more effective leader. • Complete the Planning Sheet. Reading: • HTSW&SL: Part 8 • TQ&EWTES: Ch 14 • The Little Recognized Secret of Success Booklet
Session 8B: Celebrate Achievements and Renew Our Vision	Objectives: • Recognize breakthroughs resulting from this program • Inspire and motivate others by communicating our visions • Commit to continuous improvement Topics & Activities: • Reading Recap/ Good News • Celebrate Achievement report • Professional and Organizational Results Project report: Oral and written • Renew Our Vision report • Final assessment • Program evaluation	Preparation: • Prepare a two minute report about a specific incident that communicates your major benefit from this program. Be sure to include improvement in organizational results such as return on investment. Use the Magic Formula for Influencing Action. • Prepare a one minute report and communicate your renewed vision for yourself for three to six months after the completion of this program. • Complete the appropriate Planning Sheets.



Successful Completion of this Course

- Complete attendance and participation in 7 of 8 sessions
- Successfully complete all assignments
- Demonstrate competence in the program-related skills as indicated by oral reports
 - speaking skills performance

Grading Matrix

25% Attendance and participation (at least 7 of 8 sessions)

25% Successful completion of specified assignments

50% Demonstrate competence in the program-related skills as indicated by specified oral reports

Scores will be averaged and weighted in accordance with the grading matrix listed above and converted into a letter grade in accordance with the standard formula as shown below:

Points	Percentage	Grade
179-200	90-100%	A
159-178	80-89%	B
139-177	70-79%	C
119-138	60-69%	D

You will be graded in three areas:

1. Assignment and application
2. Timing performance
3. Speaking skills performance

Assignment and Business Application

As you deliver reports that are graded, the trainer will assess your successful completion of the assignment using both a time and speaking skills performance rubric. You will be graded on 5 reports (outlined above). Each assignment will have specific criteria that must be met. The trainer will listen to your report to see that you followed the format and identified the key elements required. If for example, the assignment is to deliver the report using the Magic Formula, the trainer will be looking for all three elements (incident, action, and benefit) in your report. Key elements for each graded report are addressed in this booklet.