



High Impact Presentations

**Dale
Carnegie®**

Effective Leaders Communicate with Enthusiasm and Confidence.

A presentation is a critical business tool. Whether your communication goal is to persuade, sell or inspire, your presentation is what will differentiate you from your competitors. Think of it as the jewel in your crown. When properly executed, your presentation will make you stand out. Your audience will view you as prepared, informed and confident.

Since 1912 Dale Carnegie has provided business people the tools to successfully navigate complex business environments. This program provides the skills that empower professionals to communicate confidently and competently to all types of audiences. We illustrate proven methods and techniques that allow you to develop compelling presentations with universal appeal, yielding consistent, positive results.

High Impact Presentations focuses on structuring an effective presentation that will build credibility, enhance a client relationship and clearly convey your concept. You will explore the optimum use of voice and gesture to create a lasting impression as well as a variety of presentation styles, ranging from a formal speech to a casual meeting or contentious conversation.

Participants are given multiple opportunities to develop and practice innovative presentations. You will be videotaped, evaluated and mentored by an expert until you have achieved the ultimate goal, the ability to deliver a masterful presentation.

The class is small. The environment is supportive. The work is intense. And the results are outstanding. It is experience that makes a marked difference in business results. You'll see measurable gains in better communication, enhanced personal and corporate image, and ultimately, your bottom line.

What We Will Cover

- Creating a positive impression
- Increasing credibility
- Presenting complex information
- Communicating with greater impact
- Motivating others to action
- Overcoming adverse situations
- Inspiring people to embrace change
- Effecting change





Learn How To

- Persuade your audience using indisputable data.
- Lead effective Q&A sessions.
- Communicate with clarity and certainty.
- Interact with a natural and composed demeanor.
- Illustrate complex material directly and simply.
- Demonstrate unfamiliar material expertly.
- Project confidence and enthusiasm that builds credibility.

Who Should Attend

Professionals needing to inspire large audiences, motivate sales executives, address the media, or simply control a meeting. As this seminar focuses on more advanced presentation skills, it is recommended that all participants have some prior experience in public speaking.

Format Two Days

High Impact Presentations

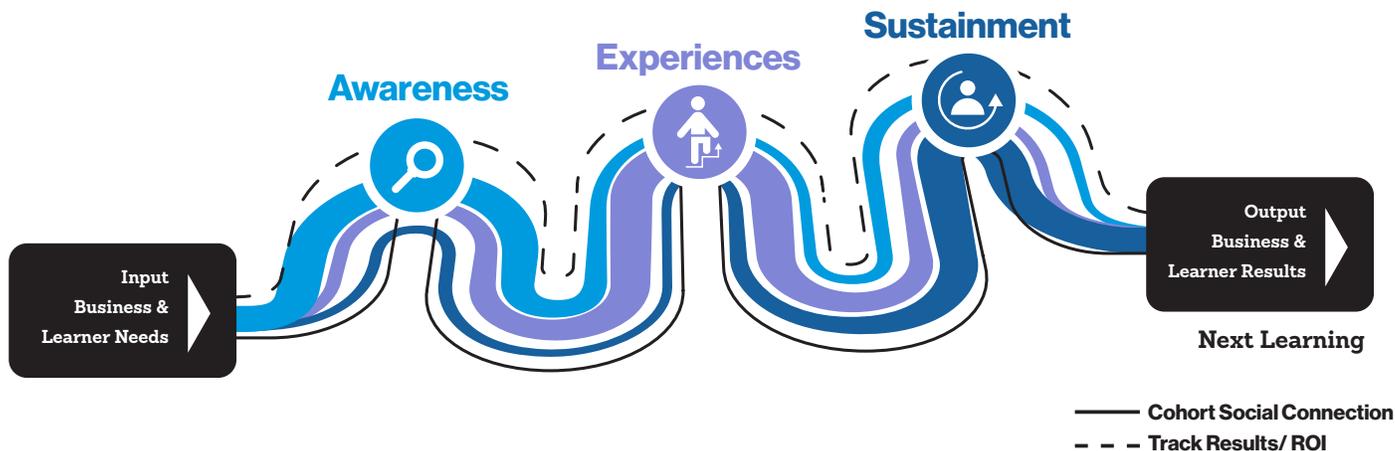
For the most up-to-date listing of class schedules and more information, please visit us online at:

dalecarnegie.com

Performance Change Pathway™

The Dale Carnegie Design and Delivery Framework

The Dale Carnegie experience engages learners from the initial contact through follow-up and support to reinforce key behaviors. Our methodology supports the development of skills and habits needed to sustain performance change. We believe that the emotional shift is as important as the behavior shift. That's why our Performance Change Pathway™ shows our deliberate approach to create training programs that drive improved performance.



Dale Carnegie's Performance Change Pathway™ encompasses five key components: Input, Awareness, Experience, Sustainment and Output. We know that these components are essential to the design and delivery of our programs. They formulate a continuous learning path for participants to drive organizational results.

The Bottom Line...

High Impact Presentations Delivers Results

Automotive

Audi
Ford Motor Company
General Motors Acceptance Corp.
Mercedes-Benz
Porsche AG
Toyota Astra Motor

Communication & Information Systems

ABC Cable Networks Group
Alcatel Indonesia
Aspect Communications
AT&T
Comcast
Cox Communications
Standard & Poor's
Telmex
Verizon

Energy Services

Alstom
BP Chemicals
Chevron Energy Solutions
ExxonMobil
Kuwait Oil Company
Pilipinas Shell Petroleum

Financial & Insurance Services

ABN AMRO Bank
AEGON Insurance Co.
Al Rajhi Bank
AutoOne Insurance
Axa Insurance
Ahold USA

Allstate Insurance Company
Banco de México
Bank of America
Bank Central Asia
Bank of Tokyo-Mitsubishi UFJ
Cigna Health Insurance
Citigroup
Commercial Bank of Kuwait (CBK)
Deloitte LLP
Empire BlueCross BlueShield
Equitas
Farmers Insurance Group
JPMorgan Chase
Merrill Lynch
Municipal Credit Union
NavyArmy Community Credit Union
Nordea Bank Sverige
Progressive Corporation
Sovereign Bank
State Bank of India

Food & Beverage

Anheuser-Busch
Campbell Soup Company
Cargill
Coca-Cola Enterprises
Coors Brewing Company
Frito-Lay
Hormel Foods
Interbrew
Nestle Purina AB
Pepperidge Farm, Inc.
Sara Lee Corporation
Stanfilco Division of Dole Philippines
Unilever

Healthcare & Pharmaceuticals

AstraZeneca
Sanofi-Aventis U.S. LLC
BAYADA Nurses
Boulder Community Hospital
Bristol-Myers Squibb
Dankos Laboratories Tbk
Evans Vaccines Ltd
GlaxoSmithKline
IDEXX
Jacob Healthcare
Johnson & Johnson

Hospitality

Argosy Casino Hotel & Spa
Dwidaya Tour & Travel
Four Seasons Hotel Las Vegas
Hampton Inn & Suites
InterContinental Buenos Aires
The Kahala Hotel and Resort
Radisson Hotels

Manufacturing & Shipping

Adidas
Alcan Packaging
Baker Concrete Construction
Caterpillar, Inc.
Delami Garment Industries
DuPont Indonesia
Hitachi Metals America, Ltd.
Hong Kong Oxygen & Acetylene Co. Ltd
Hunter Douglas
Ingeniería Gastronómica
International Trucks
JanPak

John Deere
Lear Corporation
Liz Claiborne
Mitsui O.S.K. Lines, Ltd.
Philip Morris International
Sappi UK
Securitas
Star Shipping Argentina S.A.
Synthes
Tetra Pak PT
Thomas & Betts
Tirtha RIA
USA Screen Printing
3M Company

Retail

Ace Hardware
Best Buy
Costco Wholesale
Domino's Pizza
Dunkin' Donuts
Enterprise Rent-A-Car
The Home Depot
McDonald's Corporation
Radco Food Stores
Staples
Target Corporation
T.J. Maxx
Walmart
Wawa

Service Companies

1-800-Flowers.com
ADT Security Services
American Dental Service

American Heart Association
American Red Cross
ARAMARK
BBC Worldwide
Chicago Bulls
Cinecolor Argentina
Finning International, Inc. (Canada)
Hapag-Lloyd
HDR Inc
Manpower
Manchester City Football Club
March of Dimes
Northrop Grumman
NYC Transit
Reed & Mackay Travel Ltd
Thomson Learning Iberoamerica
United States Postal Service
United Water
United Way Worldwide
US Coast Guard
US Navy
UNICEF

Technology

Apple
Binatone Global
Ciudad Internet
IBM
Intel
Microsoft
Oracle
VoxCom
WebMD

Dale Carnegie

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