



## SBAC and Dale Carnegie of Chicago

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**Dale Carnegie®**  
**Training**



## Public Program Offerings (In-Person & Live-Online)

Dale Carnegie’s public programs are offered in-person and live-online on an array of different topics including people skills, leadership, sales, and public speaking. These programs provide practical tools to improve the people side of the business and strengthen emotional intelligence. (the price does not include SBAC’s specific share)

The Dale Carnegie Course (List price \$1995, SBAC price-\$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Anyone experiencing or desiring change through stronger relationships, communication skills, self-confidence and emotional resilience. This is our foundational leadership program.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• 8 weeks, 3.5 hours;</li> <li>• 3 Weeks, 8 Hours;</li> <li>• 3 Consecutive Days, 8 Hours</li> </ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"> <li>• Strengthen EQ to build trust and strengthen relationships</li> <li>• Communicate confidently, clearly and concisely</li> <li>• Improve confidence to consistently show up as our best self</li> <li>• Be more influential and motivate others</li> <li>• Gain the willing cooperation and influence others</li> <li>• Demonstrate leadership</li> <li>• Manage attitude, worry and stress</li> <li>• Become more engaging and energetic presenters</li> <li>• Resolve disagreement in an agreeable way</li> </ul>

Develop Your Leadership Potential (List price \$1995, SBAC price-\$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Individuals who have been recently promoted into management or supervisory positions. High potential or top-performing employees who are being considered for leadership.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• 3 Weeks- 8 Hours</li> <li>• 3 Straight Days- 8 Hours</li> </ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"> <li>• Leading with integrity and by example</li> <li>• Hold self and others accountable</li> <li>• Motivate team members and others to action</li> <li>• Better relationships and develop trust with others</li> <li>• Increase overall self-awareness and leadership EQ</li> <li>• Strengthen personal leadership and inspire others</li> <li>• Improve communication skills, both formally and informally</li> <li>• Build confidence</li> </ul>

Leadership Training for Results(List price \$1995, SBAC price \$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Experienced leaders who want to get the most out of their teams through motivation, coaching, and innovation. Learn to engage and hold others accountable to higher levels of performance.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• 7 weeks- 3.5 hours;</li> <li>• 3 Weeks- 8 Hours;</li> <li>• 3 Straight Days- 8 Hours</li> </ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"> <li>• Distinguish between personal and organizational leadership</li> <li>• Apply an innovation process and strategic planning process</li> <li>• Drive results without being intimidating</li> <li>• Elevate performance with a proven process and accountability</li> <li>• Establish quality communication to facilitate better meetings</li> <li>• Use a delegation process to develop and train others</li> <li>• Align performance goals with strategy</li> <li>• Develop effective coaching techniques</li> <li>• Improve effective time management skills</li> </ul>



High Impact Presentations (List price \$1995, SBAC price \$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Competent presenters who want to take their skills to the next level. Participants will acquire tools to become energetic communicators, harness the power of storytelling, motivate their audience to action and more.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"><li>• 2 Straight Days- 8 Hours</li></ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"><li>• Create clear, concise and power messages</li><li>• Increasing credibility through powerful first impressions</li><li>• Harnessing the power of storytelling to be more memorable</li><li>• Presenting complex information with clarity</li><li>• Communicating with greater impact</li><li>• Create clear calls to action</li><li>• Handel Q&amp;A sessions with composure and poise</li><li>• Replace public speaking nerves for confidence</li></ul>

Winning with Relationship Selling (List price \$1995, SBAC price \$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Sales professionals at all levels who want to cultivate relationships with decision makers and uncover buyer motives</p> <p><b>Format:</b></p> <ul style="list-style-type: none"><li>• 8 weeks, 3.5 hours;</li><li>• 3 Weeks, 8 Hours;</li><li>• 3 Straight Days- 8 Hours</li></ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"><li>• Create a loyal client base and strong networks</li><li>• Strengthen their sales emotional intelligence</li><li>• Ask the right questions to uncover buyer motives</li><li>• Communicate value from the buyer's perspective</li><li>• Handel hesitations effectively and empathetically</li><li>• Talk money and close deals</li><li>• Generate referrals and repeat business</li></ul>

Communicating with Diplomacy & Tact (List price \$1895, SBAC price \$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Professionals who want to communicate with confidence, credibility and consideration to create powerful relationships.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"><li>• 2 Straight Days- 8 Hours</li></ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"><li>• Develop flexibility in communication style</li><li>• Use a tried and true method to disagree agreeably</li><li>• Communicate more effectively through active listening</li><li>• Control “hot buttons” and respond instead of reacting</li><li>• Manage conflict; stay calm and poised under pressure</li><li>• Presenting in a powerful manner without being intimidating</li><li>• Deal assertively and diplomatically with difficult situations</li></ul>

Public Speaking Mastery(List price \$1895, SBAC price \$1595) <a href="#">Register Today</a>	
<p><b>Ideal for:</b> Intermediate presenters who want a strong foundation for public speaking effectiveness and overcome nerves.</p> <p><b>Format:</b></p> <ul style="list-style-type: none"><li>• 2 Straight Days- 8 Hours</li></ul>	<p>Participants Will Learn To:</p> <ul style="list-style-type: none"><li>• Overcome nerves and become confident communicators</li><li>• Create effective presentations</li><li>• Motivate others with clear calls to action</li><li>• Prepare and present impactful evidence</li><li>• Harness the power of storytelling to become more memorable</li><li>• Create engaging visuals</li><li>• Present and conduct Q&amp;A</li></ul>