

Jones College's partnership with Dale Carnegie Training of Tennessee to train faculty as certified Dale Carnegie instructors and require all business majors to complete the **Dale Carnegie Course** is exclusive in the state and unique in the U.S., setting Jones College apart from other business schools.

The Dale Carnegie brand is probably the most recognizable worldwide in professional development training. The **Dale Carnegie Course** teaches effective personal interaction, stress management, persuasive communication, problem-solving, leadership, and positive attitude formation.

DALE CARNEGIE SEMINAR

What Employers Want

Business, community, and government leaders say today's graduates need **"soft skills"**: the ability to write and speak effectively, think through a problem to a solution, work in teams, build and maintain personal relationships, network effectively, and maintain a positive attitude toward life and work.

Course Session Titles

- Build a Foundation for Success
- Recall and Use Names
- Build on Memory Skills and Enhance Relationships
- Increase Self-Confidence
- Put Enthusiasm to Work
- Recognize Achievements
- Put Stress in Perspective
- Enhance Relationships and Motivate Others
- Energize Our Communication
- Unleash Our Full Potential
- Make Our Ideas Clear
- Think on Our Feet
- Gain the Willing Cooperation of Others
- Build Others through Recognition
- Realize the Power of Enthusiasm
- Demonstrate Leadership
- Develop More Flexibility
- Disagree Agreeably
- Manage Our Stress
- Be a Human Relations Champion
- Inspire Others
- Celebrate Achievements and Renew Our Vision

I AM *true*
BLUE

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**MIDDLE
TENNESSEE**
STATE UNIVERSITY

JENNINGS A. JONES COLLEGE OF BUSINESS





Student Perspective

Jones College students take the Dale Carnegie Course after being accepted into a business major at the start of their junior year. Total immersion in classroom exercises begins immediately. A high level of participation means each student knows everyone else in the class. The fast pace leaves no time for web surfing, emailing, or texting. Cheering and applause in support of classmates are common, and some of the role-play sessions are quite boisterous.

Students make a series of written commitments to apply the Dale Carnegie principles in improving relationships, gaining the collaboration of others, injecting enthusiasm into their lives, demonstrating leadership, and managing stress. All students deliver oral reports on their progress that average two minutes and follow a standard delivery format.

"The course forced me to re-evaluate my approach to education. How can I create more engagement, accountability, and enthusiasm for what I am teaching?"

"This class is so worth it!

If you want a course that will really impact your life and career, this is the one. I loved every minute and would take it again."

"Since taking the course . . .

my self-confidence is sky high. I gained leadership, communication, and organizational skills. I would recommend this course to ANYONE who wants to be a better person."

Instructor Training

Certification requires Dale Carnegie Course completion plus additional training: seven days in person and many hours online. A trainee teaches in tandem with a Dale Carnegie Master Trainer for two semesters before teaching independently. The Master Trainer previews each session with trainees, observes and coaches during sessions, and debriefs afterward.

Instructors use the Dale Carnegie Course standard format, plan, and materials and complete annual refresher training. Leading sessions involves coaching rather than lecturing. Emphasis is on participation and engagement, not knowledge retention. Class size is limited to 20 so that all can participate in activities. Instructors maintain a brisk pace and actively involve students, providing each with strength-centered feedback.



Impact

The impact of the course on Jones College has been transformational. Students appreciate the principles' applicability to their personal and professional lives. The required reporting on commitments motivates them to be accountable and demonstrates that the principles work.

Most students see improvement in self-confidence and relationships. Several have traced internships, job offers, or promotions directly to lessons learned in the course. Students consistently describe outcomes that have made a positive difference in their lives. They describe the course as the best and most useful one they have taken. Reports suggest that positive word of mouth on campus is motivating students to major in business.

Faculty and staff have also benefited. Their enthusiasm and camaraderie have motivated others to take the course. Those who complete instructor training report that their teaching in other courses has improved as well.

Externally, the course has been a hit with parents and employers and a tool for recruiting students and bringing employers to campus. Employers appreciate that Jones College graduates will have taken the Dale Carnegie Course.