

To whom it may concern

Date: 13 August 2007

Our Ref:

Dear Sirs

Dale Carnegie Training
Leadership training for managers

My business partner and our manager attended an introductory session by Dale Carnegie Training, because it promised solutions to the problems we had identified in our business. These are common to most business people and include, stress, time management, direction and delegation. They returned to the office full of enthusiasm and insisting I meet the course facilitator, Rich Marsh.

I duly met Rich at our office and I was impressed with how he got to the heart of our business. We already knew the areas which needed improvement and Rich demonstrated how the course would help us.

I was concerned with two areas though, cost and time. The price when seen in plain black and white can appear expensive. However, having now completed the course, I know it is value for money. The time needed to take the course was going to put us under pressure, but the fact that we can take it again meant we could cover those areas we felt needed more attention.

We decided to go ahead with the course because we have learnt that prevarication never gets us anywhere. My partner and manager had recently been promoted to these positions and were feeling slightly isolated and out of their depth. I had learnt my managerial 'skills' by default from my predecessors, regardless of whether they were right or wrong. We all knew we were making mistakes in running the business but could not find a way out of our current position. There are different and better ways of doing things and we have to try them. Rich urged us to grasp the nettle and I am delighted we did. We have got to grips with the problems a lot sooner than if we had put it off, and all our team can see the difference it has made.

Taking the course with three of us meant we could discuss the course material, how we implement the ideas in our business and what improvements were expected. The benefit of having more than one outweighed the cost. In fact, the personal development of my two colleagues over the seven weeks has made me very proud.

Seven weeks seems a long time, but it flew by. The course is intensive, thought provoking, and even uncomfortable at times. However, the one night a week format works because it gave us time to think about what we had done, what we needed for the next session, and to implement the ideas learned with feedback from Rich. The support given was good because it enabled us to ask for advice before we implemented the improvements to make sure we got it right. Any problems encountered were sorted out with Rich's experience and outside perspective.

The group format helped us to gain others views on the course and it implementation. They come from different backgrounds and businesses, so we were not all stuck with the same historical or professional view. The ideas were bounced around the group and it was exciting waiting to hear what everyone had done each week. The group successes inspired everyone to try something each week. We are keeping in touch with the other participants to see how we are all progressing.

For us the overall benefit is direction. We had an idea of where we want the business to go but no idea how to do it. This course gave us that, from a clear communicative plan, team structure, innovation, performance and finally actually implementing it all. Our team have benefited because they all feel part of our plan, know what is expected of them, and want to contribute to our success. The stress management advice has helped us and we have passed this advice to all our team.

I personally read various books on management and business, and have learnt a lot from them. The problem comes with communicating those ideas to the whole business, implementing them and being consistent, and actually being a leader. This course overcame those problems, and I can recommend it to anyone who recognises they need guidance with their leadership skills and really want to improve their business in the process.

Yours sincerely

David Stocker
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