



Take Command

Dale Carnegie
Success Strategies



About Us

At Dale Carnegie, we invigorate employees by drawing out their natural strengths, building the courage and confidence they need to take command of their role and achieve the unexpected. And as we help individuals excel, they gain the trust and respect of the people around them, creating a culture that works at all levels of an organization.

We set teams in motion and help entire organizations reach new heights, powered by the unique talents of the individuals who work there.

For more than 100 years, we've helped companies of all sizes generate revenue, increase productivity and reduce costs by revealing their bright and resourceful workforce. Today, we continue to cross borders and generations, showing people how to tap into the best parts of themselves to create positive change.

Co-authors



Joe Hart

President & CEO of
Dale Carnegie & Associates

Joe Hart began his career as a practicing attorney. After taking a Dale Carnegie Course, Joe reassessed his career path and future, ultimately leaving the practice of law, going to work for a top real estate company, and then founding an innovative e-learning company called InfoAlly. After selling that business five years later, Joe became the president of Asset Health, a US-based health and wellness company—all before becoming the President and CEO of Dale Carnegie in 2015. In 2019, the CEO Forum Group named Joe as one of twelve transformative leaders, giving him the Transformative CEO Leadership Award in the category of the People



Michael A. Crom

Board Member of
Dale Carnegie & Associates

Michael Crom is a Board Member of Dale Carnegie & Associates and is also Dale Carnegie's grandson. He is also an author and has published several books, including "The Sales Advantage" and "The Leader in You".

Take Command of Your Thoughts and Emotions

1. Choose empowering thoughts.
2. Use supportive habits to develop your mindset.
3. Befriend your emotions.
4. Recognize and appreciate your inherent greatness.
5. Find opportunity in change.
6. Confront your regrets, make amends, and move on.
7. Use stress to your advantage.
8. Use hardship to build your inner strength.

Take Command of Your Relationships

1. Make people a priority.
2. Be yourself to build trust.
3. Be gracious in giving and receiving feedback.
4. Establish and communicate boundaries – and know when to walk away.
5. Try honestly to see things from the other person's point of view.

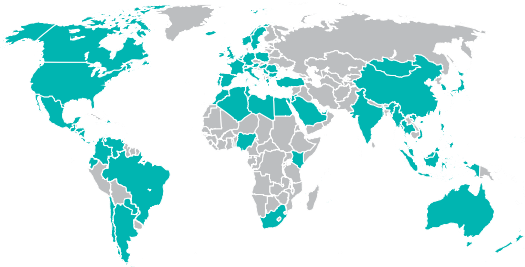
Take Command of Your Career & Life

1. Cultivate your purpose.
2. Commit to nurturing and sharing your vision.
3. Find a common purpose with others.
4. Make your life matter.

"If you are not in the process of becoming the person you want to be, you are automatically engaged in becoming the person you don't want to be." - Dale Carnegie

Dale Carnegie

Global Footprint



80+ Countries
30+ Languages
9 Million+ Graduates
110+ Years



Take Command of *your life!*

dalecarnegie.com

