

DCT in India offers host of talent development solutions

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Dale Breckenridge Carnegie (1888-1955) was destined to be born in a farmer family in Missouri, USA. Yearly floods devastated their farms and kept them poor. Since he couldn't afford to live at his school, he rode a horse to class each day. However, all that and more could not stop him to create his own destiny to be the pioneer in self-improvement and personality development.

Though he later empowered millions to better themselves and to be successful, his own success can be traced to his love for reciting. He used to recite in his school, local churches, and debated in school competitions (quite remarkable that he never won a single debate). And when he could not find anybody to hear him, he would recite to his horse!

After he graduated, Dale tried his luck with different jobs. As a salesman for a corresponding course, he sold just one copy. He then worked for a slaughter house and meat packing company where he could earn only a meager amount. Determined to pursue his strength-'public speaking' he decided to move to New York to learn the art.

Twists in the tale continue. On his journey to New York a stranger advised him to try his hand at acting. So he did, and failed utterly. At the end of all this, young Dale was so depressed that he later confessed to have contemplated suicide. Yet, he managed to gather himself in those crisis moments, something so characteristic of individuals who made a lasting impact on hu-

manity.

Eventually he joined at New York YMCA not to learn public speaking though, but to teach the same. By then, he had spent all the money he had come with and had to earn a living and might be that the divine deemed him fit to teach rather than learn. But, the YMCA manager was not as convinced about Dale's abilities and allotted him slots in the night. Night public speaking sessions began for the first time in YMCA giving him a measly \$2 per night. His popularity grew by the day and soon he was making \$25 per session and within two years \$500 per week, equivalent to today's \$10,000. It was at this time he switched himself

from being a 'Carnegey' to 'Carnegie' before his lecture in New York's famous Carnegie Hall named after a philanthropist Andrew Carnegie. He was addressing packed houses in his country, Europe and much later elsewhere too.

He authored several books including How to win friends and influence people which in many ways became synonymous with the man himself. The book is rated as the second most influential self-help book of all time. He developed popular courses in public speaking, interpersonal skills, salesmanship, and corporate training.

True to his claims, his books and courses were not his creation. Their content

was borrowed from works and sayings of a broad array of world renowned prophets, philosophers, and thinkers like Jesus, Socrates and Chesterfield.

Evolution of his courses was as dramatic as his entire story or any part thereof. Improvisation and not deliberate planning caused its genesis, which happened in Dale's first session itself. Having exhausted the lesson too early in the session he made a spontaneous suggestion to students to speak about "something that made them angry." That exercise demonstrated to himself and to his students how people, when angry, speak fearlessly.

That was a humble beginning in 1912, of the Dale Carnegie Training (DCT), which today has a presence in 86 countries, which so far trained 8 million people via 30 languages. Over 400 of the Fortune 500 companies and successful individuals, from Olympic Champions to Corporate Leaders and Heads of States, are clients of Dale Carnegie Training. This year it would celebrate its 100th anniversary.

DCT centers in India offers talent development solutions in the areas of leadership, communications, presentations & public speaking, sales training, world class customer service, interpersonal skills, building high performance teams, media training, e-learning, executive coaching and profiling & competency assessment tools in a variety of formats to suit various needs.

For details visit www.dale-carnegieindia.com

