



## Bilingual Leadership Development Program

Do you have important Spanish-speaking employees, front line leads and supervisors? Does your organization have Spanish-speaking talent equipped with the leadership competencies required to step into senior executive roles? Is your organization aligning bilingual learning initiatives with your business strategy? These are some of the questions that organizations must address in today's diverse environment. Organizations are now teaming up with Dale Carnegie to implement a "Bilingual Leadership Development Program" that addresses these issues.

Organizations that have identified future bilingual leaders can now take a proactive approach to leadership development and succession planning. This type of proactive development along with aligning bilingual learning initiatives creates a strong employment value proposition and rounds out your benefit package for recruiting and retaining top Spanish-speaking talent in today's competitive job market.

This three-course program is focused on developing Transformational Leadership skills.

- The Dale Carnegie *Skills for Success* course focuses on building self-confidence, strengthening people skills, enhancing communications skills, developing leadership skills, improving attitudes and managing stress.
- The Dale Carnegie *Develop Your Leadership Potential: Stop Doing, Start Leading* course is specifically designed to address the challenges that new leaders face, to help them change their mindset, and give them confidence with proven strategies and tools that are used by the most successful leaders.
- The Dale Carnegie *High Impact Presentations* course focuses on creating a positive image, delivering presentations that sell ideas, as well as communicating with inspiration and impact.

### Increase in Transformational Leadership:

|                                  |     |
|----------------------------------|-----|
| Idealized Influence (Attributed) | 20% |
| Idealized Influence (Behavior)   | 19% |
| Inspirational Motivation         | 26% |
| Intellectual Stimulation         | 15% |
| Individual Consideration         | 16% |

### Increase in Outcomes of Leadership:

|                              |     |
|------------------------------|-----|
| Extra Effort                 | 14% |
| Effectiveness                | 13% |
| Satisfaction with Leadership | 14% |

Doctoral Study: Improvement in the 8-week Dale Carnegie Skills for Success Course® combined MLQ scores ( $p < .01$  statistical significance) and percentile rankings compared to 27,285 other leader-managers assessed with MLQ & MLQ 360°. ©Donald R. Osborne

### Dale Carnegie of Orange County

1805 East Dyer Road, Ste 109

Santa Ana, CA 92705

949.833.3253

[www.oc.dalecarnegie.com](http://www.oc.dalecarnegie.com)