

 Dale Carnegie

EST 1912

BRAND SOUNDBITES

Connection Is The New Currency

80
COUNTRIES

35
LANGUAGES
SPOKEN

KIRSTY
PERKINS

**WHY IS THIS
IMPORTANT?**

The Dale Carnegie logo is located in the bottom right corner. It features a stylized 'X' icon above the text 'Dale Carnegie'. The entire logo is set against a yellow, paint-splatter-like background.

**Dale
Carnegie**



#1 SKIP THE BLAME GAME

Instead of criticising try to see things from the other person's perspective



#2 GIVE REAL RECOGNITION

Everyone appreciates being noticed for something genuine.



#3 LET OTHERS SHINE

Don't always try to be the star of the conversation

#4 ACTUALLY LISTEN

Not just waiting for your turn to talk — really hear them out.



#5 REMEMBER NAMES

It's a small thing, but makes people feel valued



#6 OWN YOUR MISTAKES

Admitting you're wrong quickly builds more respect than excuses do



#7 ASK GOOD QUESTIONS

Give people the space to share their stories



#8 KEEP THINGS LIGHT WHEN YOU CAN

A little humour or warmth makes things easier