

## BUSINESS NEWS

Women from same village among nine Carnegie coaches worldwide

# Prestigious course is an ideal place to win friends

## IN SHORT

Clare Crowther and Amana Walker, of Elloughton, are two of just nine people worldwide qualified to deliver Dale Carnegie courses to businesses.

The pair had never met before the training course.

By DANIELLE WAITE

NEWS REPORTER

**BUSINESSWOMEN** Clare Crowther and Amana Walker both live in the same East Riding village.

But their paths did not cross until they took part in a training exercise for Dale Carnegie Corporate Coaches.

They were two of 40 consultants, trainers and coaches from across the UK who arrived in Manchester hoping to become the first Dale Carnegie Corporate Coaches.

The numbers were reduced through each stage of the training process, which involved five days of training over five months, until just nine remained to spend the weekend being assessed in Ilkley.

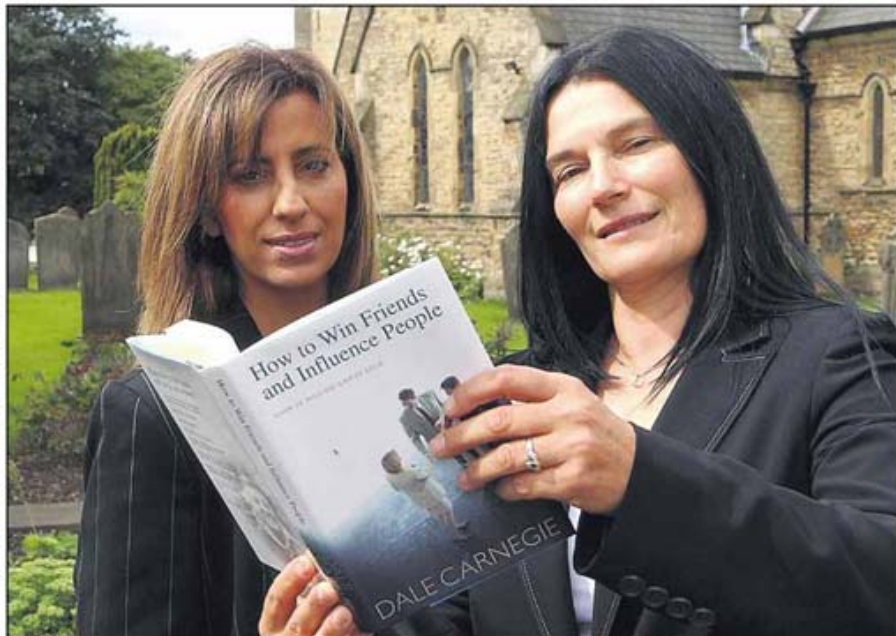
Now the pair are among nine people worldwide qualified to deliver Dale Carnegie courses to businesses.

Amana, of Elloughton, set up Walkahead to provide coaching services to businesses and individuals across the UK.

She said: "The assessment consisted of four intensive, energetic days of demonstrating our capabilities."

"As business owners, what we liked was the practical demonstration of the applicability of Dale Carnegie to 21st century business topics."

"It is amazing to think the first Dale Carnegie course was in 1912 and the first publication of the book *How To Win Friends And Influence People* was in 1936, yet the principles still produce



**RARE SKILLS:** Amana Walker, left, and Clare Crowther, both of Elloughton, met on a Dale Carnegie training course. They are among nine people worldwide qualified to deliver Dale Carnegie courses to businesses **PICTURE:** Jack Harland

impressive business results in today's society."

Clare, of Elloughton, is the managing director of Your New Horizon, a consultancy in executive coaching, team effectiveness and project management.

She said: "Traditionally, Dale Carnegie has talked about people bettering themselves for their own benefit."

"This is about people bettering themselves for the benefit of the business where they work and taking benefits of Dale Carnegie into the corporate environment."

"For people to have come from across the UK to take part in the first programme in this new discipline, and for two of the

successful applicants to come from the same village, is a remarkable coincidence."

Once the pilot programme is assessed, it is hoped it will be rolled out across the entire Dale Carnegie network, which operates in 70 countries.

Mark Fitzmaurice, master trainer at Carnegie University, said: "We are very proud to run this event in England and excited we are setting the standards."

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## Links

**Dale Carnegie**  
www.dale-carnegie.co.uk/  
**Your New Horizon**  
www.yournewhorizon.co.uk/

## IN BRIEF

## Nicky's back to put wind in your sales

MOTIVATIONAL speaker Nicky Pattinson is returning to Hull just weeks after her last warmly-received appearance in the city.

Ms Pattinson spoke at Business Week in June and last month addressed Cityimage's breakfast meeting.

Now she is returning to give her own presentation on Monday, October 28, at the Holiday Inn hotel.

She has earned a national reputation for her broad Yorkshire accent and her message on how to improve sales performance.

She said: "Basically, I help people move their businesses forward, whether they're in sales, account management or one-man bands."

"First though, you have to move yourself forward, then decide what you want, who you are and where you're going."

"The rest stacks up afterwards – and I'll show people just how to get sat in front of the people they need to be sat with."

The event runs from 9.30am to 1pm and tickets cost £55 plus VAT. For more information visit [www.hiyaitsnicky.com](http://www.hiyaitsnicky.com)

## IT'S A FACT

**BRITISH** workers have a severe lack of ambition, with one in 10 describing themselves as "completely demotivated", research has revealed.

A survey of 500 office workers by consultant the Hay Group showed fewer than one in five considered themselves to be very ambitious, despite working the longest hours in Europe.

One in four of those questioned admitted they were just "coasting" in their job and fewer than half said they loved their work.

SOURCE: Hay Group

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