



DALE CARNEGIE®
TRAINING

THE LEADER

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For the Dale Carnegie Training® Graduate

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GRADUATE PROFILE

Dale Carnegie Training Helps Create A Top Young Entrepreneur

Like so many people in their mid-twenties, Charlie Fortner had a dream. After getting a degree from Ohio State University, he wanted to move to Hawaii and start a small business. However, for most people reaching adulthood in Ashville, Ohio, those dreams would more likely turn into a move to Akron or Chicago.

Instead, at 24 years old, Fortner and two friends (who owned a small paging company) decided to check out an ad in a national communications trade magazine that asked for someone interested in carrying nationwide paging traffic to Hawaii. The three arrived in Honolulu, drove around checking out existing paging services and stopped at a restaurant for dinner. Fortner's two friends asked him if he'd start a new paging business for their company in Hawaii.

Six months later, Fortner returned to Honolulu, checked into a hotel and started searching for an office space. He did virtually the entire job himself, answering the phone, programming and repairing

paggers, setting up inventory, and paying the bills. "You name it and I did it," says Fortner. "I'm very conservative and I don't like to waste money, so I tried to do everything myself."

Now, less than four years later, Fortner has built a thriving business with 18 employees and three retail locations on Oahu offering local and national service to customers. Even more impressive, he recently won the national Small Business Administration's Young Entrepreneur of the Year Award, a highly coveted honor that requires a stringent nomination process. "I'm not one to get emotional about things, but inside it was a tremendous honor," he told *Island Business* magazine earlier this summer.

Yet it's an honor he might not have won without Dale Carnegie Training®. There's no question Fortner knew how to start and run a business and that he had



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a thriving business....**

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of the Year Award."**

the self-confidence to make things work. "In a lot of ways I have self-confidence but I used to have a hard time standing up in front of a group of people," he says. "I've never been into sales and cold calls. I just opened the store, did some advertising that brought people in

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ABOUT...

DALE CARNEGIE® TRAINING

Dale Carnegie Training® offers a wide range of training for organizations and their employees. Skill development areas include:

- Communication
- Leadership
- Sales Performance
- Presentation
- Customer Service

Recognized by the American Council on Education and accredited in the U.S. and Canada by the Accrediting Council for Continuing Education & Training, Inc.

Dale Carnegie Training programs are conveniently scheduled at sites near you. For scheduling and enrollment information or to arrange for on-site or custom-tailored programs, contact your local Dale Carnegie Training Consultant. To find your nearest local licensed Dale Carnegie® Consultant, call (800) 231-5800, or visit us on the Internet at <http://www.dalecarnegie.com>.

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and handled them one-on-one."

That changed after attending a public Dale Carnegie Course® about a year ago. The course was offered by Jim Varner, a Hawaii-based Dale Carnegie Training® sponsor. "I attended an introductory session with one of my store managers. As we arrived I mentioned that I hoped audience participation was not required, but soon realized this apprehension was exactly what I needed to overcome."

Had he taken the course earlier, Fortner says he would have managed his small business very differently during its early years. "I would have been more out front in the company if I'd had this ability," he says. "I would have gotten more into the outside sales approach."

He also would have managed interpersonal relations with employees a little differently. "It was gratifying to see my employees enjoying their work and time spent at the office," says Fortner. "And after completing the seminar, I know now I'm communicating more clearly my enthusiasm with them and their commitment to the company."

It's this work style that attracted

Jose Dydasco to join the company as operations manager a year ago.

"Charlie is very open-minded and encourages everybody to jump in and share their ideas," Dydasco told *Island Business*. "That's why we go home feeling good about our jobs."

"Charlie is very open-minded and encourages everybody to jump in and share their ideas."

Sometimes at 8 or 9 p.m., I get a page from Charlie thanking me for something I've done during the day. It really makes me feel appreciated."

Five other employees have taken the public course since Fortner's experience. "I see them using the human relations principles — avoiding arguments, seeing the other's point of view — and it makes me proud," says Fortner. "I know this is the right way to run a company."

Leadership Philosophy from Centuries Past

When Dale Carnegie first developed his theories of leadership and communication, he turned to the world's philosophies and religions to see what they all had in common. Surprisingly, he found tenets that could be traced back thousands of years in many countries. Many of these ideas are still inspiring in today's faster-paced world. Following are Lao-tzu's thoughts on being a good leader. This is taken from Stephen Mitchell's recent translation of the Tao Te Ching.

The Master has no mind of her own.
 She works with the mind of the people.

She is good to people who are good.
 She is also good to people who aren't good.
 This is true goodness.

She trusts people who are trustworthy.
 She also trusts people who aren't trustworthy.
 This is true trust.

The Master's mind is like space.
 People don't understand her.
 They look to her and wait.
 She treats them like her own children.

