

# SHOWCASE SPOTLIGHT



## Center for Creative Leadership

**Benchmarks: Developmental Reference Points for Managers and Executives.** An innovative new management-development assessment instrument based on six years of research into how managers develop through experience on the job. For information, write or call Jo-Anne H. Hand, Center for Creative Leadership, Box P-1, Greensboro, NC 27402-1660; 919/545-2814. Circle No. 217 on Reader Service Card.

## CRM Films

New from CRM: *Managing Stress*, revised edition; *The Leadership Challenge* (based on the acclaimed book), and two films from *Abilene Paradox* creator Jerry Harvey. FREE previews. Circle No. 216 on Reader Service Card.

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Leadership program builds on acquired management skills and focuses on Entrepreneurial Vision, Sensitivity to Environment, Gaining Commitment, Pressing the Challenge, and Reinforcing Change. Circle No. 219 on Reader Service Card.

## Drake Beam Morin Inc.

DBM's Success Factor is a new training program for managers, teaching them how to hire for the right fit. Call 408/453-3850 for more information. Circle No. 210 on Reader Service Card.

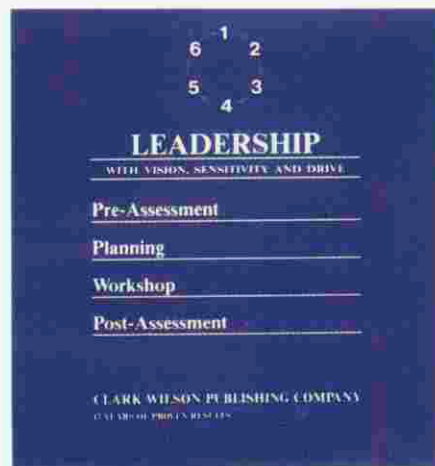
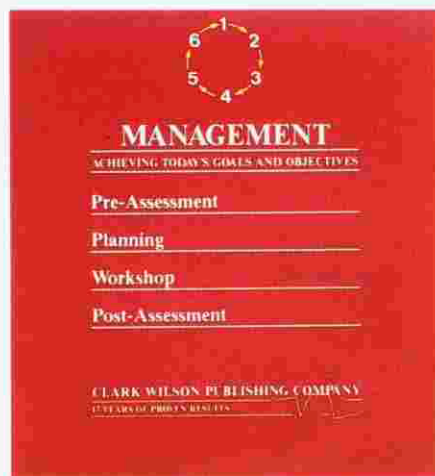


## BENCHMARKS™ Developmental Reference Points for Managers and Executives

An innovative new Management Development Assessment Instrument based on six years of research into how managers develop through experience on the job.

Developed by  
Michael M. Lombardo  
and  
Cynthia D. McCauley

CENTER FOR CREATIVE LEADERSHIP



## Communispond Inc.

Communispond's Trainer Development Institute (TDI) qualifies your company instructors, using time-tested Communispond methods and materials. Train your employees in presentation, selling, business-writing, and interviewing skills. Communispond Inc., 485 Lexington Avenue, New York, NY 10017. Call 212/ 687-8040. Circle No. 222 on Reader Service Card.



## Development Dimensions International (DDI)

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## Development Dimensions International (DDI)

What is the real meaning of empowerment? How does it work? And why should it be part of every organization's future? *Zapp!* discusses the critical role empowerment plays in developing organizations dedicated to improving quality, productivity, and employee satisfaction. This book is "must" reading for leaders of the nineties. For information call Development Dimensions International. Circle No. 212 on Reader Service Card.



## Development Dimensions International (DDI)

Celebrating 20 years of HRD excellence, DDI will feature its award-winning programs and services in personnel selection and promotion, training and development, performance management, and evaluation and analysis. Circle No. 211 on Reader Card.

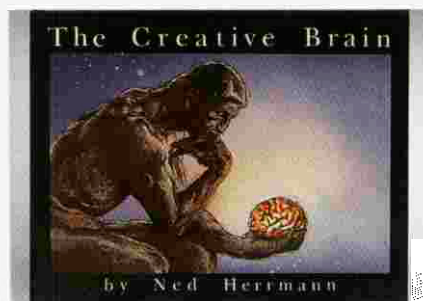


## The Dreiford Group

Dreiford Group workshops develop executive and managerial skills in such areas as managing change, identifying and managing ethical issues, promoting innovation, and managing "the boss." The Dreiford Group, 6917 Arlington Road, Suite 227, Bethesda, MD 20814. Call 301/656-1773. Circle No. 214 on Reader Service Card.

## The Ned Herrmann Group

The *Creative Brain* describes Ned Herrmann's brain theory and its dramatic implications on the training field. Learn these invaluable techniques today! New 2d edition available. Call 704/625-9153. Circle No. 226 on Reader Service Card.



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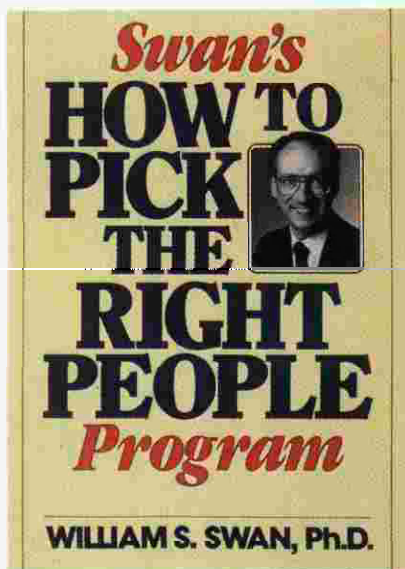
### MOHR Development Inc.

Technical Leadership, a modular program from MOHR Development Inc., trains leaders of technical professionals in the strategies and skills needed to foster innovation, entrepreneurship, and teamwork. Circle No. 224 on Reader Service Card.



### ShIPLEY Associates

ShIPLEY Associates' Effective Business Writing interactive videodisc courseware adapts our proven writing process to a stand-alone modular training program in a computer-based format. ASTD Booth 1124. Circle No. 227 on Reader Service Card.

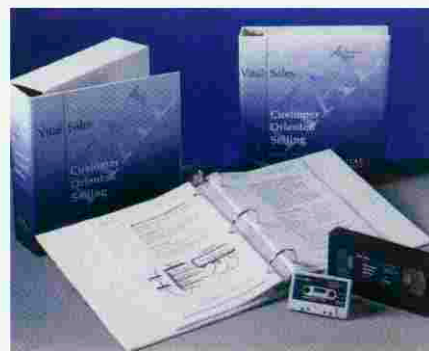


### Swan Consultants Inc.

Our "How to Pick the Right People" program is a unique, field-tested selection-interview training system. We offer public seminars nationwide and have tailored in-house programs, or we can certify your trainers to present the program. Also available is a Campus Recruitment Interview version. Now, all the interviewing tools and techniques you'll need are available in a book titled *Swan's How To Pick the Right People Program*. Also available, *How to Conduct the Performance Appraisal*. Circle No. 225 on Reader Service Card.

### Vital Learning Corporation

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### Zenger-Miller Inc.

**Quality-Improvement Skills Training.** QUEST (Quality Enhancement Through Skills Training), a new program from Zenger-Miller, gives managers and their employees the practical "how-to" skills needed to put quality theory to work—interpersonal and team skills as well as analytical and problem-solving skills. Zenger-Miller Inc., San Jose, CA 95110; 408/452-1244. **Circle No. 207** on Reader Service Card.

### Zenger-Miller Inc.

**Supervisory Training.** Recently selected the best supervisory-training program, Frontline Leadership provides not only basic supervisory skills but also the fundamentals of leadership behavior. It is modular and flexible and can be customized to fit the unique needs of any organization. Zenger-Miller Inc., San Jose, CA 95110; 408/452-1244. **Circle No. 208** on Reader Service Card.

### Zenger-Miller Inc.

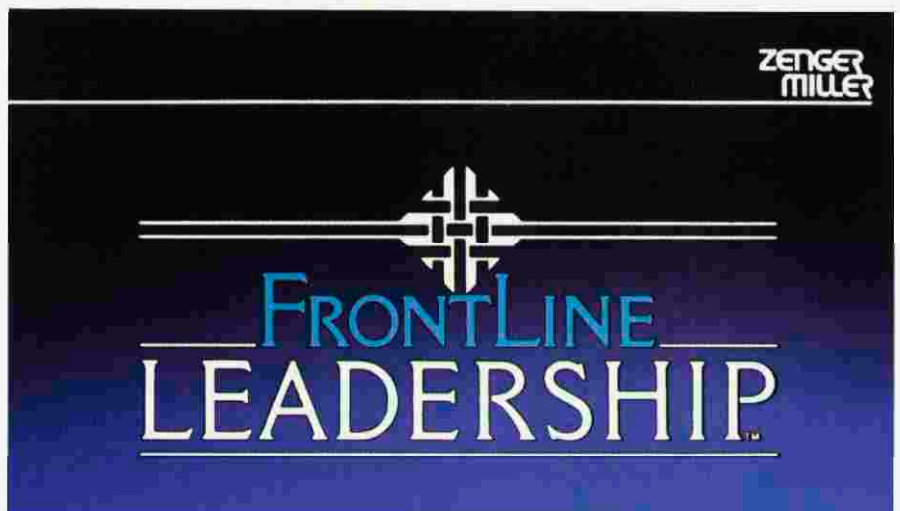
**Training Professional Development.** Zenger-Miller is offering training professionals results-oriented seminars for Marketing and Selling Training to Management, Practical Consulting Skills, Effective Facilitation Skills, and Evaluating Training Results. On-sites and public sessions are available. Zenger-Miller Inc., San Jose, CA 95110; 408/452-1244. **Circle No. 209** on Reader Service Card.



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