

IDEAS THAT WORK

In each issue, the Journal will carry one or more fresh ideas that have been successfully applied to the human resource development environment, and, in most cases, have saved organizations money and valuable time through increased productivity.

If you would like to share a working "idea" with other members of the profession, please submit it to: Training and Development Journal, P.O. Box 5307, Madison, WI 53705.

Each person submitting an "idea" that is published will receive an attractive ASTD key chain, lapel pin or tie tack!

GIVE SPEAKERS GUIDELINES FOR PREPARING VISUALS

Visual aids can provide interest and help to clarify points that a speaker makes verbally. But sometimes the slides are unreadable or of poor design. When this happens, they don't communicate anything and might as well not even be used.

To prevent speakers from preparing poor quality slides, the American Society for Quality Control, headquartered in Milwaukee, prepared a memorandum to send to all speakers at its annual conference.

The society's memo points out that ASQC is out to cure obesity — the obesity found in overstuffed visuals used with presentations of technical papers. The memo goes on to say:

"You've undoubtedly heard the Chinese proverb, 'One picture is worth 10,000 words,' more often than you would like to remember. But it is still a valid statement, if you add: 'But only if the picture is legible.'

"Often convention speakers seem to be trying to follow this

proverb literally, attempting to reproduce 10,000 words on one slide or overhead transparency. The result is one of the chief criticisms heard from people attending conferences: 'Bad visuals.'

"What makes a bad visual? In general, three things: It's too crowded; detail lines are too light, and letters are hard to read (too small or handwritten).

"An audience should be able to comprehend a slide or overhead transparency almost at a glance."

The memo offers four quick rules of thumb to follow in preparing 35mm or 2x2-inch slides or overhead transparencies:

1. Allow yourself a 6x9-inch horizontal area to fill with copy for each projectual.

2. Use no less than 1/4-inch high type (measuring the smallest letter).

3. Put no more than 10 lines (double-spaced) of no more than seven words each on any given projectual. Limit of five columns per projectual.

4. View the result from eight times the height of your actual copy area. If you can read it, so can your audience.

These are the minimum requirements for visual materials presented at ASQC conferences.

ASQC also attaches more detailed notes regarding specific instruction on content, size, color, and weight of slides, the use of graphs, tables, and nonprojectuals such as chalkboards and flipcharts. — *Association Management*, July 1977.

TEN COMMANDMENTS FOR A FEDERAL GRANT!

Many applicants for a federal grant overlook some of the most elementary points, which are fundamental for obtaining the needed funding.

By observing some simple, but crucial pointers, the chances for getting a grant can be enhanced some 90 per cent. At least it will put you in the top, rather than the lower rank for funding. Remember, "almost" only counts in horse-shoes!

1. Do read the regs (regulations) numerous times. Look for special qualifications, e.g., "rural," "urban," "for senior citizens, inmates, and minorities."

2. Query the funder. Like being a seasoned writer who queries the editor, before embarking on a grant proposal writing spree, query the funder. Find the key person who is determining the KINDS OF PROJECTS desired, and you are half of your way or more.

3. Find the current emphasis. If this year CONSORTIA is the big thing, shape your proposal to emphasize that framework.

4. Check the funding level. If the agency providing the funds has an amount that it usually considers appropriate for each project, find out that amount and target your budget to meet that level. Otherwise you are dead.

5. Find out who is on the Advisory Committee if there is one. The bias of that group may shape the funding policy. Don't hesitate to ask for advice.

6. Be specific about objectives, and how you plan to accomplish each one.

7. Build in an evaluation procedure. Try to have an outside, objective group suggested for the evaluators. Federal agencies don't like mutual backscratching.

8. Include comprehensive vitae of the Director and the faculty to be utilized. Skimpy vitae give an appearance of a skimpy project. Urge professionals to emphasize their program experience, and

what they can contribute to the person's project.

9. Include letters of support. Choose them carefully. Ask persons who have professional reputations in the field, and have some political clout. For example, a legislator who has been working for senior citizens can do a world of good on a project dealing with programs of the aging. A few strong letters of support are better than a mass of weak ones. And, be selective.

10. Be sure the local institution will give the matching support needed for the project. And be clear if it is "in kind" or if hard cash is demanded.

Grantsmanship is an art. And you are well on your way to becoming such an artist! Happy writing, and happy programming. — *Dr. Roger W. Axford, Associate Professor of Adult Education, Center for Higher and Adult Education, Dept. of Educ. Admin. and Supervision, Arizona State University.*

SUPER 8 FILMS HELP MARY KAY TAP HOMEMAKERS' TALENT BANK

DALLAS, Tex. — "Giving women who have never worked the confidence to try sales takes more than facts; their fear of rejection has to be conquered," says Dick Bartlett,



Next month's featured idea centers around a California-based corporation's answer to the challenge of today's society and industry to successfully harness and protect one of its most powerful and precious resources — *the youth of America.*

vice president of marketing for Mary Kay Cosmetics, Inc. "Printed materials can't erase fears, but films — showing others like themselves doing something that is glamorous and fun, as well as profitable — can help them visualize themselves in the same role."

Utilizing super 8 sound movies and lightweight, portable projectors, Mary Kay has instituted an innovative training and motivational program for its independent beauty consultants.

The new training films will be shown to the beauty consultants by sales directors who are themselves former consultants. These women, also independent contractors, will use more than 600 sound projectors in the program. Mary Kay purchased the projectors, then resold them to the independent businesswomen who expect to reap higher commissions as a result of training-related sales increases.

Almost 90 per cent of the firm's 37,229 person sales force are homemakers. By motivating and teaching them to become independent beauty consultants, Mary Kay has compiled an enviable growth record. In 1976, net sales climbed 28 per cent to nearly \$45 million.

The company believes that the new training program will help the sales organization eventually reap an even more fruitful harvest of sales and productivity.

"These women are not tied to us by pay checks or fringe benefits," Bartlett says. "They are not employees who can be told what to do. So, our training and motivational materials have to be persuasive."

Two Mary Kay films already have debuted. "It's A Way of Life," a 22-minute film, features beauty consultants and sales directors who tell the company's story. The second film, a capsule overview of the annual seminar, is designed to boost 1977 seminar attendance beyond the 1976 record of 7,500.

Five more films, now in production, will provide specific pointers on giving beauty shows and demonstrating skin-care techniques.

EARN YOUR DEGREE OUTSIDE THE CLASSROOM

As a midcareer professional, you might be closer to obtaining your advanced degree than you expect — and you don't necessarily have to attend formal classes to complete courses of study.

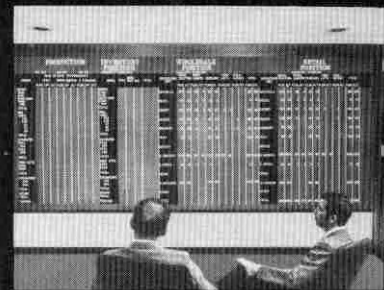
Graduate programs leading to degrees at the American International Open University (AIOU), St. Louis, give credit for experience and company training and allow transfer of credits for courses satisfactorily completed elsewhere. No on-campus residency is required.

Individuals enrolled at AIOU work with an Advisory Committee of experts from academia and the profession to design an individualized Learning Plan tailored to meet your personal and career goals. Assisting your competency-based professional development is our goal. You may begin any time. For more information write:

American International Open University, 7710 Carondelet Avenue, Suite 505, St. Louis, Missouri 63105.

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