

Master of Arts Degree

Specializing in Human Resource Development

The Goddard Graduate Program of Norwich University is non-residential and designed for working professionals. Plan and work in your own study area under the direction of full-time Core Faculty and part-time specialized Field Faculty. Other nontraditional B.A., M.A. and MFA programs are available. Ask about Financial Aid. Equal Opportunity Admissions.

Vermont College Campus Norwich University



Box 62, Montpelier, VT
05602. (802)229-0522.

Norwich University is chartered in the State of Vermont and accredited by NEASC.

Circle No. 142 on Reader Service Card

EARN YOUR DOCTORATE WITHOUT INTERRUPTING YOUR CAREER

As a full time professional in business, psychology, education, government, health service—you can expand your opportunities as you've always hoped to. Start now at Walden on your individualized program. Self-paced, you make immediate progress toward your doctorate with a time-tailored schedule. Completion is possible in one or more years. Prerequisites are: advanced graduate work and/or the equivalent in Life Experience.

Call or write today for catalog and information:

W Walden University
Dept. T

607 Marquette Ave. #307, Minneapolis, MN 55402
801 Anchor Road Drive, Naples, FL 33940
591 Camino de la Reina, #B14, San Diego, CA 92108

Circle No. 152 on Reader Service Card

new training tools

Assertiveness Training

The DeAnne Rosenberg Assertiveness Training Workshop is a self-improvement, assertiveness training program that helps improve on-the-job and personal human relations. Incorporating live recorded cassettes with a workbook for independent study, it is designed to help strengthen self-confidence, improve communication skills and resolve difficult interpersonal situations.

The course consists of eight 45-minute cassettes and provides a 56-page workbook that supports the recording with conceptual diagrams. The workbook also includes self-test exercises to judge direct communication abilities and assertiveness. The Assertiveness Training Workshop is priced at \$79.95 plus shipping and handling. Literature is provided on request. **DeAnne Rosenberg, Inc.**

Circle Reader Service No. 230

Sales Training

This new training program to teach basic selling skills is a self-paced, audio-print program, emphasizing practical, hands-on applications. The program has been developed to fill the needs of a variety of selling skills applications. It has three versions, each designed to solve a special sales training problem: basic selling skills—applies to all areas of sales; basic selling skills for technical products and services; and customized versions of either program. **ICS-Intext.**

Circle Reader Service No. 234

Professional Development for Sales and Management Personnel

A new professional development program for managerial and sales personnel called "The Balance of Power" is a versatile program, appropriate for use by individuals as a guide to self-improvement, by managers to coach and develop subordinates and by human resource specialists as a tool for organizational development. The program measures an individual's personal

style in 10 key operating practices. Then, based on score interpretation, it prescribes an action plan for improvement. The program is offered in two versions: managerial and sales.

The minimum order for "The Balance of Power" program, either version, is 25 sets at \$7.00 per set. Trial packs of four sets are offered for \$36.00 a pack. Discounts are given for orders of 50 or more sets. **Superior Sales/Management Publications, Inc.**

Circle Reader Service No. 231

Retail Sales Series

"The Retail Selling Skills Series" is a new six-module training program designed expressly to increase sales and improve customer relations in retail organizations. Each video-based training module (also available in film) is organized into a presentation format of 70 to 90 minutes and designed for successful implementation by either training professionals or line managers.

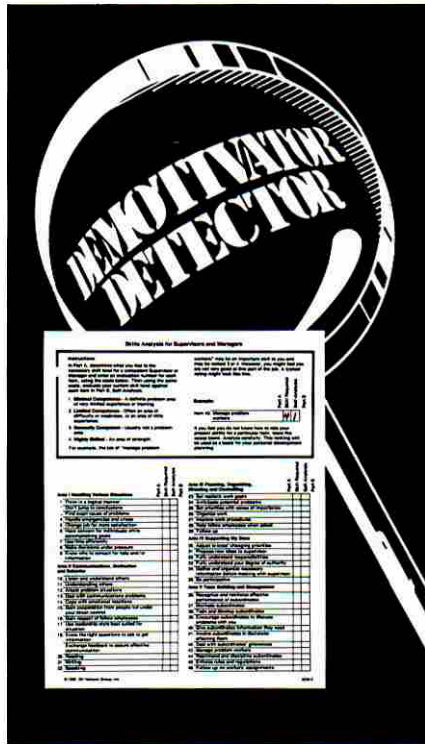
The training design of each module incorporates visual examples of model behavior, the methodology for the "internalization" of skills by participants, actual skills practice and feedback. An added motivational dimension of each module is the identification of the many benefits trainees will enjoy by actively applying their newly acquired selling skills. **Mediatec, Inc.**

Circle Reader Service No. 237

Business Strategy Simulation

The "Strategic Management Game," a dynamic and exciting computer-based business strategy simulation from SMG, Inc., is a state-of-the-art package designed to give players a "general manager's" perspective of running a business. Managers make strategic and tactical decisions to guide their firms through several years of operations in a fiercely competitive marketplace. It is currently available on timeshare; mainframe and microcomputer versions are also available. **Strategic Management Group, Inc.**

Circle Reader Service No. 247



Demotivator Detector

This easy-to-use troubleshooting system isolates the probable causes of demotivation within an organization. The user simply answers the questions on the top sheet of the two-part form, then reads the indicators on the second sheet for instant diagnosis and corrective recommendations. Areas covered include: poor communications, excessive criticism, vague standards, poor discipline, unreasonable goals, wasted talent and boredom, inadequate equipment and leadership problems. **DK Halcyon Group, Inc.**

Circle Reader Service No. 246

Multifunctional Slide Machine

The Graphic Slide Composer Deluxe performs a dazzling array of functions; slide users will appreciate the large, bright and evenly illuminated sharply defined picture, precision lens system and fine quality 10" x 10" acrylic screen. Sorting and comparing is done quickly and easily on the flat bed without loading trays or squinting at lightboxes with magnifiers. It's also a slide copier—duplicate slides can be made by photographing whatever picture is on the Composer Deluxe Screen. Color shifts can be introduced through the

use of color gels or filters. The Composer also permits easy montaging of images from two or more slides, slides and acetate overlays, slides and paper drawings. Precision slide holder and a camera rail are also available. **Creation, Inc.**

Circle Reader Service No. 233

Interactive Video Newsletter

Interactive Video Technology is a new newsletter concerning the expanding field of interactive video training. Interactive video is being used for training and real life simulation in medical, industrial and educational applications. The publication will cover present and future uses, hardware and software packages and opportunities available in this new field. Interactive video integrates many diverse areas such as video filming, editing and mastering process, laser technology and computer programming and interfacing. Price for the monthly newsletter will be \$45 a year. **Heartland Communications.**

Circle Reader Service No. 238

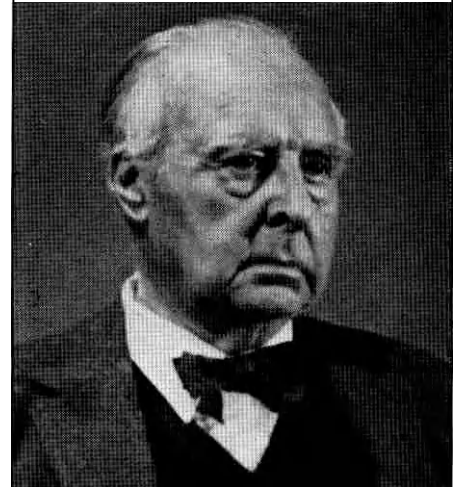
Number Skills Demonstration

"Number Skills" is a 37-minute demonstration—a training program designed to improve the accuracy and speed of employees who key, record, transfer and check numerical data. The videotape is available to executives, managers and supervisors in 3/4" Umatic, 1/2" VHS and 1/2" Beta-1. Free workbooks are included with the tape.

Skills learned in the ten-hour course and highlighted in the demonstration include: number accuracy, number perception, number retention, number patterning and number checking. The full program is divided into five two-hour modules and usually is conducted on five consecutive days. As many as 15 trainees can be taught in one classroom session. "Number Skills" purchasers receive a pilot program to train in-house instructors. **CRM McGraw-Hill.**

Circle Reader Service No. 236

**John Houseman
can start your
next meeting
with a good
kick in the brains.**



Based on the book *Brain Power* by Dr. Karl Albrecht, this provocative 11-minute film will add a vital (and often-missing) dimension to any meeting or training session.

The film features John Houseman, famous actor, director, producer, and product spokesman—perhaps best known for his role as the irascible Professor Kingsfield in *The Paper Chase*.

In it he quickly, succinctly and with his usual quiet force shows the audience how they can get a lot more out of the session following the film by using more of their most valuable asset—their minds.

The film is *interactive*. Houseman does not simply lecture—he involves the audience with direct questions and mental challenges as they watch.

Invaluable as an opener for virtually any meeting or training session (or prior to another film!) **Brain Power** has limitless applications. You will think of more than we can possibly list here once you've seen it.

And **Brain Power** may have something to do with that too.

Phone or write for information and/or previews.

**LCA
Video/Films**

1350 Avenue of the Americas
New York, N.Y. 10019
(212) 397-9360

Circle No. 123 on Reader Service Card