

New Training Tools

In Search Of

"Johnson, I'm sorry to have to tell you this, but I'm afraid that we're going to have to let you go." Go? Go? Go where? You need help, and you need it now. So, calm down, take a deep breath, and run out and buy the following job-search tools.

Questions answered

Start by picking up a copy of *The Complete Job Search Book* by best-selling author Richard Beatty. Published by John Wiley and Sons, Inc., this book answers all those questions that have been bombarding you ever since you got the bad news: "How do I prepare a resume and cover letter that will capture an employer's attention?" "How can I best use all the employment sources at my fingertips?" "How do I network?" And most importantly, "How do I negotiate my salary?" Beatty, who wrote the popular *The Resume Kit*, provides a practical, step-by-step handbook that's perfect for the novice job hunter as well as the seasoned veteran.

In addition to answering questions this book also recommends *asking* a number of questions about your resume, job banks, and career consultants. Beatty also touts the power of networking and provides a list of categories where contacts can be found. This list includes everyone from past subordinates to your priest or pastor, banker, butcher, doctor, and stockbroker as well as more traditional sources such as fraternities and sororities, alumni associations, former classmates, and the people you commute with.

Beatty also reminds his readers to be concerned with organizational compatibility. From a technical standpoint you may be well qualified for the job, but what happens if you don't fit in with the organization? The following are some of the evaluations you will need to make:

- What is the overall business

philosophy of the organization?

- How well does this align with your own business philosophy?

■ What is the predominant operating style of the immediate work group?

- What is characteristic about the way this group operates?

■ Who are the obvious leaders of the work group?

- In what ways are they similar? How are they different?

■ In what ways will you feel comfortable? In what ways will you feel uncomfortable?

The Complete Job Search Book retails for \$12.95; for more information contact John Wiley & Sons, Business/Law/General Books Division, 605 Third Avenue, New York, NY 10158-0012.

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Power listening

While you're thumbing through the book, pop "How to Market Yourself and Get the Job of Your Choice" into your stereo headset. New from Dorothy Leeds—Organizational Technologies, Inc., this audiocassette program promises to teach you to change careers, control the interview, get past the protective secretary, and *never* worry about getting another job. The program includes two cassettes, reference notes, and sample letters.

In the program Leeds discusses eight job market myths, specific "growth" jobs, how to use powerful sales language, how to use the envelope as a sales tool, how to handle rejection, and something mysterious called your "AAAs": the secret weapon for job-hunting success.

The program costs \$39.95 plus \$4 for shipping and handling. To order write Dorothy Leeds—Organizational Technologies, Inc., 800 West End Ave., Suite 10A, New York, NY 10025; or call 212/864-2424.

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Shazam!

Now if this job search has *everything* riding on it, and success is going to keep your children in school and allow you to bring your great-grandmother over from the old country, then maybe you should invest in the *Super Job Search*™ program from Jamenair Ltd.

For \$22.95 you can purchase the *Super Job Search* manual, which pledges to turn you into an outstanding job candidate in a mere seven days. Each day you focus on a different strategy. On Day Four, for example, you develop a market plan by learning how to analyze ads, write a broadcast letter, place your own advertisement, and use a mail campaign. Day Six provides guidance for telemarketing yourself by making cold calls and using the switchboard and the secretary to your best advantage.

Super Job Search, the software, is available for an additional \$59.95. This software package includes two disks plus a tutorial disk. The program provides call reports for each visit, a master directory of all contacts (sorted seven ways), expense reports, a list of referrals, mailing labels, mail merge, and more.

Finally, there is *Super Job Search*, the files, available for \$24.95. This disk includes ASCII files that are compatible with any word processor. It includes a total of 61 documents—letters, resumes, and forms—that are taken directly from the manual. This can save hours of typing.

The whole package, software plus the manual, costs \$107.85 plus \$3 for shipping and handling. California residents should add 6.5 percent sales tax. Order from Jamenair Ltd., P.O. Box 241957-B, Los Angeles, CA 90024-9757; or call 213/470-6688.

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Treasure Chest

Who do I call for...? Where do I go to get...? Who do I ask about...? Where can I find...? What's available? Resource books, lists, directories, catalogues, guidebooks, and the like are valuable tools in any profession. But for the HRD practitioner who must address an extensive range of concerns, having the best source handy really means getting the job done right or not at all. The following sourcebooks and resources may help make your job a little easier.

Taking off

Wings for the Mind, new from Apple Computer, Inc., is a guide to hardware and software products that support every facet of the training process from analysis, through design, development, and delivery, to administration. In addition to computer-based courseware Apple also has included products to bring in-house the development of presentation and handout materials.

This guide is a first-rate publication, expertly designed for easy access to the material. It is divided into several sections on software, hardware (input), hardware (output), networking and communications, and a resource guide of publications. Black tabs in the margins provide quick reference. The listings are alphabetized, and each listing includes address, phone number, price information, a lengthy description, and a key code that tells the reader if the product is applied to one or a combination of the facets described above.

Note that this is not just a guide to Apple Computer products but includes providers from all over the country. For more information on getting a copy contact Apple Computer, Inc., 20525 Mariani Ave., MS:36D, Cupertino, CA 95014; 408/973-6010.

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Techie alert

Need information on government patents, scientific, technical, and engineering results, selected federal technologies and laboratory resources, datafiles, and databases? You need the NTIS Catalog of Products and Services. A self-supporting agency of the U.S. Department of Commerce, the National Technical Information Service provides a free catalog describing specialized technical information products and services. They collect the results of government-sponsored research and development activities as reported by 350 federal agencies and by worldwide sources, including Japan and Western Europe.

The catalog describes the bulletins, journals, published searches, catalogs, and directories produced by NTIS and available for sale. It also includes descriptions of more than 80 subscription items produced by other government agencies. Here's a sample of reference products available:

- *Government Reports Announcements and Index Journal—Annual Index*
- *Directory of Computer Software*
- *Directory of Federal and State Business Assistance*
- *Journal of Human Service Abstracts*.

For a copy of this free catalog write to NTIS at: PR-827/KIZ, NTIS Product and Services Catalog, 5285 Port Royal Road, Springfield, VA 22161; 703/487-4650.

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Video junkies

Designed with the convenience of their customers in mind, *Newsline* is the latest publication of Coronet/MTI Film and Video. Heard about their video, "Service Within," but want to know more? *Newsline* provides a lengthy description of each new video they produce. Looking for videos on safety? *Newsline* is divided into subject categories that include

- business and industry,
- antiterrorism,
- social service,
- substance abuse,
- health education,
- crime prevention,
- safety.

The catalog also includes a few pages devoted to news, a calendar of events, and upcoming titles. For more information contact Coronet/MTI Film & Video, 108 Wilmot Road, Deerfield, IL 60015. You can also call toll-free 800/621-2131. In Illinois and Alaska call collect 312/940-1260.

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Abuse busting

What can an employer do when a worker is suspected of using drugs on or off the job? This issue and many more are examined in a new resource guide published by The Bureau of National Affairs, Inc. *Alcohol and Drug Abuse in the Workplace: The Complete Resource Guide* looks at the different positions and perspectives associated with this controversial topic. The guide includes

- texts of the presidential executive orders on drug abuse;
- major drug-abuse legislation in 10 states;
- significant state and federal court cases;
- sample corporate policies and employee assistance programs;
- position papers from the U.S. Department of Justice, labor unions, and the American Civil Liberties Union;
- articles and papers from experts in the field.

This resource also provides an extensive bibliography that contains references to 200 additional articles and publications on the subject.

Alcohol and Drug Abuse in the Workplace: The Complete Resource Guide costs \$95 per copy, with multiple-copy discounts available. For more information contact Loretta Kotzin at 202/728-3371 or

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order from BNA Customer Service Center, 9435 Key West Ave., Rockville, MD 20850.

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Attention, Mr. Boesky

It's a jungle out there. Every time you turn your back you have to pray that someone won't stick a knife in it. The world of business has always been lampooned as savage, but with the media increasingly spotlighting questionable contracting practices and insider-trading scandals, it has become positively crucial that the corporate world pay closer attention to the issue of business ethics.

A new publication from The Conference Board provides a wealth of information on this topic. *Corporate Ethics* is a one-of-a-kind sourcebook to aid CEOs, human resource practitioners, and attorneys in meeting their responsibilities in the area of corporate ethics. The information is based on a worldwide survey of 300 CEOs and a careful analysis of 238 corporate ethics codes, including Nestle, JC Penney, Pfizer, and McDonnell Douglas.

This publication provides the guidelines for drawing up and implementing your own ethics code. Additionally, special attention is given to training techniques focusing on ways to overcome employee objections. Specific topics that *Corporate Ethics* addresses include environmental protection, product and workplace safety, shareholder interests, and security of company records.

For more information contact The Conference Board, 845 Third Ave., New York, NY 10022; 800/US-BOARD. (In New York State call 212/759-0900.) **Circle No. 193 on Reader Service Card.**

Follow the Leader

Within every group, no matter what the size, someone steps forward and

takes charge. Some people literally are born leaders. But some leaders are better than others, and superior leadership is what the American business community needs to foster in order to gain the competitive edge. The following new products will illustrate examples of excellent leadership as well as guide you in developing the leaders in your own organization.

Spotlight

Video Publishing House has announced a new release featuring that guru on excellence, Tom Peters. "The Leadership Alliance" focuses on the success stories of four outstanding leaders and how their advances inspired and empowered thousands of new leaders.

- This production spotlights
- a General Motors plant, where traditional union-management barriers have been broken down.
 - the Johnsonville Sausage Company, where all pay raises now are in direct proportion to new skills learned and responsibilities taken on.
 - Harley-Davidson, whose market share has almost doubled since management put into the hands of the workers the power to make important changes.
 - Thayer High School, where the principal empowered both teachers and students to make changes and choices.

Video Publishing House believes that this kind of leadership revolution can happen in your organization. For more information on prices and ordering contact Video Publishing House, Sales Department, 1011 East Touhy Ave., Suite 580, Des Plaines, IL 60019-9551. **Circle No. 194 on Reader Service Card.**

Genesis

If generating excellence is a key strategy in your corporate plan; if you are willing to confront issues and commit to this purpose; if you are ready to take the *time*—then

you're ready for the "Creating Excellence" program produced by Management Perspectives Group and available from MTI Film and Video. This complete videocassette workshop is designed to produce dramatic changes in direction, job satisfaction, dedication, unity, and productivity.

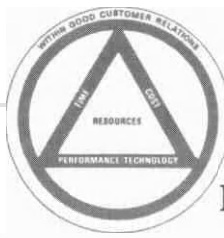
Using the management achievements of a fictional company, this program demonstrates six core skills required to create and maintain excellence: vision, sensitivity, patience, focus, versatility, and insight. The program comes with a workbook that provides a model for participants to apply these six skills to a particular management style, whether it be strategic management, change management, or culture management.

Each complete program includes one 60-minute videocassette, one leader's guide, and one 90-page participant's workbook. Purchase price is \$850. A five-day rental costs \$225. Additional workbooks are \$35 each. Shipping and handling is \$5 per title. Customers in California, Illinois, Washington, and Kentucky should add all applicable taxes.

To order write to MTI Film & Video, a Simon and Schuster Company, 108 Wilmot Road, Deerfield, IL 60015-9925. You can also call toll-free 800/621-2131. In Illinois and Alaska call collect 312/940-1260. **Circle No. 195 on Reader Service Card.**

Expectations

Leaders can't lead anyone who isn't prepared to follow. Ultimately, it is the followers who determine the person who should be—and will be—recognized as a leader. It's crucial, therefore, that leaders be in touch with the needs and expectations of their followers. How do you determine the qualities that employees admire in superiors? How do you cultivate those qualities to lead more effectively? The new audiobook release from Jossey-Bass, Publishers, offers the solutions.



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Training Leader

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Dr. Harold Kerzner's Project Management seminars have been attended by more than 65,000 participants on four continents. His practical methods gained from over 20 years of industrial and consulting experience provide excellent guidance for Project Managers in completing projects on time and within budget.

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What Followers Expect From Leaders, by James M. Kouzes and Barry Z. Posner, provides frank discussions and interviews with successful managers who offer concrete advice on how to

- actively seek ways to improve the way things are;
- share your ideas and enthusiasm to inspire others;
- give people a choice;
- encourage cooperation;
- support risk taking;
- celebrate accomplishments.

Most importantly, this audiobook explains the critical key to effective leadership: credibility. Using examples from recent news stories, it describes special threats to credibility and demonstrates ways leaders can build and lose it.

The cassette package features a unique format that includes

- fast-paced exchanges between the authors on the practices that develop leadership;
- stimulating interviews with business leaders;
- a "drop-in" conversation with executives participating in a leadership training session;
- thought-provoking questions posed directly to the listener that help clarify goals and evaluate leadership strengths and weaknesses.

Running time is approximately two hours; the cost is \$19.95. For more information contact Jossey-Bass, Publishers, 350 Sansome St., San Francisco, CA 94104.
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"New Training Tools" is compiled and written by Patricia Fitzgerald. Send items of interest to: Tools, Training & Development Journal, 1630 Duke St., Box 1443, Alexandria, VA 22313.