

STRESS Management Programs

FIND OUT:

- What causes stress
- How it affects us
- Ways to reduce it

PACKAGED TWO WAYS!

- Handbook, One Video Cassette (Beta or VHS) and Two Audio Cassettes
- Handbook, Apple Computer Software, Two Audio Cassettes

Yes, I am interested in your program. Please send:

- One Day-Evaluation, \$65.00
- Full Package Purchase, \$349.95

Name _____

Organization _____

Address _____

City _____ State _____

Zip _____ Ph. _____

Make checks payable to:

Diversified Marketing Concepts, Inc.

608 S. Madison
Suite B
Clinton, IL 61727

Circle No. 115 on Reader Service Card

OUR ANSWER TO YOUR TRAINING NEEDS!!!

Six exciting publications now available to you!!!

Take a minute and review six titles that we've added to our Professional Publications List. You'll find new and practical approaches to a variety of situations dealt with on a day-to-day basis.

Order Your Copies Today!!!

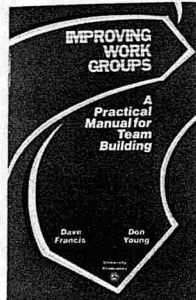
- **TRAINING FOR TRAINERS**
by Dr. Herman Birnbrauer, P.E.
A basic, practical, how-to book for all trainers. **\$25.00**
- **MANAGING THE HRD FUNCTION**
by Dr. Herman Birnbrauer, P.E. and Lynne A. Tyson
A concise book that deals with twelve (12) major areas of Human Resource Development. **\$18.00**
- **EFFECTIVE PERFORMANCE APPRAISAL TECHNIQUES**
by Dr. Herman Birnbrauer, P.E.
Complete program for conducting and preparing for performance appraisals. **\$10.00**
- **A POSITIVE APPROACH TO DISCIPLINE**
by Dr. Herman Birnbrauer, P.E. and Lynne A. Tyson
A result of fifteen (15) years experience of preventing problems requiring punishment. Discipline must be corrective to be effective. **\$18.00**
- **THE NEWLY APPOINTED SUPERVISOR**
by Dr. Herman Birnbrauer, P.E. and Lynne A. Tyson
Designed to prepare potential or newly appointed supervisors with practical knowledge. **\$10.00**
- **LABOR RELATIONS FOR SUPERVISORS**
by Dr. Herman Birnbrauer, P.E.
Written for supervisors by someone who has been a union official, manager and an arbitrator. **\$20.00**

CALL OR WRITE



Institute for Business and Industry
1927 Bristol Pike
Bensalem, PA 19020
(215) 639-4660

Circle No. 121 on Reader Service Card



Improving Work Groups: A Practical Manual for Team Building

Dave Francis and Don Young believe that team building is a distinctive management style requiring commitment to developing the resources of the group rather than controlling it. The team approach contrasts with political approaches, and the authors encourage the reader to evaluate his or her personal style in order to assess openness to the principles of team building.

The first part of the book explains team building and its advantages, and offers guidelines on how to identify opportunities. Part two, the "Team Review Questionnaire," is used to identify the strengths and weaknesses of the reader's team. Part three explores the learnable skills that can help teams work through problems.

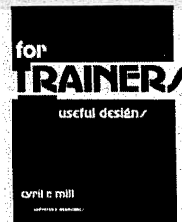
The last part of the book is composed of 46 projects that are intended to build the insight and skills needed for effective teams. The projects are designed as guided experiments and described with step-by-step procedures so that outside assistance is not necessary. Projects cover phases of team development, organization mapping, team mission and individual objectives, coaching, brainstorming and circles of influence. 261 pp. \$19.50 **University Associates, Inc.**, 8517 Production Avenue, P.O. Box 26240, San Diego, CA 92126.

Activities for Trainers: 50 Useful Designs

This book is intended mainly for experienced trainers and consultants whose professional skills are sufficiently developed to manage groups and the reactions of individuals. *Activities for Trainers* contains traditional concepts that have been revised as well as recently developed exercises. Cyril R. Mill cautions readers not to write off those activities with familiar names because they have been updated to be effective in contemporary situations.

The 50 activities are grouped into eight sections: group dynamics and laboratory training; training trainers; cross-cultural training; stress training; women's issues; supervisory and management training; the training of consultants; and management and organization development.

Among the specific topics addressed by the activities are goal clarification, structural interventions, the whole-brain function, designing training, career planning for women, giving orders, consultants' skills and team building. 226 pp. \$18.00. **University Associates, Inc.**, 8517 Production Avenue, P.O. Box 26240, San Diego, CA 92126.



Job Analysis: A Guide to Assessing Work Activities

In the early 1900s, job analysis techniques focused on elemental work motions and the time it took to perform them. Since then, job analysis results have been used in many other ways: job evaluation, job design and redesign, employment and placement procedures, determination of staffing requirements, performance evaluation and others.

Sidney Gael's book is written as a step-by-step guide for accomplishing complete job analysis projects with minimal reliance on consultants. When job analysis consultants are used, Gael recommends that managers use this guide to monitor their work.

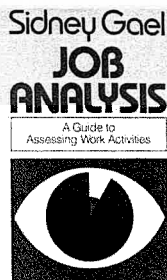
Each chapter begins with a brief introduction and a list of objectives for that chapter. Part one is on collecting and analyzing data on job activities and contains chapters on: job inventories and the Work Performance Survey System (WPSS); planning and implementing a WPSS project; writing job task statements; interviewing to obtain job task information; developing WPSS questionnaires; and interpreting and using results. Part two is a guide to using WPSS computer programs to enter data in the computer, analyze the data and obtain computerized summaries of the results. No special computer language skills are needed. The book is published by Jossey-Bass, Inc., and is available through the ASTD Professional Publishing Program. 282 pp. Order Code: GAJA. \$14.75 ASTD national members. \$18.00 nonmembers. \$1.50 shipping and handling. Send prepaid orders to ASTD Publishing Service, P.O. Box 4856, Hampden Station, Baltimore, MD 21211.

Career Planning, Development and Management: An Annotated Bibliography

Interest in the career issues of quality of life, job opportunities for minorities and women, economic downturns, career mobility and the changing success ethic have generated a wealth of information about career development and management. This annotated bibliography, edited by James Bowman, seeks to compile significant academic research from various disciplines and popular literature dealing with careers in organizations.

Most of the published research on career planning, development and management relates to one of these themes: career theories and instruments; vocational and career choices prior to employment; assessment and measurement; job matching; motivation and work outcomes; socioeconomic biases that affect careers; issues relating to women and work; life span aspects of careers; career interventions; and organizational efforts to assist employees in planning, developing and managing their careers.

Section one discusses such aspects of individual career planning as vocational guidance and counseling, job search techniques and career changes in adulthood. Section two



SAVE TIME • MONEY • EFFORT
With Your Microcomputer



The **Assessment Survey Kit**, from Albrecht & Associates, lets you create & process questionnaires with your microcomputer quickly, easily, and economically. **No knowledge of programming needed. A.S.K.** cuts processing time by up to 90%, gives sophisticated results. For Apple II, III and IBM PC, others available soon. Money-back guarantee. \$295. Preview fee \$25, applies to purchase.

ORDER A.S.K. NOW

NAME _____

COMPANY _____

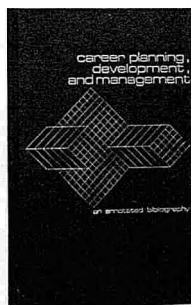
ADDRESS _____

CITY, STATE, ZIP _____

MY COMPUTER (BRAND & MODEL)

- Payment enclosed
 Purchase order enclosed
 Send more information

DR. KARL ALBRECHT & ASSOCIATES
P.O. Box 99097
San Diego, CA 92109 USA



GUIDED INDEPENDENT STUDY
PROGRAM

Bachelor, Master, Doctorate

- Business Administration
- Engineering
- Engineering Management
- Education
- Public Administration
- Counseling Psychology

These specialized degree programs are designed for active professional administrators and managers who want to enhance their career positions through our GUIDED INDEPENDENT STUDY PROGRAMS (GISP). College credit for work experience. Studies build upon experience related to your career. Studies self-paced, no classes, seminars or residency. For a no-cost evaluation send resume, or call

(213) 278-1094

Century University
9100 Wilshire Blvd
Dept. 7,
Beverly Hills, Ca. 90212

Design your own slide presentation with **SLIDE-PRO**

Text Graphics for Presentation
Developed by Software Projections, Inc.

Slide-Pro text graphics software lets you generate professional-quality transparencies with your IBM PC or PC/XT easily and quickly. You don't need any special skills—and you get all these special features:

- Design, edit, and review slides right on the monitor
 - Color enhancement for up to 8 pen colors
 - Bold or italicized characters
 - Bullets, underlining, and automatic centering
- (0 471 80554-8) \$125.00

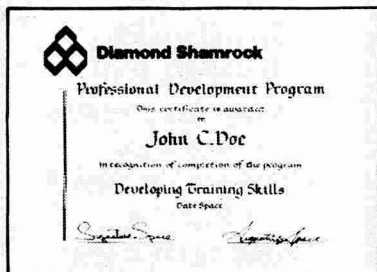
To order, call: **800 526-5368**

In New Jersey, call collect
(201) 342-6707 Order # 4-1703
VISA, MasterCard and American Express accepted on phone orders.

Write or write to
Wiley Professional Software
ATTN: Kent Livingston
605 Third Avenue
New York, N.Y. 10158 4-1703

Circle No. 148 on Reader Service Card

Traditionally correct printed Certificates for Training Programs



Now you can obtain the classic elegance of hand-lettering with the economy of printing for your continuing award programs. Using your wording, our master scroll artists will create an original art certificate for you. We'll print and store a supply and hand-letter the recipients name as needed.

Call or write for FREE descriptive Brochures:

AMES & ROLLINSON, INC.

215 Park Ave. So., Dept.: A4
New York, N.Y. 10003 (212) 475-7000
Circle No. 109 on Reader Service Card

focuses on individual career development and explores the areas of prediction of career advancement, burnout and stress, mobility and specific occupations. Chapters in the third section contain references pertaining to organizational career planning and development, coaching and mentoring, management assessment, mid-life transitions and the older worker.

A resource item is listed in the section or chapter where it appears to have the most significant implications, and each includes a descriptive annotation. Each item is numbered and cross-referenced to related items. 325 pp. \$44. **Garland Publishing, Inc.**, 136 Madison Avenue, New York, NY 10016.

Supervision: A Guide for All Levels

Paul Radde takes supervision—from the time a person decides to become a supervisor to the point when that person is deciding whether or not to promote his or her subordinates to supervisory positions—and explores the problems that are common to supervisors at all levels. The author's intention is to describe types of problems and how to develop solutions rather than to give answers to specific problems.

The information in part one is directed toward new supervisors and covers the myths and realities about the supervisory role, role transition and the supervisory cycle. Part two focuses on the skills of the experienced supervisor and is presented in the form of learning modules. Topics addressed in this section include on-the-job learning, employee feedback, selection, employee development, contingency planning and the personal realities of supervision.

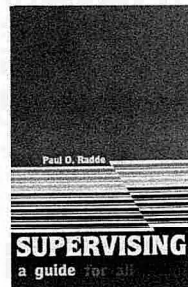
Part three, "Supervising the Human Dimension," is a narrative designed to lend perspective to supervisory activities. Questions regarding personal style, realistic expectations, "survival mentality" and illusions about critical incidents are explored in this section. 233 pp. \$18.95.

University Associates, Inc., 8517 Production Avenue, P.O. Box 26240, San Diego, CA 92126.

Encyclopedia of Management Development Methods

Andrzej Huczynski has written the *Encyclopedia* in an effort to provide a comprehensive source of references on teaching and learning methods for use by management development professionals. The author suggests criteria to consider when selecting or designing training programs and describes methods that are referenced both to related methods and to relevant reading material.

The book is divided into five sections. In the first section management development is defined and distinguished from the related field of organizational development. "Criteria for Method Selection" guides the reader to think of selection in a systematic way. The main section is the "Directory of Methods," each of which is at one of five levels of application. "Resources for Teaching and



Encyclopedia of Management Development Methods
Andrzej Huczynski

Action Learning · Reflective Learning · Decision Table · Fishbowl Exercise · Behaviour Modelling · Role Reversal · Interactive Skills Training · Job Spinner-Tregoe Approach · Simulated Psychodrama · Co-counselling · Alexander Technique · Buzz Group · Team Development · Context Training Contract · Proctor Method · Management Audit · Flexistudy · Critical Incident Analysis · Bio-Group Dynamics Laboratory · Tuto-basket Exercise · Lateral Think

Learning" includes an annotated bibliography of management teaching, the names and addresses of organizations that provide publications and other management development resources and a list of journals that regularly feature articles on teaching, learning methods, course design and program evaluation. The final section, "Analytical Framework for Method Assessment," is for evaluating the learning philosophy of the reader, as this philosophy is reflected in both course design and choice of methods. 339 pp. \$44.95. **Gower Publishing Company, Ltd.**, Old Post Road, Brookfield, VT 05036.

Planning Your Career Success: Nine Self-Guided Steps

This manual is intended to help overcome obstacles to career satisfaction by helping the reader define personal, work and life goals; understand personal motivations and skills; increase current and future income potential; use the current job to achieve future career objectives; and develop action plans.

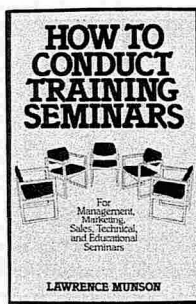
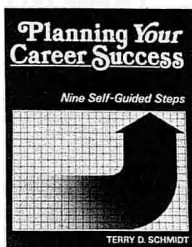
The manual is based on nine steps that Terry Schmidt has organized into three sections. The first requires the reader to follow steps to uncover personal information that form the basis of work, financial, family and personal goals. Section two guides the reader to examine his or her work history in order to identify marketable skills and to use them to master the current job, create new opportunities and obtain future jobs. The last section provides steps for building action plans to define career objectives.

Each project consists of questions, checklists, planning forms or other exercises, and a master work sheet at the end of the book combines key information from individual projects into an organized strategy for action. 162 pp. \$11.95. **Lifetime Learning Publications**, Ten Davis Drive, Belmont, CA 94002.

How To Conduct Training Seminars

Lawrence Munson has written this book to help training directors and others responsible for developing human resources gain maximum results from the training dollar by providing practical information on how to plan a successful seminar—from staffing and design to presentation and evaluation.

Munson discusses the role of training seminars; how top management, participants and peers affect success; needs analysis; design considerations; and choosing the facility. The author then explains key considerations for actually conducting the seminar: the leader's role in planning and controlling the progress of the seminar, including a checklist of arrangements to follow and advice on how to break the group into teams; and seven guidelines to ensure a high-quality seminar. Munson also emphasizes the importance of substantive follow-up activities to strengthen the seminar results. 185 pp. \$24.95. **McGraw-Hill Book Company**, 1221 Avenue of the Americas, New York, NY 10020.



STRATEGIC HUMAN RESOURCES PLANNING

JUNE 3-8, 1984

NORTHWESTERN UNIVERSITY

A Residential Seminar

FOR HUMAN RESOURCES, PERSONNEL AND INDUSTRIAL RELATIONS EXECUTIVES

Examines the Integration of Human Resources Planning into the Mainstream Strategy of the Firm

Led by The School's Regular Faculty with Invited Industry Speakers

For a brochure address:

Executive Programs
The James L. Allen Center
2169 Sheridan Road
Evanston, Illinois 60201
(312) 864-9270

**J.L. Kellogg
Graduate School of
Management**

NORTHWESTERN UNIVERSITY

Circle No. 123 on Reader Service Card

LEO HAUSER



- Internationally renowned speaker, motivator & trainer.
- Past Nat'l. ASTD & IFTDO Pres.
- Speeches & ½ dy. workshops on attitudes, motivation, team-building, sales & goal-setting. Call/send for add'l. details.

LET LEO'S SPEECHES HELP YOU MAKE YOUR NEXT EVENT EVEN BETTER—YET STAY WITHIN YOUR BUDGET



HAUSER PRODUCTIONS
475 North Ferndale Road
Wayzata, Minnesota 55391
(612) 473-1173

Circle No. 117 on Reader Service Card