# **VIDEOTAPES**

### See the Pros In Action!

Now you can share top-notch presentations on key training topics. These videotapes are ideal for in-company training to build skills and increase knowledge, or for your own professional development, at your convenience.

The dynamic presentations described here drew standing-room only crowds at the 1984 ASTD National Conference and have

been specially selected for their continuing value. They explore key concerns for today's training professionals.

Purchase your selections now and start taking advantage of this year-round learning opportunity immediately!

Each presentation is available on ¾'' video, ½'' VHS, Beta I or Beta II formats. All are in color and professionally produced.



Cabot L. Jaffee, President, Assessment Design, Inc., Orlando, Florida.

#### Historical and Future Perspectives on Assessment Centers

Computers and new communication technology will shape the methodology of assessment centers in the future, making them less costly to operate and more efficient. Jaffee shows you what to expect of the new technology, as well as how to use it. You'll also get a brief history of the assessment center and its evolution over the past 20 years. Handout included.

Audience: All those with an interest in assessment center technology, or those wishing to become acquainted with the subject.

Length: 60 min.

Scott B. Parry, President, Training House, Inc., Princeton, New Jersey.

## Twelve Techniques for Improving Your Skills as an Instructor

This session introduces a dozen techniques for expanding an instructor's behavioral repertoire which will enable all instructors to deal more effectively with common problems and opportunities that arise when instructing groups. The techniques are based on: the three-stage learning model; the adult-adult relationship of training; and the stimulus-response-feedback links in the instructional chain. Handout included.

Audience: Both the novice and experienced trainer will benefit from an expanded repertoire of training techniques and strategies.

Length: 100 min.

Ronald Zemke, President, Performance Research Associates, Minneapolis, Minnesota.

#### Assessing Your Organization's Computer Literacy Needs

Zemke explains the importance of a needs assessment, explains the "Skills by Tasks" model of computer literacy, describes the steps of conducting the assessment, and explains how the results are used to prescribe training. The session is based on research now under way. Handout included.

Audience: Technical trainers, data processing trainers, or anyone likely to implement a computer literacy training program.

Length: 60 min.

## American Society for Training and Development



ORDER FORM			Format and no. of copies		Mail to:	ASTD Order Department 1630 Duke St. Box 1443 Alexandria, VA 22313	
		34"	Beta I, II	1/2" VHS	Member	Nonmember	
Jaffee/Assessment Centers		60 min.	THE PARTY OF			\$165	\$185
Parry/Improving Skills		100 min.	11111	1111		\$180	\$200
Zemke/Computer Literacy		60 min.				\$165	\$185
Order Totals:  Videotapes Plus: U.S., Overseas vi	@ \$165/\$180 (Na Canada or Mexico deotape shipping	tional Member); \$ shipping charge @ charge @ \$6.00 pe	r order.	ā		ORDER TOTAL	\$ \$ \$
Payment method:	☐ Check or Money Order☐ Government Purchase Order☐ Institutional Purchase Order☐		U VISA		Number		Expiration Date Number Above Name
			MasterCard		Number		Expiration Date
ASTD Membership	Number		Tuillet Sh	Organiz	ration		
Street Address							MATERIAL SERVICES
City			State		Zip		
	A POST DE LA		Sig	nature			rodit card orders)

Payment Must Accompany All Orders. (Please be sure to add shipping charge.)