

New Training Tools

Photos in a Flash

Advanced Imaging Devices, Inc., (AIDI) introduces the CT1500, the first videograph printer to convert screen visuals into hard prints instantly. In 18 seconds, images from videodiscs, videotapes, character generators and computers are transformed into six-inch by eight-inch photographs. Without chemicals or a darkroom, lineless prints are created which display full detail in shadows and highlights.

Instructional developers can use the CT1500 to prepare artwork for workbooks and manuals. By using the printer, developers avoid the cost and time associated with outside design services. The CT1500 is also beneficial for group discussion visuals. It creates overhead transparencies from training videos or character generators. By inserting a film cassette into the printer in regular room light, instructional developers can produce transparencies, again in 18 seconds and with no darkroom products or facilities.

The AIDI CT1500 is available for \$9,800. For further information, contact **Advanced Imaging Devices, Inc.**, 875 Maude Ave., Mountain View, CA 94043, 415/961-9626.

Different Type of Travel Kit

Physically moving employees from one office to another can amount to an immense expense—one the employer must deem worthwhile. But how many organizations consider the emotional costs to the transferee and his or her family? Their emotional as well as financial needs must be met, or the employer may be in for a "moving" bill much bigger than originally planned.

A new relocation kit from Catalyst is designed to answer the questions and prevent the fears of the transferring employee and his or her family. *No False Moves* focuses on the personal and emotional aspects of moving, rather than the financial and physical moving details. The kit offers practical tools for employers and employees to ensure successful relocations and, ultimately, to reduce costs.

No False Moves consists of a workbook and two audio cassettes. The kit takes the transferee through all the

stages of a relocation, from deciding whether to accept the transfer to adjusting to a new locale, enabling the employee to evaluate the family needs involved. Each of the audio-taped sections—"Thinking Ahead," "Responding to the Offer," "Making the Move" and "Relocating as a Two-Earner Couple"—is accompanied by workbook exercises.

For more information, contact **Catalyst**, 250 Park Ave. South, New York, NY 10003.

Programs Pass Muster?

A "consumers' report" on the leading 100 management development programs is now available from Corporate Education Resources (CER). *The CER Evaluation Guide to Executive Programs* combines software and print to create a helpful tool for choosing executive programs.

The guide goes beyond program suppliers and costs; it provides the qualitative information necessary for matching executive needs with executive programs. Programs are evaluated from four different perspectives—that of program attendees, the CER editorial staff, the human resources community and the guide's author, former program manager of executive development for IBM.

If the typical cost for a four-to-six-week management development program doesn't get you—\$6,000 to \$8,000—the overwhelming cost of assessing a wide variety of them will, according to the guide's author. So the \$500 cost of the guide may well be worth the investment. The book may be purchased alone for \$150, but here's the benefit of buying the whole package: The software answers questions instantaneously, and it answers more specific questions than the book does. You can ask, for instance, what general management courses with strength in economics are available in the Northeast, lasting no more than six weeks and costing less than \$10,000. And get your answer quickly. A manual search for such information might take quite some time, assuming all the data was available. The CER computerized search takes just seconds.

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The software portion of the guide is designed for the IBM/PC or IBM-compatible computers. For further information contact **Corporate Education Resources**, 102 E. Briggs St., Fairfield, IA 52556, 515/472-7720.

Can They Take It?

Managers in every Fortune 500 corporation are trained how to deliver performance appraisals to their subordinates. But how many employees are trained how to take them? Receiving a performance appraisal effectively requires a special set of skills, as well as an appropriate mental attitude. Now, ODT Associates offers an audio-cassette program that teaches those skills.

Program users will:

- learn how to prepare for a performance appraisal throughout the year, rather than waiting for one isolated event;

- learn how to make maximum use of the appraisal to improve their effectiveness on the job;

- learn how short-term gains can cause long-term losses in the appraisal process;

- learn appropriate behavior for the appraisal discussion;

- learn to grasp the big picture before taking issue with individual points.

A free tip-sheet tells how to receive a performance appraisal, and includes a self-assessment quiz that tells how you approach the appraisal process from the appraised person's point of view.


Contact **ODT Associates**, P.O. Box 134, Amherst, ME 01004, 413/549-1293.

Longman Crown announces the *Computer Based Training Starter Kit* for company managers and trainers. It acquaints them with the fundamentals of teaching and training employees about their personal computers. The short course explains the types of training

available through computer programs, shows how to take the most advantage of them, describes methods to bring CBT into company training programs, tells how to develop CBT programs, and describes how to purchase commercial software packages.

The *Starter Kit* consists of a 200-page text covering definitions, types and applications, information on CBT software and a technique for introducing CBT to a company. An optional demonstration diskette provides examples of all the types of CBT. Drill and practice, tutorials, simulations and several methods of computer-managed instruction are covered. This diskette can be used with the IBM PC and compatible computers. The \$39.95 *Starter Kit* and the \$29.95 demo diskette are available directly from **Longman Crown**, 11800 Sunrise Valley Dr., Reston, VA 22091, 1-800/443-5115 or, in Virginia, 703/620-2700.





New Motivational Film

They never thought he **COULD** he never thought he **COULDN'T!**

"Miracle Man" Morris Goodman proved that "If you think you can, or if you think you can't, either way you're right!"

Man was born to win, but has been conditioned to lose. This powerful true story can tap the hidden potential in your people to make them the true winners they were born to be.

The story of Goodman's outstanding sales career and triumph over plane crash injuries can help your team win big victories both professionally and personally. Your people can become more productive, reach goals and improve their attitudes with Goodman's steps for success.

Teach your people:

- how to motivate themselves
- how to set and achieve goals with a "mental blueprint for success"
- how visualization helps to achieve goals
- how self-image affects achievement
- the importance of rejecting the negative influences of other people

"Excellent! One of the best films we've purchased."
Ron Koets, Dir. of Sales
Spartan Stores Inc.

"I like the content — 'Life is tough, but you can do it!'"
Dianne Barnett, Trainer
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29 min. 3-Day Preview \$35, 5-Day Rental \$165, Lease/Purchase \$595.

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