

NEW TRAINING TOOLS

"HIRING INTERVIEW TACTICS"

This recruitment exercise is designed to teach screening and interview techniques. "HIT" uses your own employment application, job background and applicant profile. The design follows a research formula that allows custom tailoring. The program stresses compliance with federal and state EEOC guidelines and requires two hours to complete. **Craig Stewart and Assoc.**

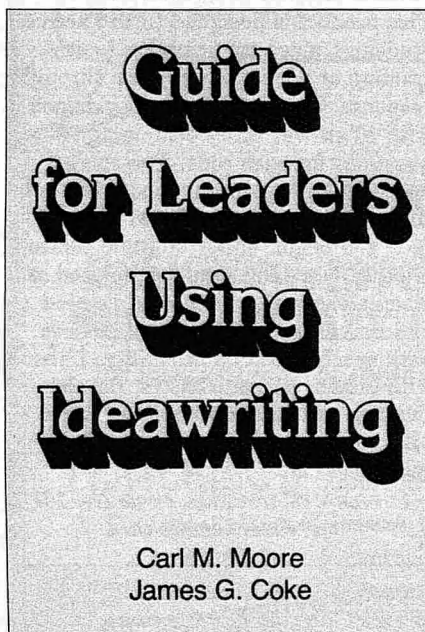
For more information, circle No. 107 on reader service card



SALES BUILDER IDEA KIT

This kit is designed for the salesperson responsible for generating new-business or concerned about the effects of a business slowdown. The kit contains a roundup of how-to sales ideas detailing ways to find new business, see hard-to-interview customers, identify frequently overlooked buying signals — and a two-page report on a novel method of generating new sales ideas. The sales kit includes: a 16-page illustrated booklet; a 4,000-word sales aid which contains information on ways to secure interviews; and a trade reprint with buying signals customers give sales-makers in selling interviews, to name a few. The sales kit is available for \$4.50 from **Sales Syndicate Services.**

For more information, circle No. 103 on reader service card



LEADERS GUIDE

Written by Carl M. Moore and James G. Coke, this nine-page "Guide for Leaders Using Ideawriting" outlines a group method for developing ideas. Ideawriting focuses on a single topic, requires a brief time period, and is designed to enable a group to produce a written product. Moore and Coke point out that ideawriting can be useful when the group is large; the meeting schedule allocates a limited time for group discussion. Single copies are free; bulk copies are 50 cents each from **NTDS.**

For more information, circle No. 110 on reader service card

CASSETTE DUPLICATOR

The Sony Model CCP-13 has been upgraded in the new version, CCP-13A. This one-to-three duplicator copies quarter or half track in one pass, has automatic rewind and features components designed to produce the finest copies. The new "A" model offers selector switching for two and four-channel recording and improved cross-talk capabilities. Available from **Sony Learning Systems.**

For more information, circle No. 105 on reader service card

New Career Opportunities available through



(3839) TRAINING SPECIALIST

Long Island company desires a person with an MBA to arrange training programs in finance and marketing for several hundred employees. Incumbent will negotiate with training consultants, or put the program together using own resources. Platform skills necessary. \$20,000+

(3846) EMPLOYEE DEVELOPMENT MANAGER

We have two New England companies seeking people-oriented practitioners to do employee development and manpower planning. The job entails working with performance appraisal systems, career and succession planning, identification of potential managers, and some AA. Graduate degree a big plus. \$35-46,000.

(3841) TRAINING PROGRAM SUPERVISOR

One of the top companies in the country is seeking an experienced writer of training programs to put together supervisory training programs in sales, product, and technical areas. A BA in English or related area is required, and you must be ready to assume a supervisory role in training program development, including working with budgets. NY State. \$25-30,000.

(3856) DIRECTOR OF TRAINING

Southwestern chemical manufacturer seeks a skilled trainer and communicator to take charge of a training program for 3,000 employees. Job entails establishing a corporate training plan and coordinating the design and development of new training programs, working with company managers and staff training personnel. Needs Analysis ability critical. \$25-30,000.



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I TOLD 'EM EXACTLY HOW TO DO IT



Start Your Management Meetings With A Burst Of Laughter...

and lead directly into some very serious discussion about:

- Leadership
- Communication
- Worker Initiative
- Worker Satisfaction
- Training Methods
- Motivation

In this very funny, award-winning, animated film, Mitt Mittle (industry's most dynamic supervisor) is caught in the "No-Man's Land" between his boss' demands and his subordinates needs. As production sinks, he experiences all the stresses and pressures of real life. And, the strain shows up in his relationship with his employees, through his hilarious, but hopeless, attempts to convey even the simplest instructions.

But when the problems are solved, and production soars, Mitt is certain it's because he "Told 'Em Exactly How To Do It!" (11 minutes)

Co-produced with Bosustow Productions
PERFECT FOR FIRST-LINE SUPERVISORS

To rent or purchase *Told 'Em*, just complete this coupon and mail today.

- | | |
|--|----------|
| <input type="checkbox"/> 1-Day Preview | \$30.00 |
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TDJ

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RAM 5, "RESPONSE 'A-MATIC"

This product is designed to add active student/trainee participation to any training or education program through response. The unit is preprogrammed with 10 answer codes containing 99 questions for each code. The correct answers are preprogrammed. Match the correct answers to the RAM's answer code and begin, either multiple choice or true/false. This item can be used as a stand alone with workbooks, printed material or with audio-visual devices with synchronization capability. Used with Singer Carmate 3300's, Beseler Cue-See and Kodak 400 Series units, \$129.95. Available from **Instructional Industries, Inc.**

For more information, circle No. 101
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TIME ORGANIZERS

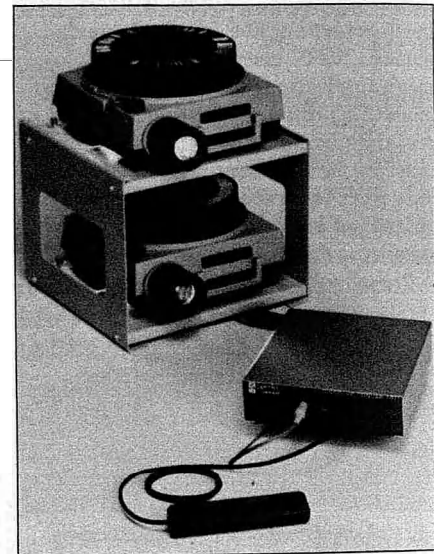
The publication of these three, three by four foot time-planning calendars come with small numerals and large writing spaces for schedules, appointments and reservations. Two configurations, a horizontal 12 monthly lines and a 12-month block style are year-at-a-glance single pages, \$9.50 each. The 12-month pages have six by six 1/2 daily spaces, \$19.50 each. Printed in two colors on heavy-cover stock for durability and easy reading, all calendars accept pen, pencil or markers. Available from **Cook's Systems.**

For more information, circle No. 104
on reader service card

FREE TRAINING MATERIALS CATALOG

This catalog contains an assortment of training materials for toolmakers, die-makers, moldmakers and machine operators. Ranging from an elementary starter series on machine shop fundamentals up through advanced diemaking, the series includes texts, instructor's materials and audio visuals covering moldmaking, jigs and fixtures, shop theory, precision machining and a series of booklets on metric usage. Available free from **NTDPMA.**

For more information, circle No. 108
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LOW-COST DISSOLVES

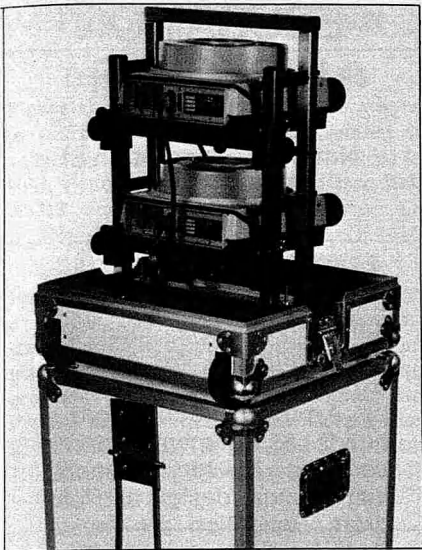
The "Convar," a new line of variable slide dissolve controls developed in England, has been introduced to North America by Spindler-Sauppe. All units can automate a full range of slide-dissolve effects, from quick cut to medium and slow lap dissolve, plus such special effects as superimposition, flashes, two-step animation and fades. Additional information on the complete line available from **Spindler-Sauppe.**

For more information, circle No. 114
on reader service card

ROLL-AROUND VTR CONSOLE

The 3100 (one inch) console is designed for all around efficiency and operator convenience. The XTR turntable rotates 360 degrees for equipment servicing. Base cabinet has 19 1/4 rack height for TBC or other controls plus pull-out shelf for equipment or tapes. The extended monitor shelf adjusts up or down in one inch increments to put equipment where you want it. \$879.
Winsted Corp.

For more information, circle No. 109
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COMBINATION SHIPPING CASE

Shipping case for Chief "Micro-Set" projector stands converts into projection table. Special nests provide internal protection and built-in wheels can facilitate movement from vehicle to remote location. A foam-lined compartment protects lenses or extra lamps. A hold-down bar secures dissolvers and special straps hold each tray in place. Super-Trouper 2 is \$439. **Chief Manufacturing Co.**

For more information, circle No. 112 on reader service card

LOCK-UP CARREL

This unit is designed to suit the needs of training and educational programs that require the use of tools, A/V equipment, or permanently installed accessories with lock-up protection when the carrel is not in use. The "Vocationer" has arrangement flexibility, using single and double face starter and adder units along with four-station cluster units. The unit is 36 inches wide by 36 inches deep and 51 inches high. \$380. **Command Products Co.**

For more information, circle No. 113 on reader service card

PLANNING EFFECTIVE PROGRAMS

This 55-page handbook is designed to be a step-by-step guide to organizing conferences, workshops, panels or seminars. The handbook describes how to set goals, plan a budget, select speakers, choose a site, handle publicity, plan registration and hospitality needs. Also provided are timetables, illustrations, samples, and checklists to guide those in charge at each stage of planning. \$4.50 from **New Ventures**.

For more information, circle No. 115 on reader service card

"What this profession needs is a good, solid institute on program design for the stand-up trainer."

"What this profession needs, it already has."



DESIGNING EFFECTIVE TRAINING & SELECTING APPROPRIATE METHODS

"The Ideal Institute For Those With Limited Design Experience."

FEATURING an opportunity to:

- ... Learn methods of diagnosing problems and needs;
- ... Learn criteria for determining whether training is necessary;
- ... Utilize a total system for designing training programs which incorporates a wide range of techniques and methods;
- ... Identify techniques and methods for participative learning;
- ... Apply criteria for selecting appropriate training techniques and methods; and
- ... Apply a flexible design system which can be utilized to effect most organizations' training programs.

STAFFED by at least two of the following workshop leaders: Forrest R. Belcher, Senior Training Consultant, Amoco Production Co./Standard Oil Co.; Chip R. Bell, Principal, LEAD Associates; Geoffrey M. Bellman, President, GMB Associates; Fredric H. Margolis, Director, Institute for Planned Change; and Richard R. Ragan, Principal, RRR & Associates.

INSTITUTE FEES are only \$350 for ASTD National Members and \$450 for non-members.

MAKE PLANS NOW TO ATTEND!

February 17-20 in Phoenix, Arizona
 March 30-April 2 in Atlanta, Georgia
 June 22-25 in Boston, Massachusetts
 July 20-23 in Minneapolis, Minnesota
 September 21-24 in Houston, Texas
 November 9-12 in San Francisco, California

For registration form and complete details on this and other fine ASTD Institutes offered during 1980, just use the handy Reader Service Card Number listed below or write: Program Registrar, ASTD, P.O. Box 5307, Madison, Wisconsin 53705.

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