

New Training Tools

23

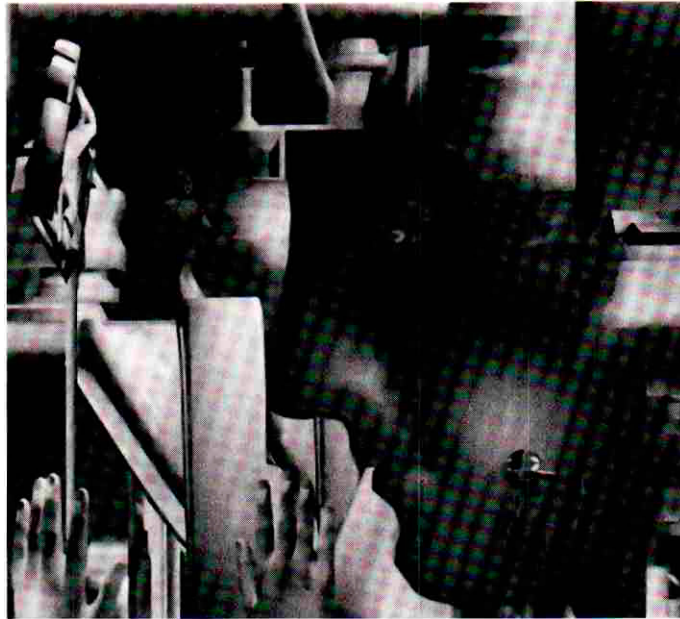
Free Culture Check

An important element in making new strategies work is having a clear definition of an organization's culture, according to Don Allen, managing consultant with Custom Solutions.

To help define your organization's culture, Custom Solutions offers a free copy of "The Culture Quest: How Discovering Your Company's Culture Can Help Maximize Your HR Strategies." The publication describes various customized human resource initiatives including selection tests, employee-opinion surveys, organization-risk assessments, and focus-group studies.

For example, an employee-opinion survey about quality practices can help determine whether an organization's current procedures and policies will support a quality-oriented culture. The same information can be used in hiring by helping HR people match job candidates' attitudes to the corporate culture.

For more information, contact Custom Solutions, Rosemont, Illinois. **Circle 253 on reader service card.**



The Culture Quest

How discovering your company's culture can lead to smarter business decisions

Don Allen, Ph.D.

24

Presentation Pointers



Boeckeler offers a free video on video marking and the various applications and features of its Pointmaker line

of products. Presenters use video marking to emphasize important points by drawing colorful lines over video images—similar to the way sports commentators draw over football plays on television.

The Pointmaker PVI-70 multiple-sync video marker connects a video

source (a VCR, laser-disc player, or computer) with a video display (a monitor or LCD projector). A user can draw lines and arrows and record them with video images for later playback, or can draw over images during an actual presentation.

The Pointmaker PVI-70 offers five pointing devices: a light pen for drawing directly on a CRT screen, a mouse pen, a remote control for drawing on a projection screen from up to 40 feet away, a digitizing tablet for tracing images placed under the tablet's template, and an Elographics touch screen that lets users draw with their fingertips directly on a monitor screen.

Presenters can draw and erase pointers one at a time and replace all video input with a solid background to use as an electronic chalkboard during discussion.

The Pointmaker line is compatible with standard video equipment and specifications.

For more information and to get

Some freebies, presentation products, problem solvers, and HR marketing guides—and Dead mouse pads you'll be grateful for.

How To Contact

Training & Development Magazine

Unless otherwise noted, you can write to *Training & Development* at Box 1443, Alexandria, VA 22313-2043. For package delivery, our street address is 1640 King Street, Alexandria, VA 22314-2746. Phone 703/683-8100; fax 703/683-8103; TDD 703/683-4323; or astdcl@capcon.net on the Internet.

Feature Articles We welcome manuscripts for possible publication in *Training & Development*. Contact Customer Service for authors' guidelines. Include a self-addressed, stamped envelope. Phone 703/683-8100. Send manuscripts to Editor Patricia Galagan.

Voice Mail We want to hear your opinions and observations about HRD and *Training & Development*. Send letters to Haidee Allerton; call the Voice Mail phone line, 703/683-9590; or fax a letter to her at 703/683-9203.

In Practice Send press releases or short articles on news, trends, and best practices to Erica Gordon Sorohan. Phone 703/683-8137.

Training 101 Submit brief articles on training basics to Catherine Petri. Phone 703/683-8130.

FaxForum is a monthly survey of readers' opinions. Send ideas for topics to Editorial Assistant, *T&D*. Fax 703/683-9203.

TechTalk This quarterly column looks at technology trends that affect trainers. Send ideas to Bart Dahmer, Technology Services and Technical Training, Federal Express, 2842 Business Park, Module G, Memphis, TN 38118; 901/369-2751; bdahmer@pipeline.com on the Internet.

Research Capsules This quarterly column summarizes recent HRD research. Send material to Linda Morris, director of Industry Services Education, Ernst & Young, Fairfax Square, Tower 2, 8075 Leesburg Pike, Vienna, VA 22182. Phone 703/903-5000.

Books Send review copies of books to Theresa Minton-Eversole. Phone 703/683-8134.

New Training Tools Send press releases to editor Haidee Allerton on software, tapes, manuals, electronic equipment, and other tools. Phone 703/683-7251.

Working Life Send press releases on trends and tips on work/lifestyle issues to Haidee Allerton. Phone 703/683-7251.

Subscriptions, Back Issues, and Reprints Subscriptions cost \$85 a year in the U.S.; call for foreign rates. Single photocopies of articles, at \$6 each, must be prepaid; bulk orders (50 or more) of custom reprints may be billed. Include issue date, article name, authors' names, page numbers, and billing or credit-card information. Contact Customer Service, 703/683-8100.

Rights and Permissions For permission to reprint articles, parts of articles, or other materials from *Training & Development*, send a written request to Editorial Assistant, with the name of the article, the issue date, and the intended use of the material. Phone 703/683-8132.

Product Information For your convenience, we assign reader service numbers to most products, services, and books mentioned in *T&D*. For more information on products, services, and books, circle the appropriate numbers on the postage-paid reader service card.

Advertising For advertising information, contact the appropriate sales rep, listed on page 4.

ASTD Membership For information, call the Customer Service Center, 703/683-8100.

New Training Tools

your free, seven-minute video, contact Boeckeler Instruments, Tucson, Arizona.

Circle 254 on reader service card.

Presentation Pieces

Another way to add emphasis to your presentations is with anecdotes, quotes, humor, short essays, and success stories. You'll find oodles of them in *The Best of Bits & Pieces*, published by Economics Press. The book is a collection of items from more than 25 years of the magazine *Bits & Pieces*. The publisher says that even Dale Carnegie quoted from *Bits & Pieces* in his classic book, *How To Win Friends and Influence People*.

To find an appropriate quote or anecdote, just turn to the relevant topic among the alphabetical headings. You can also scan the table of contents or use the cross-reference index.

The 224-page hardcover costs \$29.95. Only 1,000 copies have been printed. A leather-bound Deluxe Edition is available for \$49.95.

For more information, contact Economics Press, in Fairfield, New Jersey.

Circle 255 on reader service card.

Calling the Doctor

Here's a new publication from Nancy Friedman, the Telephone Doctor. *Telephone Skills From A to Z* gives tips on such subjects as using voice mail and handling irate callers.

The guide—which describes the techniques with humor—costs \$10.

For more information, contact the Telephone Doctor, St. Louis, Missouri.

Circle 256 on reader service card.

Problem Solver

Small and midsize organizations face many of the same human resource issues and problems as large companies. The difference is that many small companies don't have HR departments.

The people responsible for managing HR functions in small companies can find help in the *Human Resources Problem Solver*, from

Lite Tools

Just for fun... We have no scientific proof, but we suspect that a large number of PC users are also Deadheads—devotees of the eternal rock group, the Grateful Dead.

Well, you Dead-fans-turned-nerds—we know you're out there—can now “get by” on computer accessories with such familiar Dead icons as dancing bears and strutting skeletons. Choose from mouse pads and wrist rests. And for the diehard Deadhead CEO, there's a desk set complete with coasters.

At computer stores everywhere. Or, call Grateful Dead Merchandising at 800/225-3323.

And keep on truckin'!

Business & Legal Reports. The manual—updated quarterly—is geared toward executives and managers charged with HR responsibilities.

Topics include

- ▶ organizing an efficient human resource department
- ▶ communicating policies effectively
- ▶ complying with laws and regulations affecting human resources
- ▶ hiring, firing, and training company employees
- ▶ establishing and administering employee-compensation programs.

The *Human Resources Problem Solver* contains sample forms, policies, and compliance checklists.

A year's subscription to the manual costs \$225. Subscribers receive quarterly updates and a newsletter, *Planning Alert*, on key HR developments, compliance requirements, and troubleshooting ideas.

For more information, contact Business & Legal Reports, Madison, Connecticut.

Circle 257 on reader service card.

Fishing Expedition

It isn't unheard of for in-house trainers to depart and start their own consulting businesses.

Here's a set of audiotapes on self-marketing strategies for entrepreneurial success, “How To Be a

New Training Tools

Big Fish in Any Pond," by Nancy Michaels.

Tape 1 tells how to think like a big fish, how to build effective business relationships, how to increase one's visibility, and how to establish oneself as an expert.

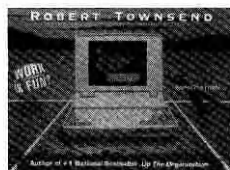
Tape 2 describes how to differentiate oneself from the competition, create promotional materials, and lure the media.

The set costs \$29.95 plus shipping.

For more information, contact the firm Impression Impact, in Concord, Massachusetts.

Circle 258 on reader service card.

The Tools Bookshelf



Okay, so sometimes we fall for the hook. We couldn't resist Pfeiffer & Company's *The*

B2 Chronicles, a sort of futuristic *Lord of the Rings* for businesspeople.

The PR package unfolded to reveal a neon cover with a hologram logo and the legend, "Work Is Fun?" And then there was the returnable feedback postcard featuring a photo of author Robert Townsend with a big fish he'd caught and the caption, "We're fishing for compliments!"

So, we bit.

Fortunately, there is substance to the style. After all, Townsend is known for transforming Avis Rent-a-Car from a lemon to a top-performing vehicle. He also wrote the 1970s classic *Up the Organization*.

In *The B2 Chronicles*, self-appointed geezer guru Townsend trawls for Generation Xers: How will they fit productively into America's corporate and small-business marketplace? And what can managers do to help these remote-control-bred children on their way to eventual employability?

Guru Townsend says not to give up on the Xers. Once business leaders understand how MTV has shaped the grunge generation's perspective, they can help Generation Xers achieve a vision, be productive, and even enjoy work.

The B2 Chronicles presents two fictional companies of the future—one large and one small—that test

lifestyle-altering video games. The book takes readers on a paper ride through interactive virtual-reality games and amusing anecdotes—baited with fresh haiku such as, "Competence is more important than whether your accent is funny."

Topics include bosses, career choices, elevator maintenance, green magma, incentive, Twinkies, zeitgeist, and work and play.

The overall message: Energy + knowledge + empowerment + fun = a workplace where people can attain Stretchwork 10—mind-expanding productivity.

The 192-page hardcover costs \$16.95.

For more information, contact Pfeiffer & Company, in San Diego, California.

Circle 259 on reader service card.

HR Marketing Kit



The latest *ASTD Trainer's Toolkit*, compiled by editor John Wilcox, shows how to market and promote your training programs to both corporate management and the training's target audience.

The 194-page guide contains sample HRD marketing materials, articles from *Training & Development* and *Technical & Skills Training* magazines, additional resources, and a list of contributors.

For more information about the package, contact the American Society for Training and Development, Alexandria, Virginia.

Circle 260 on reader service card.

"New Training Tools" is compiled and written by Haidee Allerton. Send items of interest to "Tools," Training & Development, 1640 King Street, Box 1443, Alexandria, VA 22313-2043.



GRAMMATICAL SLIP SHOWING?

Can you help me?

Yes, we're *able* to do so.
May we send you a free brochure?

Affordable group instruction in your office.

THE GRAMMAR GROUP
Represented by Salem Associates
Cleveland, Ohio
Fax (216)321-0444

Circle No. 149 on Reader Service Card

ANNOUNCING

Diversity Dilemmas...
A NEW VIDEO SERIES

Developed by a multicultural team of HR training professionals, managers and educators for use in a variety of awareness & skill-building contexts. Now your organization can create its own low cost diversity training program or enhance an already existing one.

Diversity Dilemmas offers a mosaic of 7 video tapes depicting 36 provocative vignettes dealing with challenges that arise due to differences in:

- gender
- age/experience
- sexual orientation
- race/ethnicity
- physical ability
- interpersonal style

For more information about **Diversity Dilemmas** call 1-800-322-7219 or write:

API AMBROSE PUBLICATIONS, INC.

A LEADER IN TRAINING RESOURCES
1 N. SHORE CTR., SUITE 210, PITTSBURGH, PA
15212-9812

Visit us at ASTD Booth #666
Circle No. 123 on Reader Service Card