

TRAINING FILMS SHOWCASE

The *Journal* asked 25 training film producers to "preview" what they considered their best film produced for the HRD profession during the last 12 months. Here are the results. . . . *If you would like additional information pertaining to any of the following films, just circle the appropriate number or numbers on the reader service card, and drop it in the mail!*

"COMMUNICATION: THE NONVERBAL AGENDA"

This 30-min./color film alerts viewers to the constant interpersonal flow of nonverbal communication so they can recognize the messages they are sending and receiving. It is pointed out that if a person says one thing, yet means another,



the body will betray the words and lead to a communication far different than the one verbalized.

The principles highlighted are being put into practice at TRW, where communication problems between administrators as well as manager/subordinate relationships are worked out by eliminating the nonverbal blocks that can cause confusion and misinterpretation. Purchase and rental prices available. Produced by CRM Films — distributed by ROA Films.

For more information, circle No. 215 on reader service card

"BASIC COMPUTER TERMS"

This new film introduces beginners of all ages to the world of computers. Using comedy to lead the audience through the process, the film depicts the computer's working parts and basic terms. Computers, large and small, are shown, as well



as the work they do and how easy it is to use them.

This film identifies the work that each organization or business must take care of, that can be delegated to computer routines, and explains the method by which this is done — computer programming.

The film is also concerned with removing the barriers to understanding that are widespread impressions for many of the people who really need to make use of computers. 16 min./color. Purchase and rental prices available. **Pyramid Films.**

For more information, circle No. 212 on reader service card

"CONFERENCE LEADING SKILLS"

This filmstrip series provides basic principles and a series of suggested activities for improving conference leadership skills. Activities offered are designed to enhance and sharpen the leader's skills and also to develop the skills of a conference participant.

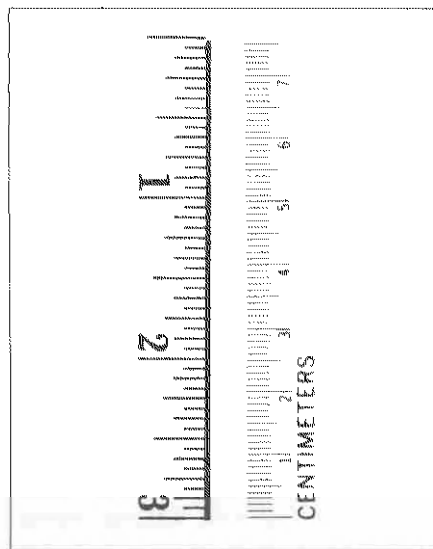
All of the necessary planning and or-

ganizing steps for ensuring a successful conference are also covered, including: preparation for the conference, maximizing conference resources, and capitalizing on group dynamics. Complete set priced at \$200. Individual strips at \$70. **Addison-Wesley Publishing Co.**

For more information, circle No. 200 on reader service card

"THE METRIC MOVIE"

This film uses contemporary animation, live action, split-screen cinematography and other special effects to present a brief history of measurement, depict the hazards of using a nonstandard system such as "cubits" or "anatomical," and to



show how the SI Metric System evolved out of France during the 1700s as a system based on the physical universe.

The second portion of the film explains how the Metric System is based on units which are divisions and multiples of 10, as well as outlines the seven base units and seven of the more commonly used prefixes and symbols. 15 min./16mm/color. Sale and rental prices available. **Best Films.**

For more information, circle No. 203 on reader service card

"PROFESSIONAL CUSTOMER CONTACT"

This 17-min./sound filmstrip is designed to serve as a training aid in developing the skills of customer-service personnel, focusing on four basic elements: exhibiting knowledge, demonstrating skill, inspiring confidence, and showing awareness.

Dealing with these elements in a



series of vignettes, the learner group is asked to identify with the customer to point out what is wrong with the service received. Six discussion breaks enable the discussion leader to reinforce important points.

"Professional Customer Contact" is designed to serve as either an introduction to a broad training program, or as an aid focusing specific skills. The content is general enough to be used in most situations where customer contact problems need to be solved.

This filmstrip can be purchased by itself or as an element to a program which Universal Training Systems will develop. **Universal Training Systems.**

For more information, circle No. 220 on reader service card

"PROFILE OF A MANAGER"

This newest film in a continuing professional management-development series represents one of the few basic introductory films on the meaning of being a manager that is available today. The film explores the human implications of the emphasis on goal orientation that is the basis of much current managerial thinking in organizations.

"Profile of a Manager" introduces the essential qualities demanded of a modern manager, including responsibility for achievement, leadership traits, personality, and technical and managerial competence. The film is aimed at managers and management trainees, as well as

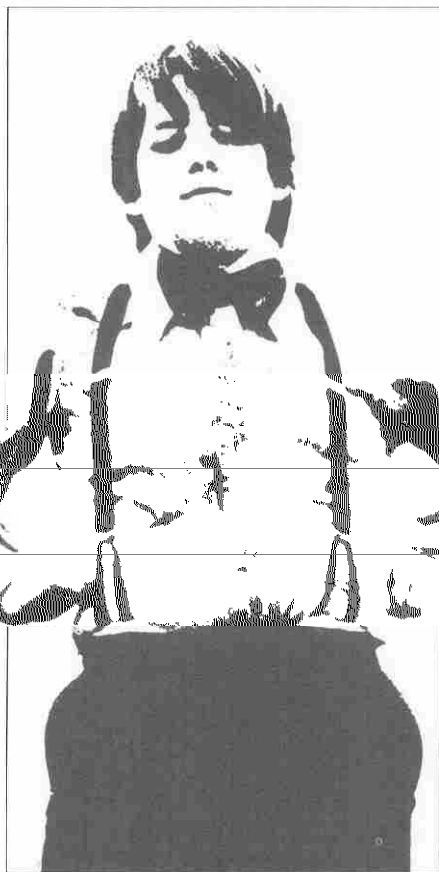
executives and specialists such as project leaders with managerial responsibilities.

Study kits to facilitate discussion and learning are also available. 15 min./Available in 16mm/Super 8mm cartridges and videocassettes. **National Educational Media, Inc.**

For more information, circle No. 211 on reader service card

"KING OF THE HILL"

In business, success depends upon dedicated employees and managers. To be an effective member of such a team requires a healthy respect for the value of each individual team member's contribution and worth. This new film, winner at



the Atlanta and Chicago Film Festivals, explores the awakening of the human being and his or her relationships with others through the use of symbol and analogy.

Relating to such training areas as team-building, leadership, human relations and affirmative action, this film asks, "Are you part of the team — or do you enjoy playing the 'King of the Hill' game?" 13 min./16mm. Purchase, preview and rental prices available. **Barr Films.**

For more information, circle No. 202 on reader service card

"FOCUS ON ETHICS"

This new film/seminar program is designed to help participants . . .

- gain increased sensitivity to actual and potential ethical problems
- improve their ability to evaluate critically their value priorities
- improve interpersonal and intra-organizational relations through increased appreciation of other points of view
- improve their ethical decision-making capability

This program can be adapted to a two-hour session or a two-day workshop, and has been structured for maximum audience participation. Includes three 16mm color/sound films, a detailed leader's guide, and 20 participant workbooks that present nine activities, including self-scoring exercises, questions, materials for role-playing, and case studies. **Salenger Educational Media.**

For more information, circle No. 217 on reader service card

"IN THE COMPANY OF MAN"

This documentary film, presented by *Newsweek Magazine*, examines the conflicting attitudes between so-called hard-core unemployed and company supervisors. Using the techniques of sensitivity training and role-playing, this award-winning film explores the breakdown and the reconstruction of communication between men who have been labeled "unemployable" and men who are directly responsible for hiring, training and supervising new employees.

"In the Company of Men" is designed to be shown to both new workers and company personnel. Rental and purchase prices available. Black and white/16mm/52 min. **William Greaves Productions, Inc.**

For more information, circle No. 222 on reader service card

"WOMEN IN THE WORLD OF WORK"

This film is designed primarily to broaden the horizons of knowledge of young people, particularly females, in relation to the changing world of work. It looks at a wide variety of young women who have pioneered successfully in normally male oriented occupations. Purchase and rental prices available. 14½ min./color. **Vocational Films.**

For more information, circle No. 221 on reader service card

"NO-NONSENSE DELEGATION"

Dale McConkey, author of the book *No-Nonsense Delegation*, illustrates how delegation should work, when to use it, and what to expect from it.

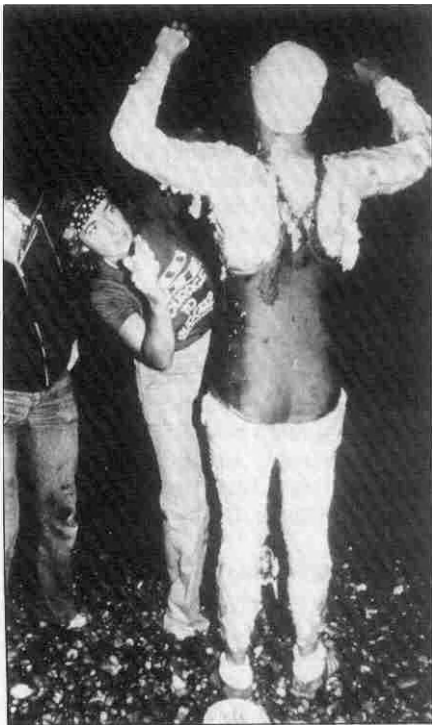
"No-Nonsense Delegation" is designed to help managers: learn to recognize and overcome problems involved in delegation; improve their effectiveness, their results and outputs; and to understand and use Dale McConkey's proven formula.

Additional aids available include the "No-Nonsense Delegation" Training Manual and Leader's Guide, and desk-reminder cards to help managers retain what they have learned. 30 min./full color/16mm. Purchase, rental and preview prices available. E.F. Wonderlic & Associates.

For more information, circle No. 223 on reader service card

"COURAGE TO SUCCEED"

This new motivational film portrays the way that courage, in the form of sheer "mental guts," can take a person



through disappointment and on into success. The film deals realistically with commitment, motivation, failure and success by showing marathon swimmer Diane Nyad's actual experiences with them. 16mm/color/30 min. Purchase, rental and preview prices available. **Saxton Communications Group, Ltd.**

For more information, circle No. 218 on reader service card

"TELL ME ABOUT YOURSELF"

Employment interviewing is the topic of this new film. Supervisors and managers are shown how to achieve key interviewing objectives such as: preparing for the interview; establishing rapport; getting



all job-related information; checking impressions; and being aware of their impact on the interviewee.

"Tell Me About Yourself" demonstrates more than 30 techniques and guidelines to help supervisors and managers cope with the most common problems in getting job-related information to put the right person in the right job. These include putting people at ease, probing for negatives, controlling the interview and dealing with periods of silence.

Progressing through a hypothetical case study, the film presents six different and common dilemmas that allow the projector to be stopped for trainee discussion. Available in 16mm or 3/4" video-tape cassette. Purchase and rental prices. **Roundtable Films, Inc.**

For more information, circle No. 216 on reader service card

"SAMPLING AND ESTIMATION SHAVES \$122,000"

This film presents an introduction to the concepts of population and sample, random sampling and sample bias, point estimation and confidence intervals. These concepts are described in the context of an extended, humorous example, with emphasis placed on the understanding of the concepts that underlie the statistics rather than on computation or formal procedures. 23 min./16mm/color. Purchase and rental prices available. **John Wiley & Sons, Inc.**

For more information, circle No. 210 on reader service card

"YOU CAN SURPASS YOURSELF"

This film, featuring Dr. Eden Ryl, focuses on: helping you clear the learning log-jams, improve the rate and eagerness with which your people learn, and helping them resist less and contribute more.

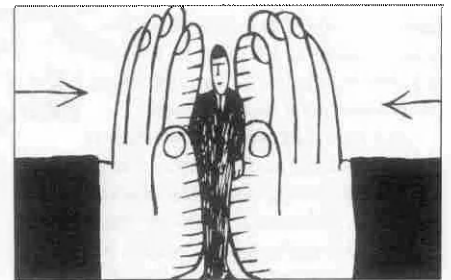
In the film, Dr. Ryl defines the four levels of teachability and discusses the behavioral trends underlying each. The discussion provides an opportunity to encourage self-examination among trainees and provides them with benchmarks of behavior. This 28 min., full-color film is available in 16mm, Super 8 and video-cassette formats. Purchase, rental and preview prices available. **Ramic Productions.**

For more information, circle No. 215 on reader service card

"MANAGER UNDER PRESSURE"

Pressure is a dominant feature of 20th-century life, an unavoidable part of any organizational structure. Stress reduces the productivity and morale of individuals within the organization, and it can kill those who don't know how to translate pressure into problem-solving.

This new film/program teaches its viewers to cope with rather than crack under the inevitable strains of our competitive, high-speed lifestyle. The one to



four hour program includes the 16mm film, a *Leader's Manual* and a *Participant Workbook*.

Combining live action and animation, the 15-min. film focuses on Frank, the sales manager at Monitor Automatics. His dilemma is probably similar to most business people... a poor economy, and increased costs and competition force Frank to cut six salespeople from his staff. As participants work out the exercises, they begin to realize that everyone with responsibility faces pressure situations and they learn how to cope with them. Pressure thus becomes a catalyst for growth and increased self-confidence! **Xicom, Inc.**

For more information, circle No. 225 on reader service card

"ON TARGET SUPERVISION"

The first two of a continuous series, these new films offer supervisors a refreshing exercise in "applied common sense."



"Rx for Absenteeitis" is aimed at the supervisor and offers help in diagnosing the symptoms of absenteeism, telling or letting the employee know that the supervisor is aware of the situation, and offering advice on how the supervisor can point out the consequences of absenteeism.

The second film, "Fair Warning," is designed to help supervisors and managers deal with employee gripes and complaints before these problems get out of hand. This film tells supervisors to "stop," "look," "listen" and "act" to bring the problem of complaints under control.

Both films are 15 minutes in length, full color and available in 16mm, 8mm and video-tape formats. Purchase, rental and preview prices available. **Dartnell Corp.**

For more information, circle No. 209
on reader service card



"SEARCH FOR ACHIEVEMENT"

This film provides a visual study of the relationship between managerial behavior and managerial achievement. It is

based on the work of Jay Hall and portrays the results of what is probably the largest research project of its kind. Behavioral data from more than 16,000 managers is presented.

The film examines the behaviors that cause managers to become high achievers, moderate achievers, or low achievers. Using a series of vignettes, the film demonstrates these behaviors to viewers. Accompanying the film is a learning instrument, the *Personal Achievement Formula*, which allows individuals to assess patterns that characterize their own behavior.

"Search for Achievement" is not a training film in the normal sense as it does not pretend to teach managers how to behave. Instead, it reports research findings in such a way that viewers begin to ask questions about their own potential as achievers. The film is recommended as the beginning point in OD training efforts or as a follow-up to reinvolve managers and supervisors in ongoing efforts. **Teleometrics International.**

For more information, circle No. 219
on reader service card

THE SUPERVISORY GRID®

This 26 min./sound and color film shows supervisors several positive and practical ways to increase their own effective-



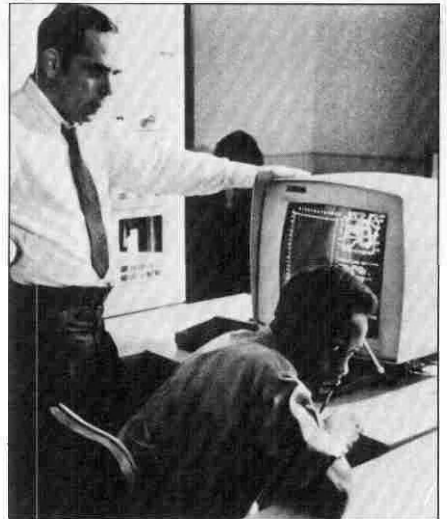
ness and boost their people's productivity.

Developed by Robert Blake and Jane Mouton, originators of the Managerial Grid®, this new film helps first and second-line supervisors gain a better understanding of the leadership process, become aware of their own styles, achieve personal growth, learn how to get and use feedback, and discover how to mold their people into high-performing teams.

This film can be used by itself employing the problems, exercises and questions for discussion in the accompanying *Leader's Guide*. The film can also be used in conjunction with the 10 session "Grid for Supervisory Effectiveness" seminar. Seminar materials consist of the 112-page book, *The Grid For Super-*

visory Effectiveness and the 160-page *Participant Study Guide*. A *Learning Administrator's Guide* is also included. The film is available at preview, rental and purchase prices. Grid seminar materials are available at quantity discounts. **BNA Communications, Inc.**

For more information, circle No. 204
on reader service card



"PRODUCTIVITY AND THE SELF-FULFILLING PROPHECY: THE PYGMALION EFFECT"

You may already be using the "Pygmalion effect" and not know it! This film describes a psychological aspect of management that can have some very far-reaching results — the "Self-Fulfilling Prophecy" or the "Pygmalion Effect," the notion that the prediction or expectation of an event can actually cause it to happen.

Rosenthal's "Four Factor Theory" is used to explain the influence which produces the Pygmalion Effect, and then we see how this effect is related to McGregor's Theory X and Theory Y. Included are examples of its impact on the business world, describing how managers convey positive and negative expectations to their employees and how they can become "positive Pygmalsions."

These important principles can be applied across the board within organizations and anywhere there is a supervisor/subordinate situation. The possibilities are innumerable and exciting . . . and clearly can be keys to improving business performance and productivity. 16mm or videocassette. Purchase and rental prices available. **CRM-McGraw Hill Films.**

For more information, circle No. 208
on reader service card

"A RECIPE FOR RESULTS: MAKING MANAGEMENT BY OBJECTIVES WORK"

Management by objectives . . . you know the ideas behind it are sound, but how do you make it really work? Maybe



your organization is just getting started with MBO. Maybe you have an MBO "program" that has been in operation for several years but hasn't produced the results you expected. In either case, the answer to your question may be to consider *managing* by objectives as a total system rather than as a "program."

This film takes this approach. Join Joe Batten, veteran MBO consultant, as he visits a corporation that has a "program" of MBO. Business is good, but there are some problems. Management realizes that things could be better and decide to adopt a system of *managing* by objectives. Now, everyone in the organization becomes involved. The results? Improved morale and motivation, greater cooperation and teamwork between departments, and increased profits as commitments are met. Rental, purchase and preview prices available. **Creative Media.**

For more information, circle No. 207 on reader service card

"WHERE DO YOU GO FROM HERE?"

The appraisal interview is one of the most important tools a manager has at his or her disposal, to help improve the performance of subordinates. This film is designed to help managers develop the skills necessary if they are to make performance appraisals or improvement interviews truly effective.

It is intended to be used by both companies that have formal management development programs as well as by those using less sophisticated methods.

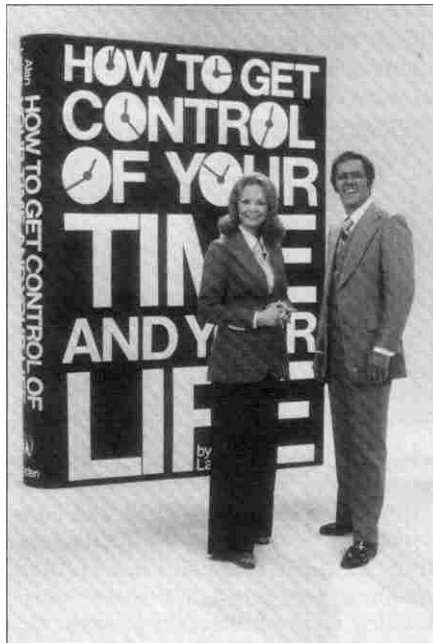
Features an actual performance improvement interview designed to serve as a model from which managers in all types of situations can learn. 25 min. **Rank Addis.**

For more information, circle No. 214 on reader service card

"A TEAM OF TWO"

Subtitled "Time Management For Managers and Secretaries," this film is part of the Alan Lakein Time Management Series. The lead film of this series, "The Time of Your Life," helped Cally Curtis Co. win the 1975 ASTD Organizational Service Award.

Starring June Lockhart and Tom Kennedy, this new film suggests that managers and secretaries will develop a more effective working relationship if each member of the team follows three steps; organize yourself, be a team player, and communicate. The new concept is the *team* concept. Alan Lakein feels that this concept, if practiced daily, could help solve two major problems: the over-busy and thus undereffective manager and the frustration of the secretary whose skills and talents are not used to their full potential.

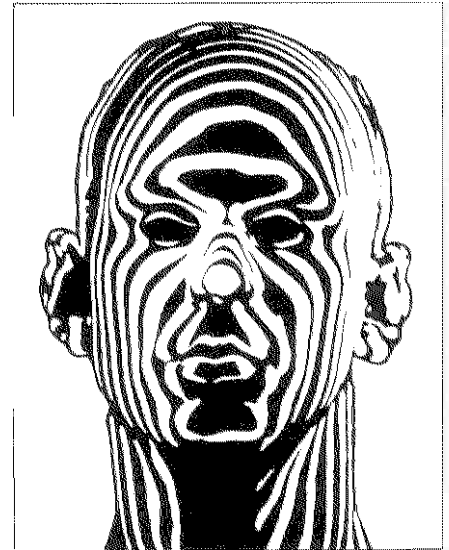


This film presents this new concept and offers time techniques that will help with the team's time problems. Lakein claims that these techniques will double the effectiveness of the manager and make the secretary's job more meaningful. 30 min./color. Available in 16mm, 8mm or videocassette. Rental, preview and purchase prices. **Cally Curtis Co.**

For more information, circle No. 206 on reader service card

"PREJUDICE: A LESSON TO FORGET"

Trainers and affirmative-action supervisors are using this film to stimulate discussion and education. Interviewed on the street, five people think discrimination is disappearing, yet each reveal un-



conscious prejudices. The film then travels back in time showing that prejudice was imported from England on the Mayflower and has flourished in every generation. We see how each principle minority — racial, ethnic and religious — has been degraded with labels. The second half of the film outlines this learning process in a humorous, poignant way. Narrated by Joseph Campanella. Color/17 min. Purchase, rental and preview prices available. **American Educational Films.**

For more information, circle No. 201 on reader service card

"JUST A LITTLE BIT MORE — POSITIVE"

"By leaning a little bit to the positive and away from the negative, anyone can change under-achievement into success." Bob Richards' new film shows how this can happen, making dramatic use of rare Olympic action films of many of the greatest athletes in history.

Training directors can use this film to help new employees find direction and adapt to company goals. Also helps inspire workers whose jobs may seem routine or unimportant.

This film is available in a 30-min. film or video tape, as well as a 10-min. film version that is designed to start or provide an inspiring wrap-up to meetings. **Bob Richards Attainment Institute.**

For more information, circle No. 205 on reader service card