

New Training Tools

All About Videos

Videotapes are a trainer's staples. They come in various formats and cover many different topics—everything from leadership and teamwork to sexual harassment and creativity. Some use humor; others are more straightforward. You may even see some of your favorite television actors turn up in training videos, portraying the Dominant Manager or the Compliant Employee.

Here's a roundup of training videos and some accessories to help you view them.

Future Quality

The videotape, "Search for Quality: A Strategic Futures Conference," shows how 70 key stakeholders participated in a 48-hour conference (which is condensed on the tape).

At the conference, participants established their company's strategic priorities for the next five years. Their objectives covered such topics as improving customer service, promoting women and minorities to top management, and helping to clean up the environment.

The video shows how participants determined the priorities, translated them into ideal scenarios, and initiated action planning. At the end of the video, there's a list of activities participants undertook when they returned to their jobs after the planning conference.

The videotape costs \$695 and comes with a facilitator's guide, which was written by Marvin R. Weisbord. For more information, contact Blue Sky Productions, Philadelphia, Pennsylvania.

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The Lighter Side of Quality

For a quality-oriented videotape with a humorous bent, try "Stuck on Quality." It's from the training series featuring John Cleese, British star of the zany "Monty Python" movies and BBC television series. (To give you an idea of what to expect, one of Cleese's Monty Python characters was the Minister of Silly Walks.)

Along with the uniquely British humor, the video offers techniques for achieving quality through customer and employee empowerment.

For more information, contact Video Arts, Northbrook, Illinois.

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Freebie

Videolearning offers a free catalog on a variety of training media. Two of its newest videotapes are "ADA: Day to Day" and "Benchmarking Series."

For more information, contact Videolearning Resource Group, Haverford, Pennsylvania.

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It's Not Easy Being Green

"The Heat's On: Environmental Law Compliance in the 1990s" is a video that covers such environmental workplace issues as conserving paper and disposing of hazardous materials.

Videotapes are a training staple. Here is a roundup of training videos, and reports on some new tools for watching them.

How To Contact

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The producers offer a catalog on other topics—including records management, wrongful termination, and U.S./Japanese business relations.

For more information, contact Commonwealth Films, in Boston, Massachusetts.

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The Power of Speech

"Communicating With People on the Job" shows viewers how to work toward shared team goals through the process of "active listening." The steps explain how to repeat what others say so that everyone agrees on the message, how to convey the right body language, how to recognize when team members need support, and how to overcome problems such as poor scheduling and failure to delegate.

The producers also offer videos on power writing, using powers of persuasion, and tapping the power of teamwork. For more information, contact Communication Briefings, Blackwood, New Jersey.

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Geronimo!

"You Pack Your Own Chute" aims to motivate employees to overcome their fears so they can work toward attitude and behavior changes. To demonstrate the principles presented in the video, the narrator, a non-swimmer, makes her first parachute jump on-screen—from an airplane 3,000 feet above the Pacific Ocean.

For more information, contact Ramic Productions, Newport Beach, California.

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Quality Dark Horse

No political endorsement is intended, but you may want to know what one of the United States' presidential hopefuls has to say about teamwork, change, and employee excellence—among other business-related topics.

In the video, "Trial by Fire," Ross Perot, founder of Electronic Data Systems, shares his secrets for suc-

Lite Tools

Just for fun.... Are your memos humdrum and instantly forgettable? Do they disappear into the great memo morass?

Colleagues will heed your memos, look forward to them, and even decorate their office walls with them when you give your memorandums your own personal stamp—in particular, one of these rubber stamps: "Talk to Elvis at 1-900-the-King" to get their attention, the "Elvis Lamp" to highlight brilliant ideas, and the "exclaiming-woman" stamp to emphasize a point.

And for all you buckaroos out there, express your gratitude to co-workers with the "Thanks Pardner!" stamp; the letters look like rope.

For more information, contact Ruby Montana's Pinto Pony, Seattle, Washington.

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cess. Perot tells how to shape winners with appropriate employee recognition, lead the troops by encouraging risk taking, foster a creative work environment, and build an organization that is responsive to innovation.

In a companion video, "America Under Fire," Perot presents his view of the global economy, comparing government to a business that's out of control. Perot encourages consistent, shared national and organizational goals, and offers ways to achieve and ensure excellence.

For more information, contact Video Publishing House, Schaumburg, Illinois.

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Accessories

Do you need anything other than a VCR and monitor to show your training videos? Maybe not, but here are some spiffy additions to the basics.

Video-to-go

Take along your next training video program in a self-contained, portable PC. Video-To-Go does away with

Video View on Cultural Diversity

Cultural diversity originally meant ethnicity, race, and nationality. It now includes such issues as gender, disability, and sexual preference. Many prefer the term multicultural.

My criteria for selecting the videotapes mentioned here are simple. The first six were the first videos out there on multicultural issues. Those tapes broke new ground. Now, there are more diversity videos on the market, and they cover a broader range of issues. These videos can bring awareness, knowledge, and skills to help trainers deal with the complex, sensitive issues of cultural diversity.

The list, while not inclusive, provides an overview of what's available. Most of the videos use various case scenarios that show business leaders and employees dealing with diversity in the workplace.

▶ "Going International," Copeland Griggs Productions, 302 23d Avenue, San Francisco, CA 94121. A series of four videotapes on valuing and managing diversity. Each video comes

with a trainer's guide. The series also examines intercultural issues in the international workplace.

▶ "Bridges: Skills for Managing a Diverse Workforce," BNA Communications, 94439 Key West Avenue, Rockville, MD 20850. A series of nine videos and eight training modules.

▶ "The Mosaic Workplace," Films for the Humanities and Sciences, Box 2053, Princeton, NJ 08543. A series of 10 titles, including "Understanding Our Biases and Assumptions" and "Men and Women Working Together."

▶ "The Multicultural Workplace," Coronet/MTI Films and Videos, 420 Academy Drive, Northbrook, IL 60062. A videotape and materials for a half-day workshop.

▶ "The Workforce Diversity Series," CRM Films, 2233 Faraday Avenue, Carlsbad, CA 92008. Titles include "Communication: The Nonverbal Agenda," which has to do with interaction styles and body language.

▶ "Working Together: Managing Cultural Diversity," Crisp Publica-

tions, 95 First Street, Los Altos, CA 94022. Workbooks accompany the videotapes.

▶ "Bridging Cultural Barriers: Managing Ethnic Diversity in the Workplace," Barr Films, 1201 Schabarum Avenue, Box 7878, Irwindale, CA 91706. The video, which includes "what would you do now?" participatory segments, addresses the needs of managers and employees in a multicultural workplace.

▶ "Beyond Diversity: Managing Interpersonal Differences," Menninger Management Institute, 5800 SW Sixth, Box 829, Topeka, KS 66606. The three titles in the series are "Sources of Individual Differences," "Dynamics of Interpersonal Relationships," and "Strategies for Successful Management." They examine cultural differences and also show that culture isn't necessarily responsible for individual differences among people.

— **David Wigglesworth**
D.C.W. Research Associates
Foster City, California

videodisc players and clumsy cables, says the maker.

The new device—which runs full-motion video on a color VGA display—is suitable for sales presentations, just-in-time training, and interactive training sessions.

For more information, contact Bermac Communications, Dallas, Texas.

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TVCRs

TVCRs—tabletop tools that combine standard VHS videocassette players with 11- to 13-inch television sets—lessen the need to tie up large conference rooms to view training videos. Users simply check TVCRs out of the training library as needed.

Panasonic, Hitachi, and Sony offer versions with different capabilities; prices start at about \$300.

Light or dark?

Desktop video production heats up with the Video Toaster, a PC-like product from NewTek that can project training participants into the action on

Product Information

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the screen and show simultaneous training segments in one display.

The guts of the Video Toaster are a customized Commodore Amiga personal computer and added "switcher" hardware. With special software, users can "pop up" a finished videotape by combining various videotape footage, still images, computer-generated graphics, text, and special effects such as 3-D and freeze frame.

The Video Toaster is available in computer stores.

Vice versa

Sharp's Still Video Printer allows users to produce color prints from almost any video source in about one minute. The system can freeze up to 25 different images and reproduce them all on one print—in standard 8.5-by-11-inch or reduction size.

The printer connects to almost all NTSC composite, RGB, and S-VHS sources, such as video cameras, VCRs, videodiscs, and television and video-display monitors.

The price is \$1,795. For more information, contact Sharp Electronics, Mahwah, New Jersey.

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"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.

