

## Product Information

If you would like more information on any of the products listed in "Presentation Products," circle the corresponding number on the Reader Service Card at the back of the magazine and drop it in the mail. The manufacturer will send the information you need directly to you.

If you would like to telephone the manufacturer, you will find phone numbers on the RSVP page. But please be sure to say that you read about the product in the *Journal*!

## Hello, Anybody Home?

The telephone is a great machine, but its convenience is always offset by the phoner's limited ability to communicate without being face to face. If you've got trainees who make or receive calls, then perhaps this product is for you.

Joel Linchitz Consulting Services



has recently introduced The Phone For Success TeleTutor, which can be used to train large or small groups in professional telephone skills. The components for the TeleTutor fit into a briefcase-size carrying case. You get the following items:

- a loudspeaker and recording system that lets the group hear and critique a telephone roleplay;
- three separate interactive telephones with 50-foot extension cords;
- a leader's guide with suggested roleplay scenarios;
- a roleplay critique sheet.

The system allows for continuous feedback and coaching—you can listen to live conversations or review what has been recorded.

The cost for The Phone For Success TeleTutor is \$695. For more information, contact Joel Linchitz Consulting Services, New York, New York.

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## Sound Computer Training

FasTrain, developed by FasTrain Learning Systems, is an interactive training system that uses audiotapes to provide customized instruction in computer and software operations. Once the system is hooked up to a computer and its keypad, a trainer can record his or her voice and the computer-program commands on a standard audiocassette. Program operation commands go on one track and the voice goes on another; both tracks may be edited independently.

In the playback mode, FasTrain operates the computer and software using the recorded program commands, while the trainer's voice guides the student through the training exercise. The system prompts the student, waits for input, and then verifies the accuracy of the entry. At the end of the training exercise, the

student receives an overall evaluation.

FasTrain comes in two packages. The first includes the recording unit, connecting cables, and an operating



manual, and costs \$2,000. The second includes all of the above plus a microphone with stand, an instructor keypad, and an instructor's manual; it costs \$2,450. For more information, contact FasTrain Learning Systems, Sebastopol, California.

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## CD-ROM Photo Library

So much for pay-per-use photos and slide sheets via overnight mail. Eastern Computer Graphics has announced its Professional Image Databank System (PID) on CD-ROM. On one disk, you get a library of photos that you can use over and over again—the royalties are paid upfront.

Each CD-ROM provides professional photographs for integration into computer graphics presentations. All images are recorded in Truevision's TARGA-32 file format, providing more than 16.7 million colors (about 600 megabytes of digital information on each disk). The PID photo library is compatible with many presentation-graphics software packages.

The company's first selection of 588 images costs around \$1,895 for the average user; for national and international broadcast, the suggested retail price is \$6,895. For more information, contact Eastern

Start the National Conference off right. Attend a full-day workshop and get practical, in-depth information on one of 16 subjects.

Computer Graphics, New York, New York.  
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## Videos

By now, you've probably broken your New Year's resolution not to watch so many rented movies on the VCR, so read up on these new videos.

### Learning well in school

Business Videoworks has announced the release of a four-tape training series called "Strategies for Effective Instruction." Produced for the National Staff Development Council (NSDC), the series uses four California school districts as its subjects. Each video covers material that is applicable to all grade levels and curriculum areas, and highlights the experience and talents of actual classroom teachers. Among topics covered in the videos:

- "Wait Time";
- "Creating a Mindset for Learning";
- "Motivation and Checking for Understanding."

The workbooks that accompany the videos not only review the material but also provide additional information. The series is designed for school principals and staff developers, but its focus on learning and ways of learning could be helpful to a broader range of training professionals.

Each video is \$80 for NSDC members and \$100 for nonmembers. The entire "Strategies for Effective Instruction" is \$260 for NSDC members and \$325 for nonmembers. For more information, contact Business Videoworks, Alexandria, Virginia.

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### You Be the Judge

When supervisors are reluctant to discipline employees, that can be a

**Alignment: Matching Natural Talents with Roles and Relationships.** Go beyond psychological profiling and find out who your trainees really are.

**The Complete Trainer: Designing, Delivering and Getting Support for Training That Gets Results.** Learn key ways to sell training to management.

**The Course Developer Workshop.**

Find out how to plan and develop dynamic training courses.

**Designing Career Development Systems.**

Learn a step-by-step process for creating a career development system in your organization.

**Developing Service Quality and Human Capital--Vital Links to Competitiveness.** Find out how to improve competitiveness by developing and retaining high performers.

**Developing Your Own CBT in a Day.** Discover computer-based training using actual equipment.

**Do-It-Yourself Video for Trainers.**

Get hands-on experience with video production techniques and equipment.

**How to Deliver Sales Training with Impact.** Find out how to design, deliver, and evaluate an effective sales training session.

**How to Train a Multicultural Group.**

Learn a 7-step procedure for designing and delivering training to multicultural groups.

**Increasing Training's Effectiveness: The Design and Evaluation of Training Programs.** Discover methods of evaluation that focus on collecting program effectiveness data.

**Introduction to Organizational Development.** Explore the basics of OD, from theory and terminology to practice.

**Linking Training to Business Needs.** Study the strategic training approaches that ensure organizational change and impact.

**Measuring Transfer of Learning: Usage and Skill**

**Retention.** Learn techniques to gauge on-the-job behavior change resulting from training.

**Presentation Mastery--The Trainer as a Public Speaker.** Learn and practice skills and strategies that maintain audience interest and cooperation.

**Successful Ethics Programs.**

Discover ways to implement an organizational ethics program.  
**A Systems Approach to Strategic Management Development.** Find out how to link management development to business needs and to assess your organization's development efforts.

To register or for more information, call 703/683-8174. Space is limited—sign up now!

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## Presentation Products

problem. On the other hand, if they dole out discipline with too heavy a hand or are too quick to punish, you could end up with a bigger problem. You have to train them to be judicious.

BBP Video (a division of the Bureau of Business Practice) has released "Progressive Discipline: You Be the Judge." It is designed to walk supervisory staff through the five steps of the disciplinary process—informal warning, oral warning, written warning, suspension, and termination. The approach delineates what must happen along the way in order to correct behavior effectively, improve performance, and avoid legal hassles. The video uses a stop-action technique that asks supervisors to be the judge and solve each simulated problem as it arises.

"Progressive Discipline: You Be the Judge" is available for \$495; you may rent it for \$95 per month. For more information, contact Bureau of Business Practice, Waterford, Connecticut.

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### Big names

Video Publishing House has released two new videos hosted by familiar people in the training and development profession.

The first, "Thriving on Chaos," is hosted by Tom Peters, author of the bestseller by the same name. It's a three-part program:

- Program One describes the forces at work in this volatile and complex world economy;
- Program Two, "If It Ain't Broke, Fix It Anyway," shows what organizations are doing to thrive on chaos;
- Program Three, "Brains Are In," describes the impact of the new information-based economy on job security, lifelong learning, and the nature of work itself.

The series features Peters on location at several entrepreneurial com-

panies. He demonstrates what they're doing to redesign their businesses and adapt to changing economic circumstances. Each video costs \$795 (VHS) or \$895 (3/4-inch and Beta); prices for the complete "Thriving on Chaos" are \$1,585 and \$1,785, respectively.

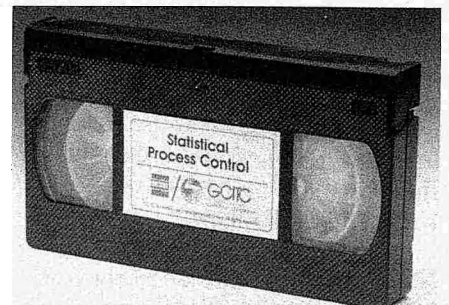
In "The Leader Within," Warren Bennis shares his insights about the trials and challenges of leading in the 1990s. In a magazine-style format, he interviews three well-known leaders: Frances Hesselbein, executive director of the Girl Scouts of the USA; General Dave Palmer, superintendent of West Point Academy; and Max DePree, chairman and retired CEO of Herman Miller. In the interviews, he explores diversity in the workplace, how to lead in decentralized organizations, and how to communicate a vision for a constituency.

"The Leader Within" is \$795 (VHS) and \$895 (3/4-inch and Beta). For more information on Peters's and Bennis's programs, contact Video Publishing House Inc., Schaumburg, Illinois.

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### Gee, SPC

"Statistical Process Control," produced by the Greater Cincinnati Industrial Training Corporation and



distributed by Metcut, is designed, you guessed it, to provide the basics of SPC. The video introduces the concept and SPC's use in quality control, and teaches viewers how to use control charts and interpret



data. It also demonstrates the use of X and R charts to monitor performance and determine process capability.

The video is available in all video formats and on videodisc. Teaching guidelines and course workbooks are also available. The cost for the course is \$495. For more information, contact Metcut Research Associates, Cincinnati, Ohio. *Circle 204 on reader service card.*

### Changes

Barr Films has released "Managing People Through Change," a video designed for all levels of managers and supervisors. It examines emotional reactions to such organizational changes as mergers, downsizing, department restructuring, and new-systems introduction, and demonstrates how to overcome negative reactions and lowered morale.

It covers four emotional phases involved in change—denial, resistance, exploration, and commitment—and follows the actions of two supervisors who must implement change in their departments. The first supervisor fosters only negative thinking and low morale, while the second uses effective techniques to accomplish a smooth change and keep employees enthusiastic during each phase of change.

"Managing People Through Change" is available in all video formats and costs \$555; a five-day rental is \$130; you may preview the video for \$35. For more information, contact Barr Films, Irwindale, California.

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*"Presentation Products" is compiled and written by Eric R. Blume. Send items of interest to Presentation Products, Training & Development Journal, 1630 Duke Street, Box 1443, Alexandria, VA 22313.*



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