

TRAINING FILMS SHOWCASE

The *Journal* asked various 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!*

"FOR MANAGERS ONLY"

This film by Saul Gellerman delves into ways managers can help raise their salespeoples' motivation.

The film is designed to show the viewer what sales motivation is really all about and why you can't afford to leave it to chance, learn when you should intervene and how, why timing is so important, how to use feedback effectively and pitfalls to avoid.

The film also covers techniques you can use to make your salespeople more productive and efficient.

Available in 16mm/videocassette at purchase, rental and preview prices from **BNA Communications**.

For more information, circle No. 116 on reader service card

"IF IT IS TO BE, IT IS UP TO ME"

Zeroing in on today's whirlwind of change in ideas, facts and technologies, author and consultant Joe Powell uses a blend of commentary, humor and cartoons to show people how to take charge of their lives and benefit from the opportunities change can bring. And, just as important, how to avoid being dead-ended by obsolescence.

Mr. Powell stresses the importance of continuing self-development for individuals and the need for organizations to keep tuned to new technological advances.

Produced in videotape and transferred

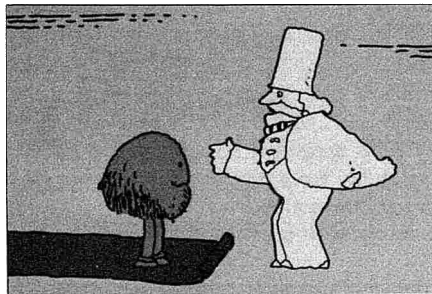
to film, this 26-minute presentation is available for purchase, rental and preview in 16mm film or 3/4-inch videocassette from **BNA Communications, Inc.**

For more information, circle No. 117 on reader service card

"COMMUNICATION: GETTING IN TOUCH"

This film can be used for workshops, seminars and training sessions — using the universal language of animation.

This 13½-minute film is based on the story that an alien force of fuzzy "Clumps" arrives outside of a town and establishes a colony. After the townspeople recover from the initial shock, the local business people see a new market



for their products and services. Unfortunately, nobody can understand the Clump language, and Clumps don't speak English. Eventually a bright salesperson (the hero) learns the Clumps' language.

The basis for the film is that communication skills are essential to our success.

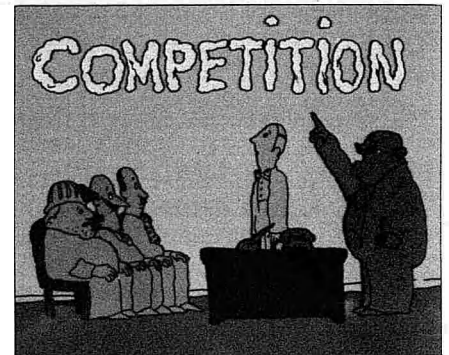
Available in 16mm/videotape formats at purchase, rental and preview prices from **Bosustow Productions**.

For more information, circle No. 118 on reader service card

"COMPETITION: PLANNING FOR CHANGE"

The story of this 12-minute animated film concerns the staff and employees of the Bell Factory resting on their laurels:

production is OK; service is adequate; marketing is as usual; and sales are fairly steady. Then, suddenly, a competitor with new ideas leaps into this equilibrium, and our friends from the



factory are forced to wake up and get moving.

After much internal shuffling the Bell staff get hold of themselves and plan a course of action. Things do improve and the Bell Factory gains the competitive edge.

This film could be used to complement sessions on planning or dealing with resistance to change.

Available at purchase, rental and preview prices from **Bosustow Productions**.

For more information, circle No. 119 on reader service card

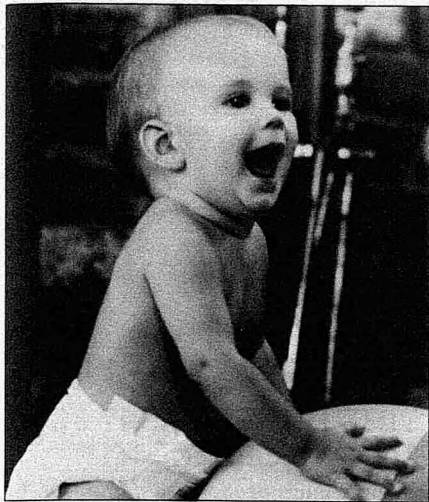
"STRICTLY SPEAKING"

This 30-minute film is based on Edwin Newman's bestselling book of the same name.

The film argues for direct, lucid and imaginative language and against jargon, verbiage and trick phrases. Newman believes that the loss of productivity is staggering when communication is confusing — and that too much of the language of business, government and education in America is unclear and wasteful.

Available at purchase, rental and preview prices from **Cally Curtis**.

For more information, circle No. 120 on reader service card



"YOU"

Is a four-minute self-image film that is designed to be used as a session starter.

The film shows viewers "the way you were" and asks that they recall some of the strengths of childhood . . . curiosity, boundless energy, enthusiasm, the ability to come back after a fall. Is it possible that we've lost some of these wonderful characteristics because of the stress and frustrations of life? And shouldn't we think of recapturing those traits?

Purchase, rental and preview prices available from **Cally Curtis**.

For more information, circle No. 121 on reader service card



"SOLVING EMPLOYEE CONFLICT"

This is a 10-minute film on expective vs. directive supervision. The story centers around a recently promoted supervisor clashing with an employee who felt he should have been the one promoted. Through the wisdom and experience of his manager, the new supervisor learns how to solve the conflict, regain cooperation and improve teamwork.

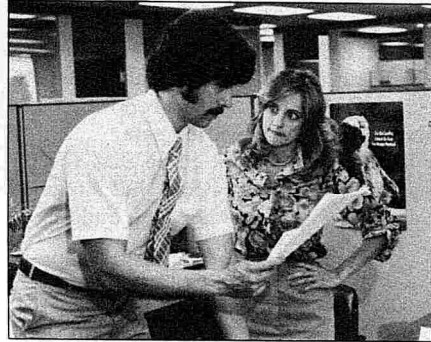
The film is designed to bring practical, how-to skills to life. Available in 16mm at purchase, rental or preview prices from the **Creative Media Division**, Batten, Batten, Hudson and Swab, Inc.

For more information, circle No. 122 on reader service card

"WHEN COMMITMENTS AREN'T MET"

This 10-minute film is one in a series of "Expective Supervision" releases. The viewer enters into the life of a supervisor who cannot understand why his people are letting him down — missing deadlines — not meeting commitments.

Is it the employees' fault? Or could the supervisor have something to do with it?



With the help of the manager, the supervisor learns how to use an expective vs. directive style of management to achieve the desired results.

Available in 16mm at purchase, rental and preview prices from the **Creative Media Division** of Batten, Batten, Hudson and Swab, Inc.

For more information, circle No. 123 on reader service card

"BUSINESS, BEHAVIORISM AND THE BOTTOM LINE"

This 23-minute film shows how Emery Air Freight was able to save \$2 million by improving their employees' performance through utilization of behavior modification principles.

Emery's problem was one of improper feedback between employers and employees and the failure to reward employees for good performance. This environment was proving costly.

With emphasis on B.F. Skinner's concepts of feedback and positive reinforcement, Emery set out to correct its efficiency problem and this film demonstrates how the goal was accomplished.

Rental and purchase are available for 16mm or videocassette from **CRM McGraw-Hill Films**.

For more information, circle No. 124 on reader service card

"PERFORMANCE APPRAISAL: THE HUMAN DYNAMICS"

In many organizations, performance appraisals have become nothing more than devices for grading an employee; judgmental situations in which neither ap-

praiser nor appraisee feels comfortable, but obligated to participate in.

This film explains why a different approach, one of an open exchange of ideas, can motivate employees to work with more enthusiasm toward organizational goals. Opening these reciprocal communication channels also allows managers the opportunity to develop their employees along lines of mutual interest to both organization and employee.

Available in 16mm/videocassette formats at purchase and rental prices from **CRM McGraw-Hill Films**.

For more information, circle No. 125 on reader service card

"TRANSITIONS: LETTING GO AND TAKING HOLD"

The intent of this 29-minute film is to examine the psychological and structural interrelationships affected by job transition.

The film focuses on Charlie, a lifelong



hourly employee who has just been promoted to first-line supervisor. The viewer will see his euphoria dissolve into doubts and anxieties as he tries to find his footing in his new situation. Charlie's company has, however, adopted a third-party facilitator technique, the use of an uninvolved third party.

Aided by the third-party facilitator technique, Charlie and his associates are able to let go, take hold, and begin moving on.

Available in 16mm/videocassette formats at purchase and rental prices from **CRM McGraw-Hill Films**.

For more information, circle No. 126 on reader service card

"THE CUSTOMER IS ALWAYS RIGHT"

This film is built on the approach that selling well means understanding what makes people want to buy. It is designed to teach sales reps how to avoid objections by using questions to identify the

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clients' problems and needs, it shows how to gain commitment to change before even introducing your product, and then how to tailor the specifications of the client's "ideal" product to match the product in your own line. This approach is called the NCS approach.

Sales trainer Don Veroneau takes a young sales rep, who has had a terrible morning, through a point-by-point examination of the NCS technique. In vignettes you will see the sales rep identify customer needs, and at the end of the film the young sales rep returns to his customer to close the sale.

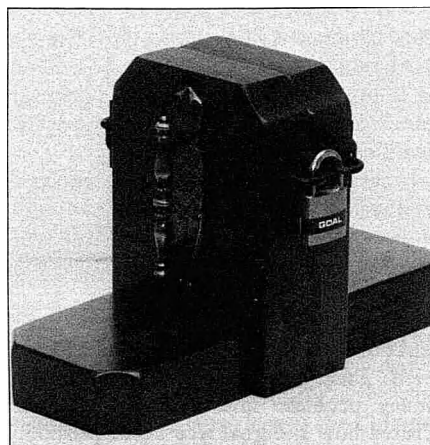
There is a leader's guide that accompanies this 28-minute film that suggests two alternative methods of building a training session.

The films are available at purchase, rental and preview prices from **Educational Resources Foundation**.

*For more information, circle No. 127
on reader service card*

"IF YOU DON'T, NOBODY ELSE WILL"

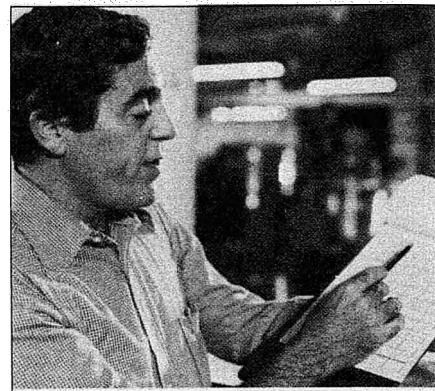
Is a 15-minute film designed to convince viewers that with goal-oriented planning, in five years they can be five years ahead instead of just five years older. It can also show how the training department can supply the guidance and resources necessary for goal attainment.



Featuring a personnel development specialist Jack Falvey, this film challenges the trainer to provide guidance and resources that will help employees achieve their goals and to clarify the relationship between employees and training department.

This is available in 16mm/video-cassette at purchase, rental and preview prices from **Education for Management, Inc.**

*For more information, circle No. 128
on reader service card*



"TIME MANAGEMENT FOR SUPERVISORS: E = MT²"

For maximum productivity this film by Robert A. Maskowitz can show supervisors how to organize their departments, how to use time management techniques that help relate activities to priorities that should focus supervisors' energy on activities that promise the greatest return.

The film is designed to keep interruptions at a minimum, schedule the department's work flow to maximize each employee's productivity, and to use a written, daily plan to arrange assignments in priority order, fit in new items which would leave free time for doing instead of remembering.

This 15-minute film is associated with a leader's guide and is available for purchase, rental and preview from **Education for Management, Inc.**

*For more information, circle No. 129
on reader service card*

"THE WELLNESS REVOLUTION"

America's pursuit of healthful living — handling stress, looking trim and feeling good — is the subject of this 16mm film. Presented by John Hancock Mutual Life Insurance Co., the free-loan film explores ways we all can live better, and maybe even live longer.

Narrated by TV star Dick Van Patten, the 27-minute film's message is that there are many ways to achieve physical and mental well-being.

The cast of the film includes a battery of experts from various health-related fields. They all agree: relaxation, exercise, stress management and good nutrition lead to a fuller, more balanced life.

Available on a free-loan basis from **Modern Talking Picture Service**.

*For more information, circle No. 130
on reader service card*

"COPING WITH LIFE ON THE RUN"

Dr. George Sheehan — cardiologist, marathoner and philosopher — believes that physical fitness does lead to a more productive performance in daily jobs and professions, improved self-image and a higher level of self-confidence.

In this 27-minute film, Dr. Sheehan explains why a good state of physical health is essential for coping with the everyday challenges and problems in business and industry. He goes on to explain several key points in the development of a fitness program.

The overall value of the film is to help motivate individuals to select their own regular exercise program to improve quality of life.

Available for purchase, rental and preview from **MTI Teleprograms, Inc.**

For more information, circle No. 131 on reader service card

Tell My Wife I Won't be Home for Dinner



"TELL MY WIFE I WON'T BE HOME FOR DINNER"

This 32-minute film is a portrayal of gross time mis-management. It examines the correlation between time management and effective management procedures through three case studies, each demonstrating a variety of common misuses of time.

The three characters each confess their time mis-management sins to a "confessor" who draws out the positive training points of good time management.

The film's aim is to give a clear idea of the needs of good time management, to provide "do's and don'ts" for personal time management, and to demonstrate that good management practice is also

good time-management practice.

This 16mm film (also available in video formats) includes a leader's guide to help trainers and trainees learn about failure to delegate responsibility, considering subordinate decision, setting priorities and arranging meeting schedules and handling interruptions. Valuable to the entire business structure from management to support staff. Purchase, rental and preview prices available from **MTI Teleprograms, Inc.**

For more information, circle No. 132 on reader service card

"WHY NOT A WOMAN?"

Increasing numbers of women are exercising their options and entering non-traditional occupations such as welding, carpentry and mechanics. This 26-minute presentation explores the attitudes of male co-workers, supervisors, personnel managers and teachers — and demonstrates the wide range of job and training opportunities for women of all ages.

The audience is confronted with a realistic and entertaining argument against the myths about women and work, and challenged to reassess personal attitudes on the role of women.

Available in 16mm/videocassette and at purchase, rental and preview prices from **National Audio-Visual Center.**

For more information, circle No. 133 on reader service card

"MANAGERIAL CONTROL"

A 14-minute film that demonstrates the importance of effective control in reaching goals. A step-by-step approach to establishing controls, measuring results and taking corrective action is presented. Illustrated is the role that proper attitude plays in the successful manager.

Introduction for new supervisors and



managers for: directing and controlling; orientation to communication with subordinates; leadership; problem solving;

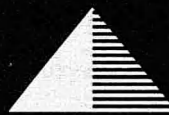
"SOLO"



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and cost management. Also designed for experienced managers for: team building; leadership; organizational goals and planning.

Includes a study guide with a checklist for establishing a basic control system; list of prerequisites to control. Available in 16mm, videocassette and Super-8mm cartridge at purchase and rental prices from **National Educational Media, Inc.**

For more information, circle No. 134 on reader service card

"THE WAY I SEE IT"

By developing a better understanding of the perceptual process this 23-minute film is designed to help your managers perceive their subordinates more accurately.

The Way I See It shows how perceptual differences can influence job performance and strengthen conflict. It attacks the problems behind job assignments and goal setting that fail due to misperception. Designed for programs on communication, perception, job assignment, MBO, delegation and conflict management.

Available for purchase and rental from **Roundtable Films.**

For more information, circle No. 139 on reader service card

"MAKING IT IN THE ORGANIZATION"

Employee motivation and orientation is what this 18-minute film deals with. It analyzes employee attitudes and how they affect performance, satisfaction and rewards. The presentation shows how attitudes toward work help to determine the rewards and satisfaction derived from work.

Geared to help participants explore and develop alternative strategies to deal with their work environment.

This film package contains the color-sound film or videocassette, leader's guide and poster. Available at purchase, rental and preview prices from **Salenger Educational Media.**

For more information, circle No. 138 on reader service card

"THE WAY TO GO"

This film focuses on a financial services organization's style of "open management," relating the management style to the opportunities for success to be found in any organization employing such techniques. Subject areas include a discussion of the opportunities a corporation should provide for quality employees who have the desire to succeed and the

capacity to increase their value to the company.

Material covered in the film, while specifically directed toward financial service organization employees, is applicable to any organization. It, therefore, could be of interest to many different audiences illustrating a formula for success which is designed to be highly effective.

The film is available for preview and showing from **Universal Training Systems Co.**

For more information, circle No. 140 on reader service card



"INCREASING PRODUCTIVITY"

Productivity can be managed, changes can be initiated and innovations accomplished with the premise that "increasing productivity is every manager's responsibility," is demonstrated in this 14-minute film.

It challenges managers to accept responsibility through creative change, and shows energy and intelligence as the essential resources for productivity.

The film details the responsibilities for change that managers assume after discussing the manager's role in directing the use of these resources: initiative for change, accurate measurement, involving others, leadership in increasing productivity.

Stimulates discussion of management responsibility, the role of the manager as change agent, the need for a "commitment to excellence" from the top of the organization down.

A study guide is included, and the film is available at purchase, preview and rental prices from **National Educational Media, Inc.**

For more information, circle No. 135 on reader service card