

training films showcase

"Preventive Discipline"

To many people, "labor relations" means hard bargaining, grievances and possibly arbitration. But it doesn't have to. Labor relations begins with human relations—one-on-one interactions between supervisors and employees. The outcome of these interactions determines how many minor incidents become full-scale grievances. This multimedia supervisory training program shows how to make better labor relations relatively simple. Using filmed dramatizations, workbooks and audiocassettes, it teaches supervisors how to deal more effectively with insubordination, absenteeism and unsatisfactory work, all without resorting to punishment. **BNA Communications Inc.**

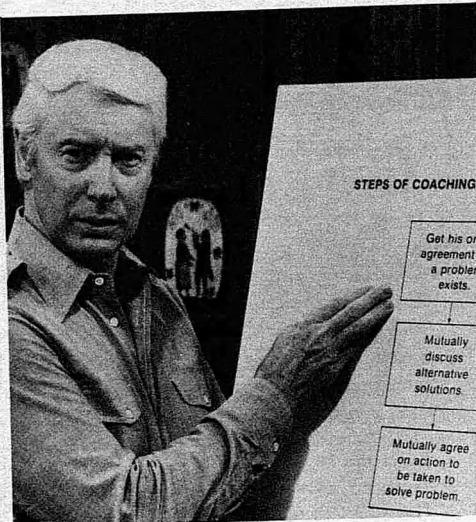
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"Keep Reaching"

This 30-minute film uses everyday situations to develop the motivation skills every successful manager needs. Through home and work scenes, employees will learn a step-by-step formula for generating new levels of enthusiasm, involvement and commitment. Handbooks, motivation self-inventories and reminder cards may accompany the film to support your training session. Available in 16mm and 3/4" videocassette at purchase, preview and rental prices. **BBH&S, Inc.**

Circle Reader Service No. 243



"Face to Face"

Based on the book, "Coaching for Improved Performance," by Ferdinand Fournies, "Face to Face" discusses why managers traditionally avoid "face to face" performance discussions with employees and how such discussions, when held, often turn into unproductive confrontations. The film features Fournies' Coaching Analysis (why people don't do what they are supposed to do) and his five steps for the actual face to face coaching discussion (how to get employees to change). In "Face to Face," we see a branch manager trying to convince three employees to correct performance problems. After learning the coaching process from Fournies, he successfully coaches the three in sequences modeling Fournies' coaching methods. The film is 27 minutes long and comes complete with a meeting guide written under the supervision of Ferdinand Fournies. Available in 16mm or videotape at purchase, preview and rental prices. **Cally Curtis Company.**

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"Successful Delegation"

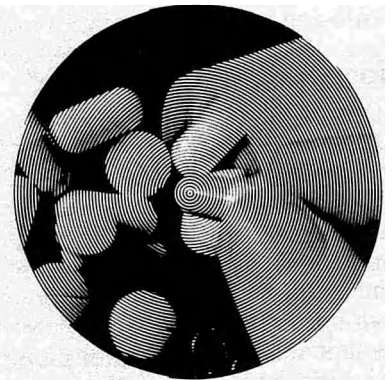
Using a combination of animation, dramatization and reinforcing graphics, this 15-minute film shows your managers how to accomplish more by doing less. It demonstrates how to save time on jobs that could be done better or less expensively by subordinates. Available in videocassette or 16mm. **EFM Films.**

Circle Reader Service No. 246

"Controlling Drug Abuse on the Job"

This program is a tough, hard-hitting approach which asks a commitment from management in dealing with drug control. A pre-packaged film program, it features realistic dramatized episodes of the types of drug abuse most commonly found in work-related situations. The meeting leader's guide tells how to create the proper environment for drug abuse control. Available in 16mm and 3/4" cassette at purchase, preview and rental prices. **Washington Film Company.**

Circle Reader Service No. 241



"You'll Soon Get the Hang of It"

When a new person starts, a staff member usually trains them one-to-one. Too often the new recruit ends up confused, demoralized and fails to get up to speed. In this full color 22-minute film, John Cleese shows why this happens in hilarious sketches, showing major mistakes most people make in training new recruits. The film also takes three main training situations—manual, clerical and technical—and demonstrates the essentials of the major pitfalls. Viewers learn how to organize training to fit the three basic ways people learn and when to use different motivational techniques at different stages of training. Available in 16mm color or videocassette. **Xicom Video Arts.**

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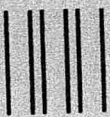
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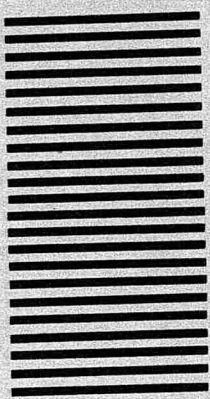
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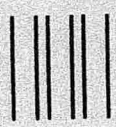
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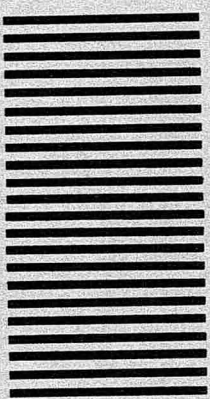
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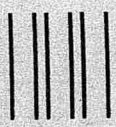
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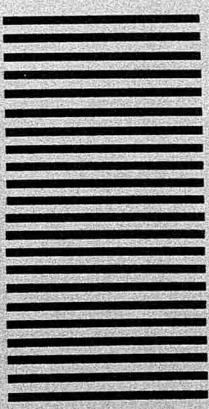
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"Everyone's a Negotiator" and "Persuasive Negotiating"

These Herb Cohen films explain how to gather information, generate competition, understand options, handle problems successfully, reduce stress and work with others so that both sides win. How an individual negotiates with clients, suppliers, bosses, peers and subordinates helps to determine both the individual's prosperity and the success of his or her organization. Available at purchase, preview and rental prices. **Magnetic Video.**

Circle Reader Service No. 233

"Guinea Pigs is Pigs"

This new color film explores problems caused by inflexible rules and bureaucratic mismanagement. What happens when a loyal, well-meaning railway agent argues with a customer about how to classify the guinea pigs the customer wants to ship? In the end, the two guinea pigs left in the agent's care have multiplied to 613...and they all belong to the railroad! Problems can multiply just as rapidly in business when people don't give creative attention to solving them. This film is perfect for sales training programs and sessions about customer relations, problem-solving, decision making and conflict management. Available in 16mm and videotape at purchase, preview and rental prices. **Barr Films.**

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"Armed and Dangerous: A Study of Safe Loading"

Loading and unloading hoppers, tanks and box cars or trucks pose special safety hazards. Loading or unloading of any type of rail car or truck involves actions and situations that can lead to an accident—if safety precautions aren't taken. This 15-minute film explores the dangers involved and the precautions to take. A 20-page workbook with background information, general safety precautions and questions and answers is included with the film. Available in 16mm, 3/4" videocassette, Betamax or VHS at purchase, preview and rental prices. **BNA Communications Inc.**

Circle Reader Service No. 239

"Where Do I Go From Here?"

Setting a career objective and mapping out a career strategy are the personal responsibilities of each employee. This 22-minute film challenges its viewers to abandon the notion that someone else will map out their future and to accept the reality that the only sure way to success is to take charge of career development for themselves. It presents a three-step program for achieving career success and will help employees use the training department as a resource for growth. Available in 16mm. **EFM Films.**

Circle Reader Service No. 244

The "Hot Air College" Syndrome

FREE REPORT TELLS HOW TO AVOID IT

"Hot Air College" is what supervisors and managers call training/development sessions which lack "content effectiveness," i.e., learning materials selected and designed with the enrollees' needs—and learning states—in mind. To learn more about "content effectiveness," (the most important single factor to consider when designing training sessions,) **phone 217/384-8422 or write for a free copy of "FACTORS AFFECTING THE EFFICIENCY OF TRAINING GUIDES."**

Address: L. J. Gordon Associates/
Creative Training Guides, Inc., P.O.
Box 395, Urbana, Illinois 61801.

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CAREER DEVELOPMENT SOFTWARE

Diskettes for Apple II* or manuscripts for in-house programming

- **Supervisory Development Training**
- **Stress Management**
- **Employee Coaching** —preferred work activities/values
- **Customized Career Ladders**

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For brochure on available programs:

Career Dev. Software
6101 Highland Dr.
Vancouver, WA 98661

Or send \$10.00 for demo disk (specify DOS)

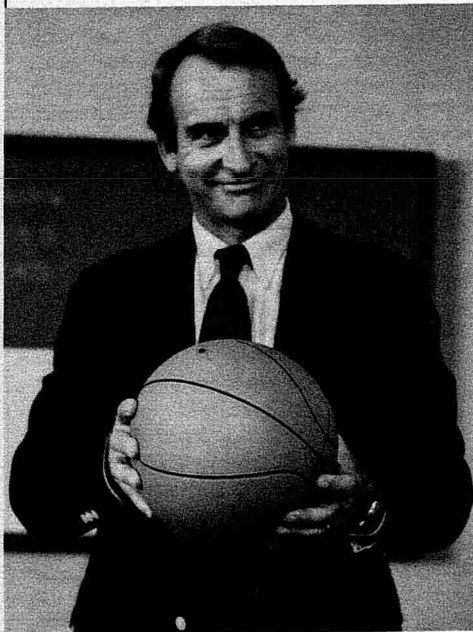
*Trademark of Apple Computer Co.

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"Communication: The Name of the Game"

This 28-minute film provides trainers with a product they have needed for a long time: a broad, basic film that fits almost any communication program. This latest addition to the Roundtable communication training film series provides an information-packed base for both introductory and advanced programs. To heighten interest and involvement, the film uses the familiar game show format with contestants, questions, prizes and discussion of correct answers. Test groups prove that managers, supervisors and subordinates identify with the true-to-life vignettes of communication problems in the film. As trainees attempted to outscore the game show contestants in the film, they learned to recognize the barriers interfering with productive communication. Available in 16mm or in videotape at purchase, preview and rental prices. **Roundtable Films, Inc.**

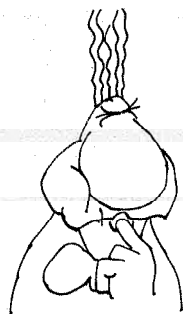
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"Pattern for Instruction"

This job instruction training film teaches supervisors everything they need to know about training their people. Your supervisors will become experts in instruction, and they'll discover easy-to-apply techniques to motivate their people to learn. In 21 minutes, the film covers important material—without endless preparation on your part. **Roundtable Films.**

Circle Reader Service No. 237



"Getting Started"

What do you do when your people are too intelligent, too close to you or too high-level to confront directly about a touchy subject: wasting time! Here's a short film that looks at distractions in the workday and, without offering solutions, creates a sense of awareness about efficient use of time. Too often, an individual's inability to focus on his or her task seriously affects productivity. This film invites workers to think about their habitual time-wasters and challenges them to control them. While the film can stand alone, it also comes with a leader's guide and worksheets to turn your screening into a "down to business" opportunity to deal with procrastination and skill improvement. The message is clear and simple: being able to manage yourself makes you a more valuable employee. **LCA Video/Films.**

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"Pass it On!"

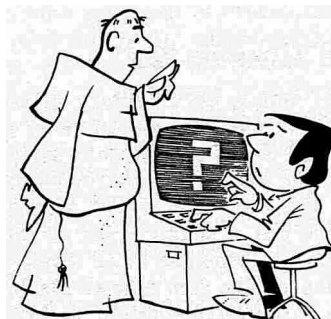
This 12-minute film points out the importance of understanding for good communication and properly functioning organizations. Unclear and misunderstood messages, instructions, deadlines or meanings cost time and energy. "Pass It On!" recognizes that people are more likely to do something about this obvious drain on productivity if the change required is easy to execute and brings immediate results. The film suggests that every time you pass on information or instructions, be sure you are understood. And, every time you receive information or instructions, be sure you understand. The film promotes a quick-and-easy technique to insure that such understanding occurs—clarify and verify—and gives tips to help with the verification process. Available in 16mm and videotape at purchase, preview and rental prices. **Cally Curtis Co.**

Circle Reader Service No. 225

"The Time Trap"

American Media Incorporated has a new film on time management entitled "The Time Trap." This half-hour dramatic film featuring Dr. Alec Mackenzie is based on the best-selling time management book of the same title. The film is of interest to managers, supervisors and anyone who cares about utilizing time more efficiently. It is a dramatic story about a husband and wife who are both professionals in the business world, their problems relating to time management and how they overcome them. The film contains specific how-to tips to utilize our most important resource—time—more effectively. Available at purchase, preview and rental prices. **American Media, Inc.**

Circle Reader Service No. 247



"How Does a Computer Work"

This film helps solve a major problem businesses have with their computers—underuse. Underuse is mainly the result of line managers not knowing how a computer can help them. When managers understand computer basics and see how the computer fits into their business, their computer-phobia disappears, and both they and the computer become much more effective. The 15-minute film stars "monk," a well-known character in Xicom Video Arts films. In a light-hearted and non-threatening way, "Monk" explains how hardware and software fit together to perform key functions. A tour of the central processor explains how input and output are controlled and how calculations and decisions are made. Written for non-specialists, the film will help people see the computer as a positive influence to help them improve their own effectiveness. Available in 16mm color film or videotape. **Xicom Video Arts.**

Circle Reader Service No. 223