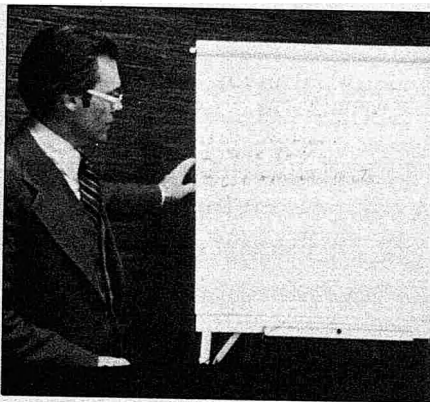


TRAINING FILMS SHOWCASE

"THINKING IT THROUGH"

Tackling complex problems. The very essence of a manager's job — yet managers and supervisors all too frequently approach major problems haphazardly, unsystematically. Informal or unconscious methods that may work in spontaneous daily decision-making often break down in the face of a problem that must be thought through rationally.

Why is this? Intricate problems confront managers with a jumble of facts and opinions from a wide variety of sources. Information is inevitably incomplete — but waiting for all the returns to come in usually means an unacceptable delay. The apparent problem is frequently no more than a symptom of the hidden actual problem. And all alternatives must be consciously weighted in the light of the organization's objectives. Without any system or guidelines, many managers throw up their hands when trying to juggle such myriad factors.



"Thinking It Through" can help your managers and supervisors organize problem-solving and decision-making into a rational step by step process. This involving 23-minute Pillsbury Company color production analyzes one typical problem that a manager must solve. The structure he or she uses is a universally useful method for solving problems and making decisions in any organization at all levels.

Available in 16mm/Super 8mm/video-cassette formats at purchase, rental and preview prices from **Roundtable Films**.

For more information, circle No. 102 on reader service card

"YOU CAN LEAD A HORSE TO WATER . . ."

"You Can Lead A Horse To Water . . ." is a newly produced film on behavior modification and is the first "how to" film on the subject, showing the concepts of performance feedback and positive reinforcement.

The easy-to-follow, six-step system is illustrated by a variety of vignettes. Sample situations include: women in management, shipping crews, typing pools, customer booking departments, salespeople and more.

The film's unique instant feedback technique and free training leader's guide allow management people to apply the concept in their own job situation immediately.

The system has already improved performance for major airlines, universities, insurance companies, freight companies and many more. 30 min./color. Available in 16mm/Betamax/videocassette and Super 8 formats at purchase, rental and preview prices. **American Media, Inc.**

For more information, circle No. 104 on reader service card

"THE ENGINEERING OF AGREEMENT"

Regardless of our occupation, we are constantly reminded that there is a limit to how much we as individuals can accomplish alone. In our increasingly complex world, we are becoming more, not less, dependent on the people we work *with*, the people we work *for* and the people who work *for us*. We are, therefore, dependent on being able to secure the willing, and hopefully the enthusiastic, cooperation of others.



It is not only the salesperson that needs to be able to *sell* his or her ideas, plans or programs. There is a necessary place for training in this skill in any program dealing with management development, customer relations, negotiating, assertiveness, interviewing, counseling, communications and human relations.

"The Engineering of Agreement" is a 21-minute color film that fills these important training needs in three ways. It makes people aware of the mistakes they are most likely to make as they attempt to gain acceptance for a plan or a product or service. Secondly, it teaches proven techniques that cover that critical period between the completion of the "presentation" and the final acceptance or go ahead decision. And finally, it provides a vehicle for practicing these techniques so they may be truly learned and effectively utilized.

Available in 16mm/Super 8mm/video-cassette formats at purchase, rental and preview prices from **Roundtable Films**.

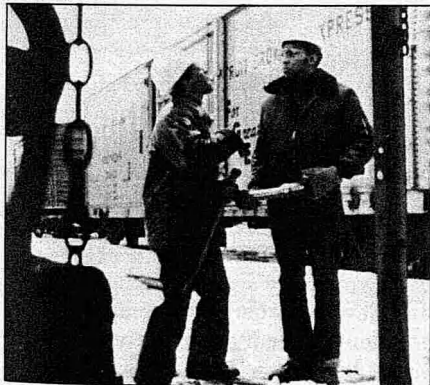
For more information, circle No. 101 on reader service card

"PREVENTIVE DISCIPLINE"

This new multimedia program teaches first-line supervisors how to prevent grievances and personnel problems by using the principles of good management to enforce organization rules in ways that build morale and improve productivity.

Using an individual film, workbook and audio-cassette for each problem area, it zeros in on the gut issues of insubordination, absenteeism and unsatisfactory work. It captures supervisors' attention with filmed vignettes of cases that actually happened, then involves them in an open-ended case. After discussion, the supervisors can check their decisions against the arbitrator's opinion in the workbook . . . read or listen to a panel of experts discuss the filmed cases . . . then go on to read, decide and discuss three supplementary cases in the workbook and compare their decisions with those of the arbitrators.

With *Insubordination*, for example, supervisors will see a refusal to obey a direct order and how to avoid such confrontations, learn the dangers of fuzzy orders, find out when employees can legitimately refuse to obey a direct order.



Absenteeism deals with a perennial problem that can quickly get out of hand. Supervisors will learn they often unwittingly encourage absenteeism. Through the actual cases they'll get a new perspective on absenteeism plus tested ways for dealing effectively with it.

In addition to the three 18-minute sound and color films or 3/4-inch video-cassettes, workbooks, introductory booklets and audio-cassettes, the program includes a comprehensive Leader's Guide with complete program instructions. Available at purchase, rental and preview prices from **BNA Communications, Inc.**

For more information, circle No. 105
on reader service card



"KEEP REACHING: THE POWER OF HIGH EXPECTATIONS"

Winner of first place in the motivation category at TRAINING '78, this dramatic film story will add impact to your training session. A combination of work and family scenes provide unique insights into how to become more effective in dealing with others. This film helps people increase their self-confidence, discover their potential, improve their understanding of human behavior, and strengthen their motivational skills. Color/16mm, Super 8, video cassette/30 minutes. Available at purchase, rental and preview prices. **Creative Media Division**, Batten, Batten, Hudson and Swab, Inc.

For more information, circle No. 103
on reader service card

"THE BEST IS YET TO BE"

Bob Richards, one of America's foremost motivational speakers, makes your audience realize they can achieve their goals. He shows how anyone can use the same principles as Olympic Champions to program themselves for success. He explains to the audience the importance of getting a dream or setting a goal and trying for what seems impossible. He stresses the importance of mental programming to accomplish your goals. Stories of Olympic athletes show how even the winners fail repeatedly and must be prepared to overcome defeat.

Bob says reaching your goal is not one superlative moment, but meeting life in all of its totality. Includes color film of recent Olympic Champions. 16mm/color, 30 minutes. Available for purchase, rental or preview from **Bob Richards Attainment Institute**.

For more information, circle No. 107
on reader service card

"MASTER OF THE WIND"

This new theme film, designed for meetings or training programs, grabs your audience's attention from the start. Throughout the film, your people find themselves absorbed by the action, by the intense competition among these top glider pilots, by spectacular aerial scenery, and by the sleek beauty of these soaring craft.

"Master of the Wind" is aimed at providing any businessperson or manager the methods and skills that give the "competitive edge":

- skill in accurately sizing up situation, people and opportunities
- flexibility to change tactics when necessary
- determination to learn from past mistakes and to build on past experiences
- awareness of one's own strengths and limitations
- sound judgment to make workable, effective decisions

Preview, rental and purchase prices are available — 16mm/color/11 min. **Vantage Communications, Inc.**

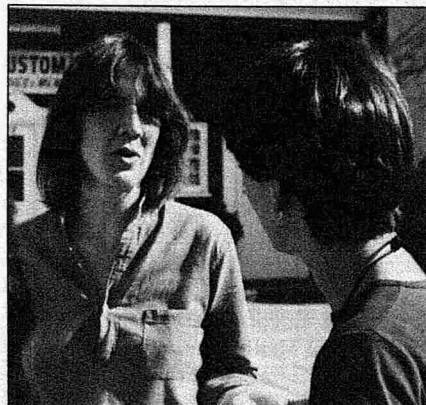
For more information, circle No. 100
on reader service card

DEALING WITH PEOPLE

With this new training film program, your people will learn the basic skills of good customer service. They'll learn that effective customer service is effective *only* when the customer thinks it is! They'll learn that job satisfaction is an important by-product of giving good service. They'll be motivated to do a little bit extra when dealing with people.

Objectives of film program:

- To help audience/participants recognize the importance of effective customer service.
- To help audience/participants recognize the relationship between effective service and job satisfaction.
- To motivate audience/participants



to learn the skills involved in effective customer service.

- To help audience/participants assess their strengths and weaknesses in dealing with people.

- To help audience/participants identify and develop the skills involved in effective customer service.

- To help the trainer conduct a session in effectively dealing with people.

Film package contains: One color, sound film, 12 minutes in length; one set of 10 Participant Worksheets for role-playing; 10 booklets, A Guide to Effective Customer Service; one Leader's Guide. Available at purchase, preview and rental prices from **Salenger Educational Media**.

For more information, circle No. 108 on reader service card

"PROFILE OF A MANAGER"

This new film explores the human implications of the emphasis on goal orientation which 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 two audiences: the primary audience is managers and management trainees in organization development programs; the second is executives and specialists, such as project leaders and professionals, who have managerial responsibilities.



The film dramatizes what is demanded, at the personal level, by the traditional functions of a manager — planning, organizing, staffing, directing and controlling, plus how to increase professionalism in upward mobility. Study material kits to facilitate discussion and learning are also available. 15 minutes. Available in 16mm, Super 8mm cartridges and videocassettes from **National Educational Media, Inc.**

For more information, circle No. 115 on reader service card



"THE FINE ART OF KEEPING YOUR COOL"

Lost tempers can destroy teamwork, productivity, and an individual's personal success. "The Fine Art of Keeping Your Cool" shows how people can avoid these risks and deal with tensions accompanying anger. This new 20-minute, color/sound film dramatizes the steps for keeping a hot temper under control. It shows how to analyze one's own anger and convert the energy to constructive purposes. It also demonstrates the process of defusing another person's temper.

This film is designed for all employees from entry-level to management. It is especially suitable for those who coordinate activities between departments and work on projects where a high degree of teamwork is essential. It is appropriate for many kinds of workshops and organization development programs such as team-building, communications and career development.

"The Fine Art of Keeping Your Cool" was filmed on actual office locations. Through an unusual cinematic approach, the film's star — Robert Hays — actually plays two roles, that of himself, "the angry man," and that of his alter ego: cool, composed and completely in control. This illusion, along with the dramatic presentation of temper explosion, is designed to create a memorable learning experience. Robert Hays' other credits including starring roles in "The Blue Knight" and "The Streets of San Francisco."

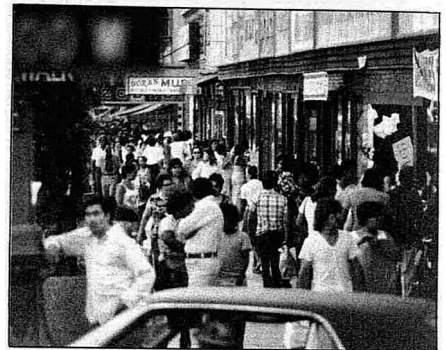
A complete, printed Study Material Kit that facilitates group discussion and individual self-instruction is available. The film is released in 16mm, Super 8mm and videocassettes by **National Educational Media, Inc.**

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

"YOUR OWN WORST ENEMY"

Purposes — To create an awareness of the damaging effect stress makes in work, in family life, and in mental well-being. □ To provide discussion material on stress management and alternative lifestyles required to cope with stressful occupations and personal relationships. □ To help pinpoint causes of stress which may lead to absenteeism, alcohol or drug problems, chronic illness, or death.

Synopsis — Stress has been linked to illness, psychological problems and employee productivity levels. A condition so insidious that we all fail to recognize its danger signs, stress affects all of us in our unconscious responses to changing situations.



"Your Own Worst Enemy" shows how stress impacts the lifestyle of a business executive in a high-pressure job, a nurse and mother who's doubtful about the success of her marriage, and a working man whose monotonous job and financial position cause him to be overstressed. Their relatively simple coping strategies and several others — including Transcendental Meditation, oriental exercises, biofeedback, exercise programs, and acupuncture — show us that stress can be conquered by deciding to take action. 25 minutes. Purchase and rental prices available from **Bosustow Productions**.

For more information, circle No. 112 on reader service card

"MANAGING STRESS"

Throughout history, human beings have fallen victim to the ailments characteristic of the society in which they live. In the middle ages, people of Europe died from infectious diseases that spread quickly through the masses. Today, however, due to advances in medicine and technology, people in Western societies no longer fear these decimating epidemics of infectious diseases. However, technological advance and urbani-

zation have brought about new killers: heart disease, cancer, stroke and others. The major element in our urban lifestyles contributing to these diseases is stress.

Stress in moderation is a healthy and energizing force for most people. But it can also build into unhealthy tension. This film presents important research-based information on work-related stress.

Using a fast-paced mix of short dramatic scenes, animated sequences, film montage, documentary footage of various work situations, interviews, and a sequence showing a Stress Reduction Seminar conducted by Dr. James Manuso, the film colorfully presents the main issues in stress research. It is designed to help the individual recognize common sources of stress, assess his or her own capacity to tolerate stress, and become more aware of alternative means for coping with stress.

Available at purchase, rental and preview prices from **CRM Films**.

For more information, circle No. 110 on reader service card



"HOW TO MANAGE BY RESULTS"

Productivity is the issue . . . and "How to Manage By Results" the answer, a new two-film program based on the best-selling AMA book by Dale D. McConkey, a leading consultant to business and industry.

Basic to the issue is a simple question: "Are your managers doing things that will cause their people to be more productive?" More complex are the pitfalls which can prevent a "yes" answer to that question. Those pitfalls are identified in this new program produced jointly by American Media Inc. and the Educational Resources Foundation.

Among the pitfalls identified are:

1. the wrong style of leadership.
2. ill defined organizational responsibilities.

3. poor performance feedback.
4. managing by activities rather than results.

To help managers avoid these and other pitfalls McConkey leads "John," a manager who has had bad experiences with M.B.O., through what it takes to make M.B.O. work.

Film number one examines the climate necessary for management by objectives to work. It shows the effects of authoritarian leadership, total nonauthoritarian leadership, and true participative management. It delves into the subject of organizational clarity and the need for horizontal communication as well as vertical — up and down the organizational chart.

Film number two looks at how to make M.B.O. really work. It talks about setting objectives, writing them, and then how to change them into actions and results. The complete program and individual films are available at purchase, rental and preview prices from **Educational Resources Foundation**.

For more information, circle No. 114 on reader service card

"THE EFFECTIVE USES OF POWER AND AUTHORITY"

Power is commonly viewed as a finite commodity — there is only so much to go around. In reality, power is not absolute — there is not a fixed, finite "power pie" to be carved up. Everyone has power in one form and another, and if utilized correctly, it can enable one to accomplish goals independently as well as organizing and motivating others to help solve specific corporate problems.

This film illustrates the variety of shapes and forms power takes, and shows how the misuse of power leads to the alienation of workers and lowers productivity. Psychologist Dr. Stan Charnofsky presents a general framework of the use of power in interactions between people and defines the necessary ingredients which can make power an effective management tool.

Lively, amusing animated sequences, illustrative vignettes, scenes from Computer Data Inc. and an actual Power and Influence seminar help show the positive and negative use of influence skills. The film captures and conveys human concerns involved in the interpersonal search for power, and the tendency people have to come together to seek power.

Available at purchase, rental and preview prices from **CRM Films**.

For more information, circle No. 111 on reader service card



"SPINNOLIO"

Purposes — To remind people who deal with the public that there is a person behind every customer, patient, student, or client, not just a stick figure to be manipulated. □ To stimulate discussion about how existence can be meaningless and absurd without human interaction. □ To show that people tend to relate to others in a "wooden" role-dominant manner, neglecting the human part of relating.

Synopsis — How do we see other people? Spinnolio, a lifeless figure made of wood by a lonely watchmaker, shows us that people tend to see others according to self-centered needs, without really seeing or relating to the person behind the external figure. Even though Spinnolio is a wooden figure, people respond to him as if he were human, playing out programmed roles without seeing the absurdity of their behavior. As Spinnolio grows up, gets a job, retires, and is carried off by motorcycle gangs and garbage men, we begin to understand the parable is telling us that people will use Spinnolio for their own diverse purposes, despite his wooden lifeless figure.

Spinnolio will help generate discussion on human relationships for all types of audiences, especially people who deal with other people in their day-to-day professional work. What happens when we view others as figures to be dealt with, not as persons with feelings, needs, and fears? 10 minutes. Purchase and rental prices available from **Bosustow Productions**.

For more information, circle No. 113 on reader service card

a workshop to help PRODUCT MANAGERS produce results

Our three-day workshop, **Effective Product Management** includes team, group, and individual exercises designed to help product managers

- develop effective, competitive strategies for a product or service.
- understand what it takes to succeed as a product manager.
- work productively with a business team in developing a business plan.

This workshop gives participants a process, the opportunity to practice the theories and methods they learn about product management, and feedback on their performance in a low-risk environment.

Managers in marketing, sales, manufacturing, research & development, finance, and distribution who are involved with product management find this workshop valuable.

Most of these workshops are run in-house for groups of 12 to 16 in North America, Europe and Latin America. A few mixed-company public sessions are scheduled:

June 4-6, 1979 — Chicago
December, 1979 — Philadelphia

For more information, contact James E. Barrett or Nancy West

Cresheim Company

Management Consulting & Research
1408 E. Mermaid Lane
Philadelphia, PA 19118
(215) 836-1400

Circle No. 164 on Reader Service Card

"TEN FOR GOLD"

Bruce Jenner's climb to the top in the 1976 Olympics . . . as told by Bruce Jenner. Finishing 10th in the 1972 Olympics, Bruce was determined to become a winner in 1976 and dedicated the next four years of his life in preparation. He demonstrates to your audience how he set his own personal goals of excellence. It takes hard work, the right mental attitude, the will to win, and the ability to come back after defeat to bring home the Gold Medal at the Olympics.

Your audience will follow Bruce through his training and finally through the ten grueling events of the Olympic Decathlon to become the number one athlete in the world. Actual film footage from the Montreal Olympic Games. Winner of the CINE Golden Eagle Award and Silver CINDY award.

Available in 16mm/color, 28 minutes. Purchase, rental and preview prices from **Bob Richards Attainment Institute**.

For more information, circle No. 106 on reader service card

"NON-VERBAL COMMUNICATION"

Non-verbal language may tell us what people think before they say a single word — if we are aware of it. This new training film program will help your audience become more aware of the non-verbal messages others send and more conscious of their own. The program presents an easy and simple way to put non-verbal communication to work. Your audience will be able to communicate more effectively by using this program. With Dr. Albert Mehrabian, Professor of Psychology at U.C.L.A., and author of *The Silent Messages*.

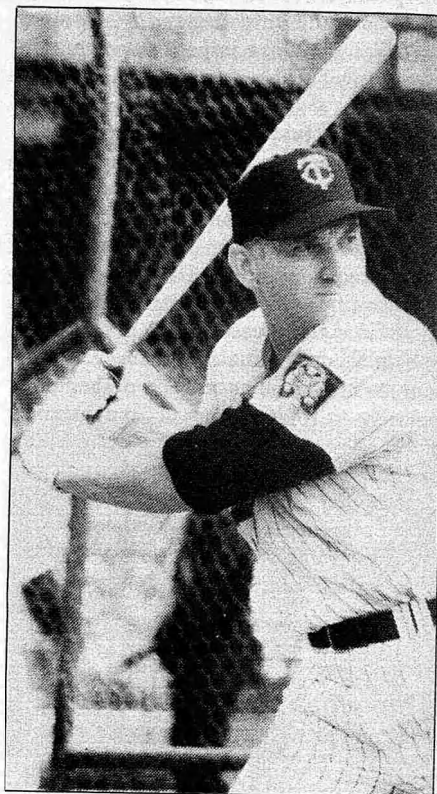
Objectives of film program:

- To demonstrate that non-verbal messages reveal our attitudes and feelings.
- To emphasize that only about 8 per cent of our attitudes and feelings are conveyed by words, 37 per cent by vocal intonations, and 55 per cent by body language.
- To present three clues to aid us in achieving a better understanding of non-verbal communication.
- To help the viewer become more aware of his/her own messages and those of others.
- To help the viewer improve his or her ability to communicate.

Film package contains: One color, sound film, 17 minutes in length; one Leader's Guide; one set of 20 Participant

Worksheets; 1 book, *The Silent Messages*. Available at purchase, rental and preview prices from **Salenger Educational Media**.

For more information, circle No. 109 on reader service card



"SUCCESS OR FAILURE: IT'S UP TO YOU!"

Failures, losses, setbacks are all a part of life. This challenging, thought-provoking film teaches us not to fear such failure, but to learn to turn our disappointments into achievement and success. Its message is that the person who is determined to succeed bounces back and goes on to greater achievement.

Delivering the message is Harmon Killebrew, the former American League baseball star whose home-run record ranks fifth on the all-time home-run list. Having made a successful transition from sports into a business career, Killebrew knows from experience that success does not occur by accident. There is no substitute for hard work, determination and a positive attitude. Successful people invite success to happen and take every advantage of their opportunities.

15 minutes. Color. Available in 16mm for rental or purchase. Also available for purchase in videotape cassette (3/4"). Produced by Sports Films and Talents, Inc. Distributed by **ROA Films**.

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