

### 1. The E Word

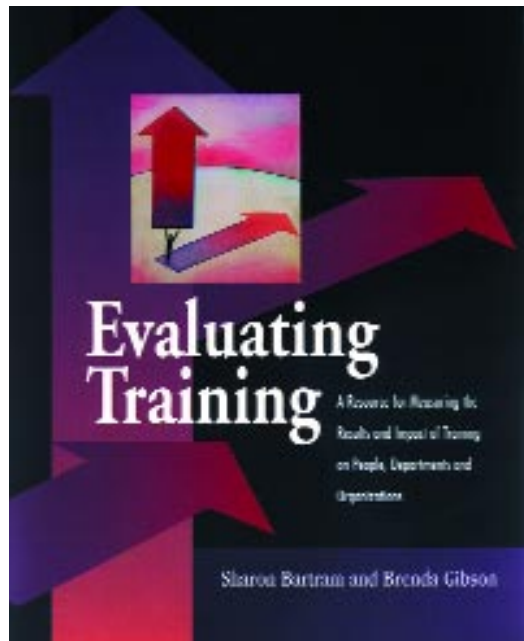
*Evaluating Training*, by Sharon Bartram and Brenda Gibson, is about making training count. It's no easy process, they admit, but it's doable.

Training evaluation, they say, consists of two things: measuring results (the degree of learning that has taken place) and measuring impact (the effect on the people involved, their departments, and the organization). According to the authors, "Evaluation is often neglected or done piecemeal. Perhaps the reason for this lies in how evaluation is sometimes perceived: a search for a scientific truth about the outcomes of training and the value of this to organizations." It's a thankless job, they say, but it doesn't have to be that way.

The 158-page book is organized in two parts: 1) The Evaluation Audit, which encourages you to perform a status check on your organization's current evaluation plan and 2) The Instruments, ready-to-use tools that can help you measure training's results and impact.

*Evaluating Training* costs US\$39.95. For more information, contact HRD Press, Amherst, Massachusetts; 800.822.2801, [www.hrdpress.com](http://www.hrdpress.com).

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### 2. Persuasion Nation

Persuasion is not about winning; it's about presenting ideas in the best possible light. That's the message of *Leading With Persuasion*, a new video that team members, managers, and salespeople should find helpful.

Using a workplace scenario, the video guides viewers through three vital steps of persuasion: preparing for persuasion, presenting with confidence, and responding to emotional issues. To prepare for persuasion, for example, viewers learn that they must recognize their own value, focus their ideas, support those ideas with solid evidence, and anticipate objections. To present with confidence, they must establish credibility, be direct and logical, and show conviction. To respond to emotional issues, viewers find that they must talk to people one-on-one, be prepared to listen, and consider compromise.

The 20-minute *Leading With Persuasion* video costs US\$695 and includes a 32-page leader's guide. A seven-day rental costs \$195. For more information, contact Video Visions, Los Angeles; 800.929.3355, [www.videovisions.net](http://www.videovisions.net).

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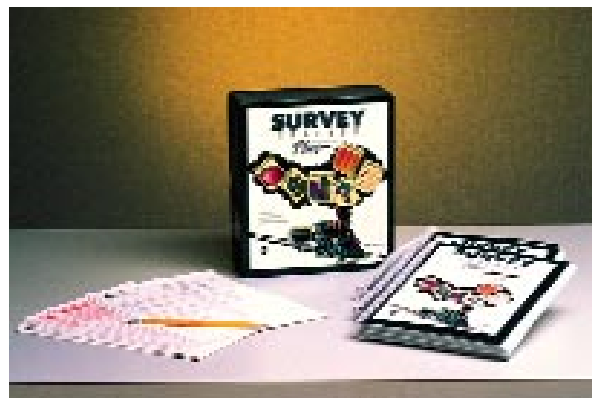
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### 3. The Whole Enchilada

Here's new software that helps solve the problem of reaching a dispersed survey audience with various delivery tools. *SurveyTrackerPlus E-Mail/Web* helps design and administer surveys for delivery via any combination of email, Internet, intranet, floppy disk, kiosk, and paper formats. For example, you can post a survey on your Website and send an identical one to customers via email. One file, same survey content, different delivery venue. The software also offers extensive data collection, analysis, and reporting features.

For more information about *SurveyTrackerPlus E-Mail/Web* software, contact National Computer Systems, Edina, Minnesota; 612.830.7600, [www.ncs.com](http://www.ncs.com).

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### Take Me to Your Nurturer

According to Russ S. Moxley, author of *Leadership & Spirit*, leadership can elevate or suffocate spirit. And the leadership practices of many organizations, he says, do the latter.

Moxley defines spirit, looks at prevalent leadership practices, and describes a different way of understanding and practicing leadership. He also provides examples of how to implement day-to-day leadership activities that nurture vitality and the human spirit.

*Leadership & Spirit* costs US\$30.95. For more information, contact the Center for Creative Leadership, Greensboro, North Carolina; 336.545.2810, [www.ccl.org](http://www.ccl.org).

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### The Consulting Shift

As organizations recognize the strategic value of people practices, many human resource and organizational development professionals are shifting to consulting roles that mesh more closely with business goals.

*The Compleat Consultant*, by Stephen A. Williamson, Michael L. Buehler, and Linkage helps HR and OD staff define and clarify these new consulting roles, such as the hard-nosed Business Driver or the reflective Insightful Observer. The guide also describes the skills and proficiencies that the “compleat consultant” brings to those and other new roles.

*The Compleat Consultant* includes a 128-page guide and a 22-page self-managed assessment. The set costs US\$79.95.

#### Fast Lane

Planning to take your promo on the road? Think small: Post-it Custom-Printed Notes with Extreme Inks.

What sets these Post-it notepads apart is that each page can be imprinted with different text and say product information or corporate messages. You can also specify such special treatments as full bleeds, reverse-out text, and any paper color. You're the boss.

For further information, contact 3M, St. Paul, Minnesota; 800.669.1110, [www.3M.com/promote](http://www.3M.com/promote). Circle 299 on reader service card.

For more information, contact Linkage, Lexington, Massachusetts; 781.862.3157, [www.linkage-inc.com](http://www.linkage-inc.com).

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### Gen-X-Rated Video

Here's a video created for a young generation of frontline customer service providers.

*Cliff's Customer Service Adventure* follows twentysomething Cliff as he experiences clueless customer service at such businesses as restaurants, banks, and stores. Throughout the ordeals, he provides upbeat commentary on how the customer service could improve, and he explains the hows and whys of great service.

The 13-minute *Cliff's Customer Service Adventure* video costs US\$625 and includes a leader's guide with reproducible worksheets and action planners. Video rentals are \$195. For more information, contact CRM Films, Carlsbad, California; 800.421.0833, [www.crmfilms.com](http://www.crmfilms.com).

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### Wired for Interaction

Here's a book for trainers who are eager to make distance learning as interactive as classroom training: *Interactive Distance Learning Exercises That Really Work!*

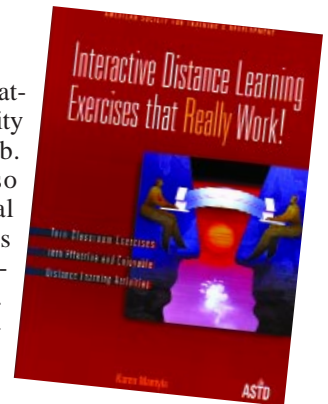
According to author Karen Mantyla, “Role plays, games, group discussions and exercises, reading, and the like have their own tried-and-true ways of being designed for learners located in the same room. But what about distance learning?” She differentiates between on-site and distance learning, and explains the how-tos of adapting on-site exercises to DL exer-

cises and creating interactivity on the Web. Mantyla also offers several case studies and a media-selection tool.

The 188-page *Interactive*

*Distance Learning Exercises That Really Works!* costs US\$30; it's \$26.95 for ASTD members. For more information, contact ASTD, Alexandria, Virginia; 800.628.2783, [www.astd.org](http://www.astd.org).

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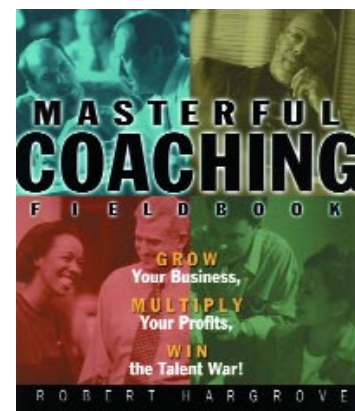


### Coaching in a Knowledge Era

*Masterful Coaching Fieldbook*, by Robert Hargrove, is a follow-up to his 1995 book, *Masterful Coaching*. The focus this time is on coaching knowledge workers and knowledge work that involves creativity and innovation, such as developing new products and services, or devising better ways to work.

For more information, contact Jossey-Bass Pfeiffer, San Francisco; 800.274.4434, [www.pfeiffer.com](http://www.pfeiffer.com).

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Send press kits and color photos of new products to In Gear, Training & Development, 1640 King Street, Box 1443, Alexandria, VA 22313-2043; [ingear@astd.org](mailto:ingear@astd.org).