

MEDIA REVIEWS

Reviewed by Bill Ellet, Lynda Ford, and John-Paul Morgante for *Training Media Review*

Performance management skills boost learning, cooperation, and productivity. Performance starts with good hiring practices. **More Than a Gut Feeling III** is a video-based package that systematically teaches behavior-based interviewing. The theory is presented in clear, concise language, and the workbook and leader guide are well done. There's repetition, but the reinforcement doesn't seem redundant.

The Web-based product **gOEbase** offers resources that address HR and training skills. Advisors, overviews, and tools are the heart of *gOEbase's* content. Its Advisor module presents general information, while the Overview function provides details and how-to guides. The product's major value comes from its tight integration: Users are never more than two or three clicks from the material they need. However, because successful interventions depend on the environment within an organization, we're skeptical about advice that promises to be both specific and generic.

Managers promoted in their organizations often receive little or no training in communication skills. **Performance Matters: The Importance of Praise and Performance Matters: The Need for Constructive Criticism** focus on how managers can communicate more effectively. John Cleese narrates both videos, and acts as the ethereal mentor to main character Martin. In the first video, Cleese convinces Martin to offer praise. Martin's initial attempts are pathetic, but he improves by using the program's seven steps. The second video opens by stating the obvious: People dislike criticism. Cleese explains that although there are formal venues for expressing criticism, most issues should be addressed immediately. Both videos are quality products, but the \$1,400 price tag seems high.

Also worth mentioning are **Encouraging the Heart** and **When the Coach Is You!** The first video clearly presents recognition practices developed by James Kouzes and Barry Posner, and the documentary format keeps it interesting. The second video is a good introduction to coaching basics. Host and narrator George Wendt of *Cheers* fame adds some celebrity sizzle. The video prices are high, but their ROI will stun your CFO.

Details

- *More Than a Gut Feeling III*, video, 2000, 32 minutes, VisionPoint Produc-

tions, distributed by American Media; 800.262.2557, www.ammedia.com. Purchase US\$895. Other material: leader guide, participant guide.

- *gOEbase*, online, 2000, the Group for Organizational Effectiveness; 877.553.3120, www.groupOE.com. Purchase US\$1,700 per user per year for the professional edition.

- *Performance Matters: The Importance of Praise and Performance Matters: The Need for Constructive Criticism*, video series, 2000, Coastal Training Technologies; 877.408.5030, www.coastal.com. Purchase US\$895 per video, US\$1,400 for the pair. Other material: electronic worksheets and slides, workbook.

- *Encouraging the Heart*, video, 2000, 20 minutes, CRM Learning; 800.421.0833, www.crmfilms.com. Purchase US\$795. Other material: leader guide.

- *When the Coach Is You!*, video, 2000, 18 minutes, CRM Learning; 800.421.0833, www.crmfilms.com. Purchase US\$795. Other material: leader guide.

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	<i>More Than a Gut Feeling III</i>	<i>gOEbase</i>	<i>Performance Matters (series)</i>	<i>Encouraging the Heart</i>	<i>When the Coach Is You!</i>
Holds viewer interest	★★★★1/2		★★★★1/2	★★★	★★★
Acting/Presenting	★★★★1/2		★★★★	★★★★1/2	★★★★1/2
Diversity	★★★		★	★★★★1/2	★★★★
Presentation		★★★★			
Production quality	★★★	★★★★	★★★★	★★★★1/2	★★★★1/2
Ease of use		★★★★			
Value of purpose		★★★★			
Value of content	★★★★	★★★★1/2	★★★★	★★★★	★★★★1/2
Instructional value	★★★★		★★★★	★★★★1/2	★★★
Value for the money	★★★★	★★★★1/2	★★★★1/2	★★★	★★★
Documentation		★★★★1/2			
Overall rating	★★★★	★★★★	★★★★	★★★★1/2	★★★

RATINGS KEY

★★★★
★★★★1/2
★★★

Outstanding
Very good

★★1/2
★★
★1/2

Above average
Average
Below average