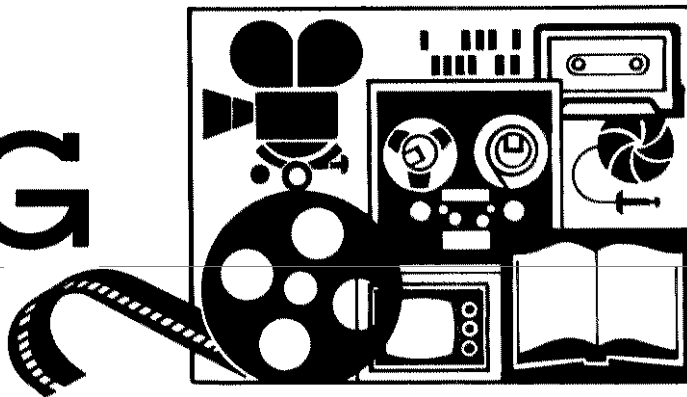


NEW TRAINING TOOLS



CAREER DEVELOPMENT

"Career Development: A Plan for All Seasons" opens with a montage showing people at critical stages of their careers: young recruits listening to a business executive outlining company policies, news headlines of top managers making dramatic mid-career changes, people in a variety of professions describing how they found their jobs. The film presents, in documentary style, one company's approach to helping its employees enrich their working lives through a career development program. Dr. Beverly Kaye, a consultant in career development, directs employees in participation of a series of career development workshops. These sessions are designed to help participants understand the ingredients of a proactive, fulfilling career and to help them develop the skills necessary to achieve one for themselves. **CRM McGraw-Hill Films.**

*For more information, circle No. 203
on reader service card*

MULTI-MEDIA PACKAGING

This six-page brochure details its line of audio-visual packaging. Illustrated and described are heat-sealed vinyl and PVC presentation albums for audio cassettes, filmstrips, video cassettes and carousel slide trays. Also included are diagrammatic drawings of over 65 standard design styles. Copies of the "Multi-Media Presentation Kit Selector" are available from **Vinylweld.**

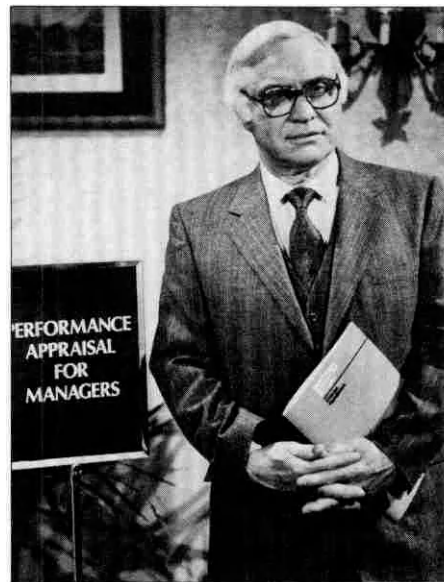
*For more information, circle No. 214
on reader service card*

SLIDE DISSOLVER/PROGRAMMER

The PMS 1201 slide dissolver/programmer has 22 command keys. It may allow two projectors to blend one image over another at any one of 25 rates, programmable, ranging from 1/8 second to five minutes. Offered are seven special effects keys so you can superimpose titles; animate motion sequences; show progressive "build ups" of charts and graphs; and fade to black. The remote control feature allows you to advance, reverse and focus either projector from the lectern keeping the message sharp.

Pacific Micro Systems.

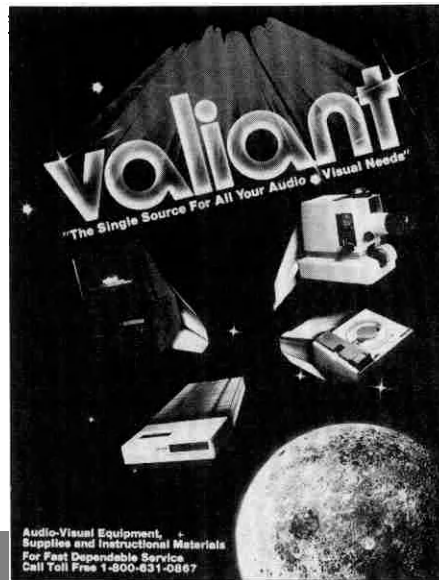
*For more information, circle No. 201
on reader service card*



HRD VIDEO COURSE CATALOG

The 40-page catalog, "Video Courses for Training and Human Resources Development" describes interactive video-cassette-and-print courses in the subject areas of writing skills, secretarial staff development, management staff development, and health awareness. Free copy available if requested on company letterhead. **Time-Life Video.**

*For more information, circle No. 211
on reader service card*



AUDIO-VISUAL DIRECTORY

This 1981 directory lists hundreds of products that may be of interest to the audio-visual, video and micro-computer user. It contains a wide range of audio-visual equipment, accessories and supplies; micro-computer equipment, software and supplies; video hardware and accessories and a variety of slide transparency materials. Free copy available. **Valiant.**

*For more information, circle No. 206
on reader service card*

SUPERVISOR TRAINING

Each program is designed to teach someone responsible for the work of others the best methods of getting things done through people. Techniques are demonstrated which may enable supervisors to motivate and stimulate employees to be productive and understanding of management's objectives. The package contains eight color/sound filmstrips, a trainer's manual, 24 trainer's instructional charts, and 10 sets of participants' manuals and photo review of filmstrips. Programs are available in other formats. **Continental Film Productions Corporation.**

*For more information, circle No. 209
on reader service card*



POWER AND AUTHORITY

Does power corrupt? Is authority enough? **PERFORMULATIONS II: THE DYNAMICS OF POWER AND AUTHORITY**, addresses these issues and their effective use on organizations. It discusses a common management problem — being given formal *authority* to achieve organizational goals without the *power* necessary to get the job done — and what to do about it. Through a series of "hands-on" exercises participants transfer skills learned in the workshop to actual work concerns. The seven modules can be used individually, collectively or in a tandem with existing management training programs. The workshop kit contains materials for 20 participants and is available for \$495. **Creative Universal, Inc.**

For more information, circle No. 215 on reader service card



"THE WILLMAR 8"

This documentary 50-minute film about on-the-job sex discrimination has been featured in *The Wall Street Journal* and on CBS's *60 Minutes*. It shows how unequal pay, denial of promotional opportunity, and lack of respect drove eight women to form a union and file sex discrimination charges with the EEOC and NLRB and begin the first bank strike in Minnesota history. Training directors, as well as EEO and affirmative action officers, and personnel managers can use the film to show senior management and front-line supervisors to make them aware of developing and carrying out equal employment programs and equitable practices. **California Newsreel.**

For more information, circle No. 212 on reader service card

WORK ORGANIZER

The "Timewise Visual Work Organizer Kit" may help provide information without rewriting or messy erasures. The control board offers constant visual monitoring of your work flow eliminating costly errors. The kit comes with a 25" by 19" control board framed in an aluminum frame. Each board is divided into 150 spaces (10 across, 15 down) and comes with 36 two-inch by one-inch magnetic card holders and 500 each of green and orange perforated paper cards. **Caddyak Systems, Inc.**

For more information, circle No. 213 on reader service card

THE CUSTOMER GRABBER GALAXY 990 WITH SALES SENSOR



"CUSTOMER GRABBER"

The 990 Timer/Sensor (T/S) Super 8 film projector can activate a sales film when a prospective customer walks into range. The "Customer Grabber" will start a film when it senses a change in light up to 25 feet away. The sensor is designed to ignore rapid or slow light changes such as flicking fluorescent light. The sensor automatically adjusts to the room's light level and viewing angle is directed so that it reacts only to customers in the immediate area. **Fairchild Industrial Products.**

For more information, circle No. 204 on reader service card

SALES TRAINING KIT

This kit contains 15 packaged ready-to-present sessions in the basics of selling. Target markets for the kit could include: (1) The small or mid-sized company that cannot afford a training department, (2) Companies just beginning a sales training program, (3) Firms whose sales managers are so busy with other duties they can't devote all the time they'd like to creating sales training programs — and more. Various topics are covered: planning calls, selling benefits, overcoming the price problem, etc. A total of 248 pages are devoted to the meeting scripts. **Dartnell Corporation.**

For more information, circle No. 216 on reader service card

MEDIA PACKAGE

"Employee Involvement: Issues and Concerns" uses a combination of film, slides and discussion guide to address the issues, concerns, and questions employees have about Quality Circles and other forms of employee participation efforts in American business today. The package may be able to answer such questions as: What is employee involvement? How can employee involvement help an organization? How will employee involvement improve productivity? What is the bottom-line payoff to the organization? The media kit includes a scripted slide presentation with pulsed audio, either a 16mm or videotape documentary and a discussion guide for introducing the film. Approximate running time for the package is 45 minutes. **American Productivity Center.**

For more information, circle No. 207 on reader service card

"RESOURCES MANAGEMENT"

This 12-page brochure describes a productivity improvement approach to meet certain needs of American organizations. Intended to show objectives of Quality Circles yielding high return of dollars invested. Resources Management may be used as a total strategy for participative involvement of supervisors and employees or as a flexible supplement to enhance the success of your QC program. Free copy available. **Development Dimensions, Intl.**

For more information, circle No. 208 on reader service card

"THE TRAINER'S RESOURCE"

Do you ever have problems finding "the right" training program? Selecting a packaged program to meet your training needs is no simple matter. To make the best decision, you probably need to know what programs are available. And you will want to compare them. . . . *The Trainer's Resource* includes over 300 program descriptions in: sales training, management development, supervisory skills, communications, productivity, trainer training and others. A description of each training program, including media instruction methods, costs, a list of former users, even a person to contact for more information. Dr. Leonard Nadler is consulting editor for the resource. He is an author and consultant in education and training and a professor of Human Resource Development at The George Washington University. **Human Resource Development Press.**

For more information, circle No. 200 on reader service card