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The

MANAGEMENT STYLE MATRIX

AN
INNOVATIVE
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FEEDBACK SYSTEM
FOR MANAGEMENT
DEVELOPMENT

WORKSHOPS

Washington, D.C./Hyatt House
June 11-13, 1979

New York City/Sheraton Centre
July 11-13, 1979

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consulting provided upon request.

Presented by the
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NEW TRAINING TOOLS

METRIC RELIEF

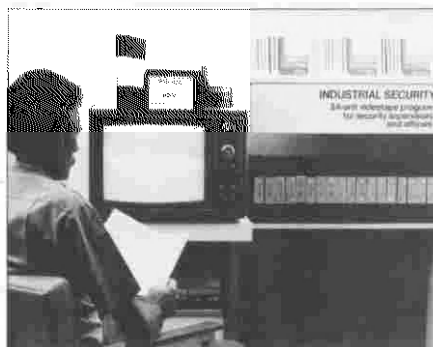
"Metrikit" is designed to serve as a consumer's guide to survival in a metric world. Developed as a nonmathematical approach to eliminating the causes of "Metric Anxiety Syndrome," this kit offers a simple, two-part treatment consisting of an audio cassette and a "Metricaid" booklet. Priced \$9.95 from **Mathematics, Inc.**

For more information, circle No. 107
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SPEAKERS GUIDE

Speakers and Lecturers: How To Find Them is a one-stop source of information on some 4,200 speakers and lecturers. The directory covers such sources as commercial booking agencies, college and university speaker bureaus, government agencies and professional associations. Four separate indexes enable users to locate individual speakers, specific lectures or topics in a particular geographic location. 464 pp./hardcover/\$45 from **Gale Research Co.**

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



INDUSTRIAL SECURITY TRAINING

Growing legislation requiring training for security personnel makes the "Industrial Security Training Program" particularly timely. The 24-unit, video-tape-based, multimedia program covers physical security, security techniques and fire control. Available from **General Motors Corp.**

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

The Great American MEETING & CONVENTION

IDEA BOOK

AND SUPPLY
CATALOG



MEETING SUPPLIES

The Great American Meeting and Convention Idea Book and Supply Catalog features hundreds of stock and custom meeting supplies. Many items are newly developed and are designed to spark new ideas for meeting planners. Merchandise ranges from name badges to registration materials, tickets, audience participation forms, award plaques, etc. **American Meeting Supply.**

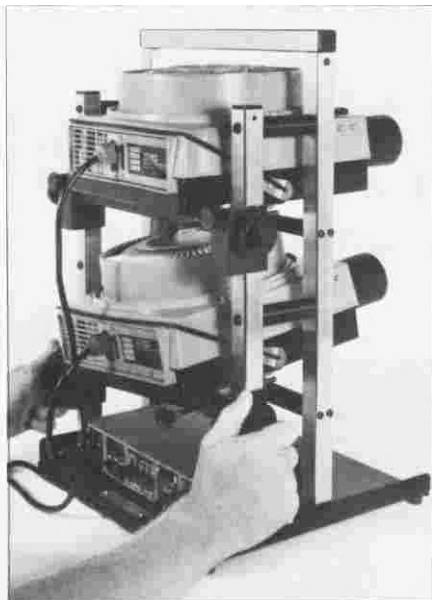
For more information, circle No. 102
on reader service card

A-V CATALOG

This new 24-page catalog offers a wide range of audio-visual supplies, accessories and video accessories for use in education and industry. Free copies available from **Dealers Audio-Visual Supply Corp.**

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

PLEASE NOTE: The *Journal's* editorial staff exercises rigid controls in the presentation of services and products in its New Training Tools columns, and endeavors to verify suppliers' claims, but assumes no responsibility for the validity of such claims.



PROJECTOR STAND

The "Micro-Set" dissolve registration stand allows for easier set-ups and unwavering precision of image registration in multi-image and dissolve shows. Micrometer roll, pitch and yaw controls allow hairline-fine adjustments. Once achieved, registration can be held securely with a positive locking feature. Two-tier model priced at \$169.95. Three-tier model at \$229.95 from **Chief Manufacturing Co.**

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



SALES TEAMWORK

"The Appointment" is a film for anyone who has a product or an idea to sell. Promotes teamwork in selling and solid preparation. This 2½-minute film is designed to be used as a meeting opener, coffee-break film, or thought-provoker. Available in 16mm, Super 8mm and videocassette formats at purchase, preview and rental prices from **Cally Curtis Co.**

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

EFFECTIVE VISUALS

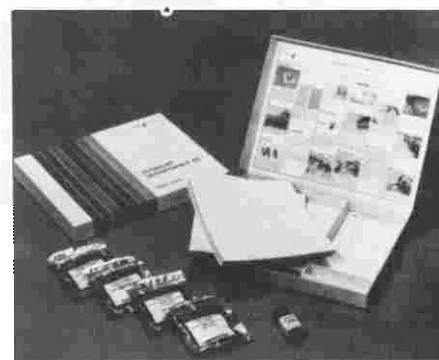
"Don't Just Tell Them . . . Show Them" is a 20-minute, color film that shows how to use visual aids effectively, revealing how to select the right visual aid for each presentation. Illustrates how to use visual aids to gain an audience's attention, hold interest, overcome distractions, emphasize key points and reinforce learning. Available in 16mm or ¾" videocassette format at purchase, preview and rental prices from **BNA Communications, Inc.**

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

PRESENTATION PLANNING

"Presentation Planning Skills" is a new packaged program designed to help presenters organize content, use visual aids, select meeting facilities, and use participatory techniques to involve audience members. This program does not tell an individual *how* to give a presentation; it focuses on the *planning* aspects. Available for \$25 from **Universal Training Systems Co.**

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



OVERHEAD TRANSPARENCY KIT

This new kit contains supplies to prepare overhead projection transparencies using Hewlett-Packard's Model 7221A or 9872A four-color graphic platters. Included are 16 pens (seven colors), 200 sheets of 8½" x 10½" transparent film, and solvent. Priced at \$85 from **Hewlett-Packard.**

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

"SALES-ACTION" BOOKLET

Turning Customer Into Salesman, now in its fourth printing, has been widely used by salespeople working for hundreds of industrial and retail companies. This 12-page booklet details 12 different field-tested ways to convert customers into salesmen for your products and services. Available at \$1 each from **Salesmakers Syndicate.**

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

The Word from the Top Trainers in HRD . . .

. . . is now available through reprints of *Training and Development Journal* articles. In-house trainers, seminar leaders and others who would be interested in maintaining a supply of top articles in the training field will be interested in our bulk reprint orders.

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Speedway is a unique speed reading course because:

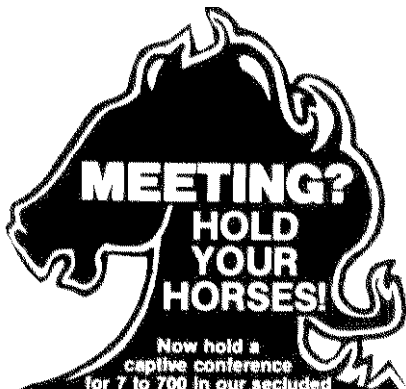
- it can be administered by your own staff.
- it is flexible and can be used in seminars, classrooms or for independent study.
- it's economical—**Speedway** costs less than comparable courses.

For more information on the **Speedway** speed reading course and how it can be tailored to your specific needs, write

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Madison, WI 53713

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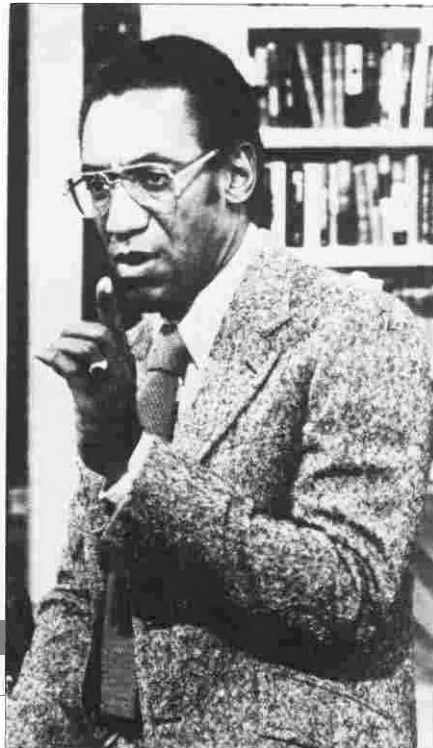
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SELF-INSTRUCTIVE READING

The "Time Life Video Reading Efficiency System," featuring Bill Cosby, is designed to show adults time-tested, efficient techniques for better reading. Emphasizes development of comprehension, vocabulary and rate skills. Includes 12 videocassette programs, drill books, dictionary, training manual and performance evaluation tests. Available at purchase and rental prices from **Time Life Multimedia**.

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

SPANISH TECH TRAINING

"Basic Electricity I & II," "Electrical Motors I & II" and "Reducers & Gearmotors" are the titles of five new Spanish technical training programs available in 3/4" videocassette. In addition to a Spanish audio track, each program has an English audio track. Additional information available from **Tel-a-Train, Inc.**

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

SLIDE VIEWING CONSOLE

The "Matrix Console Editor II" is designed to facilitate the handling of high volume editing, viewing and collating of slides for production. Has a capacity of 376 slides. Available with removable slide overlays, single or double work surfaces, dimming controls and slide overlays from **Leedal, Inc.**

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

"THE VIDEO GUIDE"

This fully updated edition by Charles Bensinger features complete descriptions of the mechanics, advantages and limitations of hardware components (1/2" and 3/4" video systems). More than 400 detailed photos, drawings and charts are presented along with step-by-step operational and maintenance procedures. Priced at \$14.95 from **Esselte Video, Inc.**

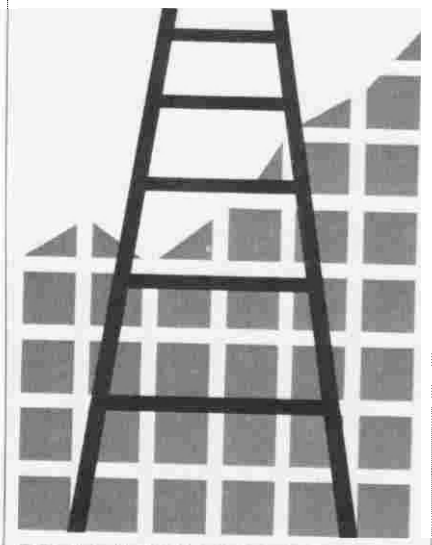
For more information, circle No. 116 on reader service card

HUMAN RELATIONS TRAINING

The *Handbook of Structured Experiences for Human Relations Training, Vol. VII*, edited by J. William Pfeiffer and John E. Jones, contains 24 new structured experiences in such categories as: awareness expansion, interpersonal communication, personal feedback, leadership, group process and organization development. Activities focus on such topics as prejudice, sexual values, value clarification, listening skills, power tactics, etc. 152 pp./softcover/\$6 from **University Associates**.

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

MOVING UP TO SUPERVISION



MARTIN M. BROADWELL

SUPERVISORY DEVELOPMENT

Moving Up to Supervision by Martin M. Broadwell offers people who aspire to supervision a chance to learn some survival skills before becoming supervisors. 163 pps./\$7.95 softcover. Available from **CBI Publishing Co., Inc.**

For more information, circle No. 117 on reader service card



TEACHING/TRAINING MACHINE

The "Ram V" teaching/training machine is designed to meet the competency crisis in learning. Promotes positive learning through response. Utilizes existing program materials. Can be interfaced with audio visual equipment or used with printed materials and workbooks. **Instructional Industries, Inc.**

For more information, circle No. 198 on reader service card

ORGANIZATIONAL ANALYSIS

Organizational Analysis and Planning Process is a new guide aimed at improving men/women effectiveness in organizations. Designed to help one work

through the all-important step of sound implementation. Provides a written action plan for correcting identified problem areas. **Designs for Organizational Effectiveness.**

For more information, circle No. 199 on reader service card

"APPLIED PEDAGOGY"

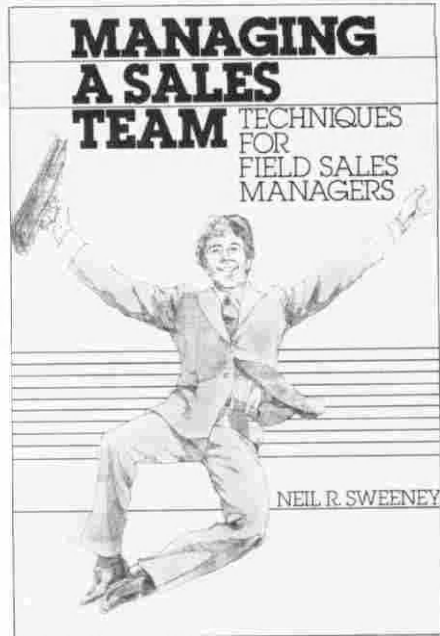
A new manual by Gordon C. Godbey is designed to help people who are already interested in trying to be more effective teachers become just that. Includes 10 comparisons of pedagogic teaching to andragogic teaching. 42 pp./\$3 from **The Pennsylvania State University.**

For more information, circle No. 125 on reader service card

GROUP FACILITATORS HANDBOOK

The *1979 Annual Handbook for Group Facilitators*, edited by John Jones and J. William Pfeiffer, offers a selection of designs and resources. Includes 12 structured experiences, four instruments, seven lecturettes, seven theory and practice papers and three resources. Available in looseleaf format (\$29.50) and paperbound (\$12.50) from **University Associates.**

For more information, circle No. 196 on reader service card



SALES TEAM BUILDING

Managing a Sales Team: Techniques for Field Sales Managers by Neil R.

Sweeney, recognizes the importance of a successful sales team to increasing sales and profits. Author isolates 119 skills needed to manage a sales team and suggests ways for building and improving on these skills. 252 pp./softcover/

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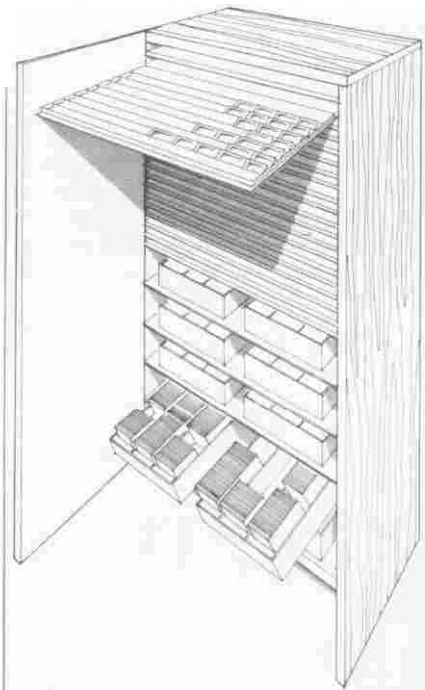
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\$14.95 from **Lebhar-Friedman Books**.
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MODAL ANALYSIS TRAINING

"Modal Analysis" is a new, three-volume set of filmstrips, audio cassettes and text materials covering: applications and techniques of Modal Analysis; uses of Modal Analysis software; and theoretical background. More information available from **Structural Dynamics Research Corp.**

For more information, circle No. 122
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SLIDE STORAGE

"Lowdia Slide Storage Systems" offer a variety of storage, from bulk slide storage in drawers and boxes to more elaborate models which allow visual access to individual slides. Cabinets with visual access are designed for large collections. The "205/ST" model holds 7,600 slides and is priced at \$305 from **Lowdia**.

For more information, circle No. 124
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MANAGEMENT / SUPERVISORY TRAINING

Canadian consultant Patrick Suessmith has adapted and updated his popular columns from *Canadian Training Methods* in a new reference, *Ideas for Training Managers and Supervisors*. Designed to spark new ideas and reinforce existing methods for the practicing trainer or instructor. **University Associates**.

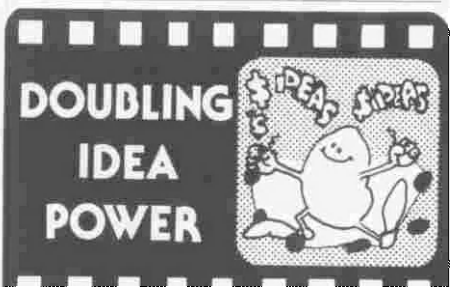
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VTR CENTER

The "MPVC40E VTR Center" offers the convenience of open shelves for monitor and recorder/player plus a locked cabinet for material safety. Constructed of heavy-gauge steel. Top shelf is recessed to allow free access to the VTR on middle shelf. 40" high x 28" wide x 21" deep. **Bretford Mfg. Co., Inc.**

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