

2011 BUSINESS & JOBS

DVD Catalogue

****Streaming also available on most titles*

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CHOOSING A CAREER PATH

CAREER ASSESSMENT: Finding a Career that Fits!

How do you determine what you want to be, the type of job or career you want? This on-target program is designed to help viewers assess their aptitudes and interests, work style, skills, talents, abilities, likes and dislikes to determine which career fields are best for them. Identifies websites to use for career assessment tests.

*Includes Instructor's Guide
#9519/1280 18 minutes 2004 \$108



children can understand and work with basic career constructs if age-appropriate methods are used. Children are being asked to consider career matters at an increasingly younger age and effective counseling here can help them stay in school. Students will be able to master the Creative Career Constellation approach and see

how it relates to cross-cultural, age, gender, and other sociocultural issues.

*A detailed description of this program is available on our website
#12649/1410 50 minutes 2009 \$149.95

*Includes Leader Guide and Transcript

CAREER COUNSELING: Multi-ethnic Demonstrations

These two videos present real-life examples of career counseling in action, integrating multicultural and career strategies. Dr. Anika K. Warren of Columbia University facilitates guided discovery through key skills such as career assessment, career visualization, and integrating results with client background and goals. The clients are not actors. They are people who agreed to share their career concerns while they considered their future plans. This is an ideal training video as each titled segment highlights specific skills, techniques, and theories with discussion questions for classrooms and workshops.

*Detailed descriptions of each program are available on our website.

CAREER COUNSELING SKILLS FOR CONTEXTUAL DECISION-MAKING

CAREER COUNSELING SKILLS FOR GUIDED DISCOVERY AND CAREER ASSESSMENT

#10703/1410 Two 60-minute programs 2006
\$149 each or series \$249.95

CREATING MORE SATISFYING LIVES: A Live Demonstration of Happenstance Career Theory

In a spontaneous and unrehearsed demonstration, Dr. John Krumboltz of Stanford University applies Happenstance Learning Theory with a female Chinese-American graduate student contemplating career directions. Concepts that will enrich viewer's understanding of career counseling include: Unexpected events almost inevitably play a role in everyone's career; Clients can create opportunities by taking appropriate actions; and, Counselors can encourage new experiences and allow mistakes. Dr. Krumboltz is then interviewed by a Japan Career Development Assoc. member to clarify theory and application. Many subtitles highlight key points.

#12647/1410 40 minutes 2009 \$149.95

New!

CAREER COMPASS EXPEDITION: Successful Job Search

Follow the adventure of getting a job - from assessing career interests and the job search, to writing a resume and acing the interview. Each of the four DVDs has an extra program with designated stopping points. Instructors can play video straight through or pause for structured discussion and activities. Teaching guides includes worksheets for students to complete as they follow the programs.

MAPPING A CAREER PATH: Your Aptitude, Interests, Values and Personality

Everyone wants a job doing something they love but where do you start? Career self-assessments provide insight into aptitude, values, and personality. These, along with a person's interests, can determine what types of work might suit and satisfy them. Help students explore popular assessment techniques and hear from other job searchers about their experiences navigating the four domains of self-assessment. Meet the people who can help interpret and gauge the validity of test results. And see how school projects and extra-curricular activities can help guide career planning.

YOUR JOB SEARCH: Navigating the Roads to Employment

Your students are ready to look for a new job but where? Search the Internet or classifieds? Attend job fairs or "pound the pavement?" What about social networks as a positive tool for job searches? This program illuminates the process. Employers offer insights to reinforce the importance of networking, proper attire (and attitude) for a job fair, and what to expect when applying for a job. Learn how to develop a search plan by using multiple methods to find a job in no time!

ENGAGING RESUMES AND COVER LETTERS: How to Hook the Job You Want

A resume is so much more than a list of skills, education and work history. With the cover letter, it is an integral part of making a good first impression. Hear job seekers and hiring managers discuss how they view and judge resumes and cover letters. Students learn how to make theirs stand out in a professional manner and how to present their skills creatively. Discover how to edit a resume and craft a cover letter for the specific job you're seeking.

SOLID INTERVIEW SKILLS: Your Journey to a Job Offer
You've shown your students how to successfully choose, find, and apply for a job. And even land an interview! But how should they prepare? Experts and job seekers offer practical first-hand advice for before the interview (plan, prepare, practice!), during the interview (how to be clear and concise), and after the interview (there's more to it than waiting to say "yes"). Students learn about the many types of interviews, as well as the basics of body language, appropriate attire and answering tips.

#13740/1120 Four 25-minute programs 2010 \$109 each or series \$379.95

New!

CAREER COMPASS SERIES: Exploring Occupations

Explore careers in child development, clothing and textiles, food and nutrition, and housing and interior design with this brand new series!

JOBS IN CHILD DEVELOPMENT

A variety of professionals are employed by proud parents and concerned care providers to ensure the health, education and general well-being of their children. Gain insight into the personality and skills required to become a social worker, developmental therapist, childcare worker and teacher. Learn what these jobs entail as well as other careers relating to the growth and development of children.

JOBS IN CLOTHING, TEXTILES AND FASHION
Many different people work in clothing and fashion - and they're not all cut from the same cloth! Each professional plays a very different role in transforming a piece of fabric into a garment or the inspiration for a fashion publication. Explore the world of a clothing designer, fashion journalist and boutique owner and learn about other career opportunities available in the clothing and textiles industry.

JOBS IN FOOD AND NUTRITION

Many people don't realize where - or who - their food comes from. But farmers, chefs, scientists and health care workers all play a role in the story of what we eat every day. Learn how these professionals combine their efforts to produce, prepare, develop and evaluate food and ensure nutrition. Discover related jobs and the education and experiences beneficial to building a career in food and nutrition.

JOBS IN HOUSING AND INTERIOR DESIGN

Many professionals work together to create a house, long before it becomes a home. Explore the careers of an architect, general contractor and interior designer and other related professionals. Learn how their combined knowledge turns the idea of a house into a reality. See what each job entails-from planning to meeting with clients, to solving problems and completing a project. Discover the role business skills play and the type of education required.

#13015/1120 Four 29-minute programs 2010 \$99 each or series \$349.95



CAREERS IN HOSPITALITY: Service and Adventure

As you explore the many career options available in today's world, you may want to take a fresh look at an exciting choice. This program goes behind the scenes to show all the possibilities of a career in hospitality management. You'll learn from people working in the field about restaurant management, hotel management and event and conference management. An education in hospitality management can lead to a career at restaurants, hotels, resorts, or even the high seas to manage hospitality on a cruise ship. Provides an up-to-date overview of the hospitality industry.

*Teaching materials included

#12884/1290 18 minutes
2009 \$79.95 *CC
Grades 9 to 12

CAREERS TO CONSIDER: The Hospitality Industry

Hospitality: it's one of the world's fastest-growing industries, encompassing a wide variety of occupations and career paths.

This program illustrates the exciting opportunities offered by the industry and shows how job-seekers with almost any skill set or educational background can find success in the field. Viewers are introduced to three main areas of expertise - hotel management, culinary arts, and tourism - with detailed explanations of important jobs in each. The challenges of working as a hotel general manager, business center supervisor, front desk supervisor, executive chef, food scientist, professional food server, commercial pilot, bed-and-breakfast innkeeper, and cruise ship manager are revealed with the help of expert interviews and high-energy visuals. Smart ways to develop promising career paths are also explored.

#11529/0635 23 minutes 2008 \$99.95 *CC

CAREERS IN THE SCIENCES SERIES

Classrooms are filled with aspiring actors, hip-hop moguls, and fashion models. Getting young people interested in science is another story - even though a scientific career can be more exciting than working in Hollywood. This three-part series helps students appreciate the vast horizons that science offers, highlighting the personal and financial benefits of many scientific professions and the opportunity to do work that will transform the human experience.

*A detailed description of each program is available on our website.

CAREERS IN THE PHYSICAL SCIENCES

CAREERS IN THE LIFE SCIENCES

CAREERS IN THE EARTH SCIENCES

#10910/0635 Three 26-minute programs
2007 \$99.95 each or series \$279.95 *CC
Grades 9 to 12

CAREERS IN FASHION: Talent, Technology and Opportunity

A career in fashion involves much more than clothing design. Clothing line designers, textile designers, technical designers and more all make the industry a success. Students will gain greater appreciation for the career of fashion design with this fast-paced, educational video.

**Includes Teaching Materials*

#11734/1290 20 minutes 2005 \$79.95 *CC
Grades 9 to 12

COMPLETE CAREER CLUSTERS SERIES

No one knows jobs better than the people who actually do them! This series lets the experts speak, as they share their first-hand knowledge of their career areas. Covering 16 broad occupational categories, the

Career Clusters system offers information on practically every job there is! Each and every cluster is represented in this outstanding series - a perfect companion to the Career Clusters Poster Set.

**Detailed descriptions of each program are available.*

CAREER CLUSTERS I SERIES

Education and Training | Health Services | Information Technology Services | Scientific, Engineering and Technical Services #7090

CAREER CLUSTERS II SERIES

Transportation, Distribution and Logistics | Law, Public Safety and Security | Agriculture, Food and Natural Resources | Manufacturing #7130

CAREER CLUSTERS III SERIES

The Arts, Audio Visual Technology and Communications | Hospitality & Tourism | Architecture and Construction | Human Services #9800

CAREER CLUSTERS IV SERIES

Marketing, Sales and Service | Government and Public Administration | Business, Management and Administration | Finance #10586

#11530/0635 Programs are 16 to 24 minutes
2007 \$99.95 each or \$379.95 per Cluster or all four Clusters \$1,499.95

CAREER CLUSTERS Posters Set Laminated

Based on 16 broad career categories, these eye-catching posters feature images from within each Career Cluster, as well as a helpful summary of the kinds of people drawn to that field; the ideal organizing tool for teachers, counselors, and parents in helping students identify their interests and goals for the future.

**Sixteen 17" x 22" laminated Posters*

#10180/0405 2003 \$119.95

COMPLETE JOB SEARCH SYSTEM

This comprehensive, concise, five-part job search series is ideal for introducing job seekers to information and techniques that will be helpful in selecting a career and getting a job. Designed to be of use to a wide variety of viewers, these programs are entertaining yet loaded with solid content, informative interviews, helpful tips, and colorful graphics.

THE RIGHT JOB FOR YOUR PERSONALITY - This program shows viewers how to select a rewarding and satisfying career by engaging in a reflective self-assessment process - a process designed to help them gain insights into themselves by looking at different aspects of their lives including their interests, skills, education, training, values, and lifestyle. Shows how to identify and organize a variety of personal

information into a form that's optimal for making informed career decisions!
11 minutes

CAREER EVALUATION - This program illustrates how to relate interests, skills, education, training, values, and lifestyle to specific occupations in the world of work. Based on the common-sense notion that you do best at what you really like to do, this video shows viewers how to find an occupation with job requirements that closely match their interests. Nothing predicts high workplace satisfaction like a close

match between job duties and the employee-to-be!
10 minutes

FINDING A JOB - program discusses the many ways a person can find job openings through a wide variety of job search methods - online job boards, want ads, state and private employment services, networking, informational interviews, the Yellow Pages, and more. Discusses the advantages and disadvantages of each method, but emphasizes using all available methods to obtain the widest choice of job offers in the least amount of time. A terrific overview of the best and quickest ways to get a job! 13 minutes

INTERVIEWING FOR A JOB - The most intimidating and the most crucial part of a job search, the interview either results in a job offer or it doesn't - no second chances. This program covers preparing for an interview, dressing for an interview, using body language to good advantage, articulating skills and abilities, answering difficult questions, and handling salary and benefits issues. Emphasis is placed on being prepared and relaxed during the most important step of the job search process. 12 minutes

SUCCEEDING ON THE JOB - Is the hard part over once a person lands a job? No, the hard part has just begun! This program shows viewers not only how to survive on the job, but how to get ahead, too. Attitude, timeliness, dress, ethics, grooming, teamwork, conflict resolution, and getting along with co-workers are among the topics discussed in this video. Interviews with employers are interspersed with commonsense narration to provide solid advice for any newly hired employee. 10 minutes

**Viewable/printable instructor's guides are available online*

**Recommended for high school*

#7085/0405 Five programs 2007 \$89.95 each or series \$449.95 *CC



CONFESSIONS OF AN EVENT PLANNER

An interview and behind the scenes footage with Dena Marie Modica, Director of Sales and Marketing for Solera Restaurant and Event Center, gives the audience insight into the career of an event planner. This program teaches viewers about: The education and training that is helpful to break into this profession; The salary range for this career; The long-term career outlook for an event planner; The types of event planners that exist; and, The "highs and lows" of the job. Also provides a brief tour of an event center and a party rental facility.

**Includes Teaching Materials*

#13142/1290 15 minutes 2008 \$79.95 *CC

CONFESSIONS OF AN INTERIOR DESIGNER

"...Gives a clear picture of the educational requirements, starting salary, and job market outlook... Recommended for young adults in either high school or public libraries." Library Journal, May 2008

Brandi Hagen shows students exactly what it takes to be an interior designer. Hear Brandi discuss the education needed to succeed in the field, and the pros and cons of a professional interior design career. In addition to showing us her office and a client meeting, Brandi gives an inside tour of several designer showrooms.

**Teaching Materials included*

#12321/1290 13 minutes 2007 \$79.95 *CC

CAREERS IN INTERIOR DESIGN

This video explains the difference between interior decorating and interior design, with an emphasis on the latter. Interviews with professionals from a variety of avenues in the interior design field will provide students with a deeper level of understanding of interior design and the opportunities available in that field.

**Teaching Materials Included*

#12322/1290 17 minutes 2005 \$79.95
Grades 9 to 12

DENTAL HYGIENIST

The job of the dental hygienist is just as hands-on as any dentist's - and it offers an outstanding springboard for a career in the healthcare and dental fields. This program shows what a dental hygienist can expect as far as training, duties, and compensation, while outlining the personal qualities and people skills that any successful D.H. should possess. Featuring interviews with experienced hygienists and those who train them, the program highlights the cleaning and examination procedures a D.H. will perform and the special rapport he or she must be able to establish with patients. Students are advised to prepare for a dental hygienist career by excelling in high school biology courses and volunteering at clinics and hospitals. A viewable/printable instructor's guide is available online.

**Part of the three-part series MERIDIAN ALLIED HEALTH SERIES II. The series includes: PHYSICIAN ASSISTANT; OCCUPATIONAL THERAPY ASSISTANT; and DENTAL HYGIENIST.*

#13799/0635 22 minutes 2008 \$99.95

CONFESSIONS OF A FASHION DESIGNER

**Winner of 2007 Telly Award*

The formal dresses of DeBora Rachele Designs have been worn at major award programs and formal dances all over the world. Learn what it takes to be a successful fashion designer and get a behind-the-scenes glimpse of a fitting session. See how Ms. Rachele designs more than 100 dresses per season with purses and jewelry to match.

**Teaching materials included*

#12481/1290 12 minutes 2007 \$79.95 *CC

THE GREEN CAREERS SERIES

Green careers offer students and young adults job opportunities in fields that help conserve energy and natural resources, encourage sustainable growth, and protect the environment from needless harm. Created by award-winning producer Michael Dieffenbach, covers twelve new and growing industries that address the most challenging problems that today's world faces. Gives young people a behind-the-scenes look at what it's like to work in a variety of jobs in each sector. In on-the-job profiles, we meet entrepreneurs, scientists, field biologists, engineers, managers and interns - professionals in fields that are exciting and personally rewarding. Also provides information on the educational requirements for entering various fields. Youth are encouraged to take advantage of internships and part-time jobs to get hands-on experience while pursuing their studies. Green careers are a high-demand job track for students from a wide range of academic disciplines and with a wide variety of interests.

By becoming stewards of our environment, young people who choose a green career can help solve the

greatest problems of our time while

finding work that matches their personal interests and values.

**Detailed descriptions of each program are available.*

BUILDING GREEN: Building Trades

CLEAN ENERGY: Biofuels

CLEAN ENERGY: Geothermal Power

CLEAN ENERGY: Solar Power

CLEAN ENERGY: Wind Power

ENVIRONMENTAL JUSTICE

GREEN DESIGN

**Remi Winner! RECYCLING*

RESTORING THE LAND

SUSTAINABLE AGRICULTURE

TRANSPORTATION

**Remi Winner! WATER MANAGEMENT*

**Includes PDF Guides for each program*

#13715/1733 Twelve 22-minute programs 2009 \$89.95 each or series \$899.95



New!

GREEN CAREERS SERIES

Use this series to introduce viewers to the green side of the 16 career clusters. Each video covers four related areas and four or more intriguing job opportunities within them. Ideal for learners plotting out their future or for workers seeking greener pastures.

THE BUSINESS OF GREEN - This video divides its time between California, with an eco-friendly hotel (Hospitality and Tourism Cluster) and a sustainable information and communications technology consultancy (Information Technology Cluster), and Pennsylvania, with a firm that invests in green community development (Finance Cluster) and a manufacturer of chemical-free eco-friendly cleaning products (Business Management and Administration Cluster).

REDUCING WATER POLLUTION - This video focuses on the protection of Puget Sound - a national ecological treasure - through the efforts of Washington's Office of Shellfish and Water Protection (Health Science Cluster); a TV station that raises environmental awareness by reporting on the Sound (Arts, A/V Technology, and Communications Cluster); a nonprofit organization that educates the public about the Sound's ecosystem (Education and Training Cluster); and a local shellfish farm that sustainably harvests oysters (Agriculture, Food, and Natural Resources Cluster).

COMBATING CLIMATE CHANGE AND IMPROVING AIR QUALITY - This video spotlights Pennsylvania, where a regional transportation authority is using hybrid buses to reduce emission levels (Transportation, Distribution, and Logistics Cluster), a legal firm is practicing environmental law (Law, Public Safety, Corrections, and Security Cluster), and a company is making storage batteries for solar and wind farms using clean manufacturing practices (Manufacturing Cluster). The program also travels to Colorado, where the National Renewable Energy Laboratory is pursuing research into the development of alternative energy (Science, Technology, Engineering, and Mathematics Cluster).

ENERGY EFFICIENCY IN THE HOME - This video showcases Habitat for Humanity of Metro Denver, a leader in sustainable home construction: its Family Services Department (Human Services Cluster); a solar panel company whose products are right at home with eco-friendly Habitat houses (Marketing Cluster); and ENERGY STAR, an EPA/DOE program that promotes energy-efficient products - the only kind HFH Metro Denver uses (Government and Public Administration Cluster). A green construction/remodeling firm is profiled as well (Architecture and Construction Cluster).

**Includes PDF Viewable/printable discussion questions*
#13144/0635 Four 25-minute programs 2010 \$99.95 each or series \$349.95 Grades 9 to A

New!

HEALTH SCIENCE CAREERS

Do you consider yourself a team player? A career in health science may be just for you! Quality patient care relies on health care teams whose members communicate and collaborate well with others. In this video, explore a variety of health science career

options, with varying levels of education required, including: Pharmacy Technician; Home Health Aid; Pediatrician; Medical Administrative Support; Radiographer; Physical Therapist & Physical Therapy; and, Certified Nursing Assistant.

**Teaching materials are included*

#13543/1290 20 minutes 2010 \$79.95 *CC

HOME HEALTH AIDE AND PERSONAL CARE ASSISTANT

The aging of the baby boomer generation will dramatically increase the need for home care, opening up opportunities in a frequently overlooked field. This

program explores the challenging and deeply satisfying work of the home health aide and the personal care assistant - revealing the skills and special personality traits these jobs require and the personal rewards that come

from helping people "age in place" with

a degree of independence. Interviews with experienced practitioners clear up any confusion a student might have, showing that home health aides and personal care assistants deal with a patient's nutrition, hygiene, and safety more than with cooking, cleaning, and other household duties that may be needed. The program also points out the pleasant variety these positions involve, as aides and assistants often commute to several different homes during the course of a day. The training and certification courses for becoming a home health aide or personal care assistant, along with the possibilities for career advancement, are highlighted.

#14107/0635 22 minutes 2008 \$99.95

THE HOLLYWOOD LIBRARIAN: A Look at Librarians through Film

**Winner of the Ontario Library Association Media and Communications Award, 2009*

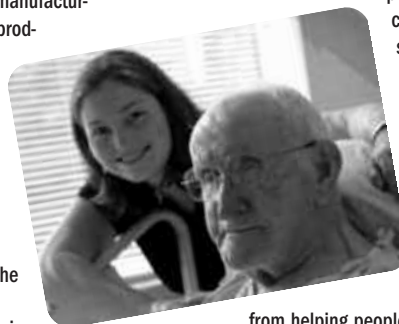
This film is the first comprehensive treatment of the subject of librarians. A vivid blend of factual documentary, feature film, and storytelling, it reveals the history and realities of librarianship. Interviews with actual librarians, intercut with film clips of cinematic librarians, examine such issues as literature, books and reading, censorship, library funding, citizenship and democracy. For the first time, we see and understand the real lives and real work of librarians who for decades have been a cultural force hiding in plain sight. This film's subject is librarians: who they are, what they do, why they do it, and the impact of their work in people's lives. The underlying meaning is how we express our own humanity, how we listen to ourselves and one another in the realm of the written and read word - a uniquely human privilege.

#12760/0685 96 minutes 2007

Public Libraries \$59.95

Non-Profits and School Boards \$150

Colleges and Universities \$275



New! HUMAN SERVICES CAREERS

Do you enjoy helping other people? A career in human services may be just for you! Human services careers involve tending to families and to human needs, whether it be early childhood, counseling and mental health, family and community services, personal care, or consumer services. Explore a variety of human services career options, with varying levels of required education, including: Early Childhood Montessori Teacher; Family Counselor; Social Services Worker; Clergy; Personal Trainer; and, Sales Consultant.

#14037/1290 20 minutes 2011 \$79.95 *CC
Grades 7 to A

INTERNET CAREERS: Front-End, Back-End and E-Everywhere

E-commerce, e-learning, e-zines, eBay - what's the common denominator? The "e" of course! But in today's fast, highly connected world, that "e" doesn't just stand for "electronic"; it stands for "everywhere" as more and more people link up online. This program travels the Web to explore Internet careers in three main areas: the front end, the back end, and everywhere in between. Front-end insights come from a programmer, a graphic designer, and a quality assurance tester; back-end information is provided by a webmaster, a help desk specialist, and a sales associate; and an IT recruiter, an advertising sales rep, and an entrepreneur explain how they've integrated the Internet into their careers.

*A viewable/printable instructor's guide is available online.

#12028/0635 24 minutes 2008 \$99.95
Grades 9 to College

INTRODUCING HOSPITALITY

The hospitality industry globally is vast and offers never ending career opportunities. Develop a basic understanding of the hospitality industry and the variety of departments which interrelate to make a business successful. Meet people in the job and those who are training the ever increasing number of people who are seeking careers in this diverse industry. Is the hospitality industry for you? Find out more about job seeking, occupations and career paths that you could follow.

#13375/0545 24 minutes 2009 \$129.95

IS COLLEGE FOR ME? Looking Toward the Future

This teen friendly documentary-style program helps middle school students understand why they need to start thinking about college now. Real students from four year, two year and technical programs share their personal experiences, their decisions to pursue higher education, and the availability of financial aid. Viewers will learn how different college is from middle and high school, and why basic skills such as reading, writing, and problem solving will serve them well in the future.

#12853/0235 16 minutes 2009 \$99.95



EARLY CHILDHOOD PROFESSIONS

Who better for students to learn from about Early Childhood careers than professionals who are enjoying successful careers? Interviews

with a variety of high-energy, engaging professionals who work with children will illustrate the range of choices for students today including Kindergarten Teacher, Public Health Nurse, Pediatrician, Spanish Liaison, and eight other professions.

*Teaching materials included
#9798/1290 21 minutes 2008 \$79.95 *CC

THE MONTESSORI METHOD

Italian physician Maria Montessori developed the Montessori method in the early 1900s while observing that children learn best when engaged in purposeful activity. Dr. Montessori inspired a movement that enabled children to teach themselves through sensory-rich, hands-on materials, nurture and love. Montessori's philosophy and practices have since spread and widely influenced the educational landscape. Discover the ways in which Montessori classrooms differ from the traditional school setting in this enlightening documentary. Observe different levels of Montessori, including infants, toddlers, early childhood, and elementary, and how each utilizes the Montessori method.

*Teaching materials included
#12812/1290 17 minutes 2009 \$49.95 *CC

CONFESSIONS OF A MONTESSORI TEACHER AND IN-HOME CHILDCARE PROVIDER

Interviews and day-in-the life footage with a Montessori teacher and an in-home childcare provider gives insight into these from a career choice point of view. This program teaches viewers about: the education and training needed; the salary range for this career; the long-term career outlook; the "highs and lows" of the job; and, the typical activities in the day.

*Includes teaching materials
#11585/1290 15 minutes 2007 \$79.95

RECIPE FOR SUCCESS: The Culinary Arts in High School

Never underestimate the educational value of chocolate ganache! This ABC News report profiles the Careers in the Culinary Arts Program (C-CAP), a groundbreaking curriculum that teaches students the craft of fine cuisine - and important life skills along the way. The documentary visits the Queens high school where this nationwide teaching trend began, interviewing one of its graduates - now a successful Manhattan chef who says cooking classes made school worth finishing. Also featured is Richard Grausman, the man who founded C-CAP. Use this inspiring video to show students the wide variety of academic and vocational possibilities open to them.

#12407/0635 22 minutes 2005 \$69.95



SUCCESSFUL JOB SEARCH SERIES: Finding Your Career

Finding a job is tough. There are many things to take into account. This innovative five part series takes the viewer through the job search process. Through interviews with career counselors, hiring personnel, employers, and others, the viewer will come away from this series with the tools to help them become successfully employed. In addition, the set comes with a job finders guide in English and Spanish print containing self-help sheets, sample resumes and job applications, resume advice, and other important information that will help the job seeker conduct a successful job search.

WHO ARE YOU? Planning and Evaluating Your Career

In this program, you'll learn how to assess the things you like to do and apply them to career choices. We all have to work, so doesn't it make sense that we do so in a career we like? Learn how you can discover the things that make you YOU and how to apply them to different occupations. #10233

WHERE THE JOBS ARE: Finding Job Leads and Openings

Cold calling, networking, informational interviewing, friends and relatives, the Internet - there are many ways to find a job. The most effective job search combines several different methods and ways to find these leads and openings. After viewing this program, you'll have an edge on how to find the right job for you. DVD #10234

HOW DO YOU PUT IT ON PAPER? Portfolios, Resumes and Job Applications

We all need a resume, but which type? Chronological? Skills or functional? How about a career portfolio? How do you put one together? What information do you include? Are job applications a thing of the past? If they're not, what's the best way to fill one out? These and other questions are explored as you learn how to put your skills, abilities, and interests on paper. DVD #10235

WHAT'S IN A JOB INTERVIEW? Job Interview Tips and Techniques

It all leads up to this. The job interview is the single most important factor in determining whether or not you'll be hired. This program offers practical advice on interview dress and preparation, what to

expect during the interview, how to answer interview questions AND how to ASK questions, salary negotiation, and more.

After viewing this program, you'll be armed with the knowledge to succeed in any interview situation. DVD #10206

WHERE DO I GO FROM HERE? How to be a Success on the Job

Congratulations! you've got the job! Now the fun begins! This program offers

advice on things you can do to be successful in your new career. Having a positive attitude, solid work ethics, arriving on time EVERY time, not missing work, and other important elements are covered. DVD #10236
#10190/1280 Five 20-minute programs 2005
\$108 each or series \$445*CC

JOB SEARCH IN THE 21ST CENTURY



What are the most efficient and effective ways of finding employment in the 21st century? This program provides valuable strategies on how

to use the internet for job search, including searching employment sites and employer sites. Viewers will learn about the power of networking and how to apply for a job online.

#13165/0545 24 minutes 2006 \$129.95

TOP CAREERS IN TWO YEARS SERIES

In two years or less, students can prepare themselves for a great career! Each program in this series gives an overview of two or more of the top occupational fields open to those with appropriate education or experience through interviews with people currently working in them. Required education, necessary skills and traits, typical job-related duties and career paths, and tips on achieving success are covered.

**Detailed descriptions of each program are available.*

- COMMUNICATIONS AND THE ARTS
- BUSINESS, FINANCE, AND GOVERNMENT ADMINISTRATION
- CONSTRUCTION AND TRADES
- RETAIL, MARKETING, AND SALES
- HEALTHCARE, MEDICINE, AND SCIENCE
- HOSPITALITY, HUMAN SERVICES, AND TOURISM
- COMPUTERS AND INFORMATION TECHNOLOGY
- EDUCATION AND SOCIAL SERVICES
- PUBLIC SAFETY, LAW, AND SECURITY
- FOOD, AGRICULTURE, AND NATURAL RESOURCES
- MANUFACTURING AND TRANSPORTATION

**Viewable/printable instructor's guides are available online.*

#12480/0405 Eleven 25-minute programs 2009 \$99.95 each or series \$899.95

LOG ON FOR SUCCESS: Using Internet Job Sites

Find great jobs fast - with the Internet! This video tells everything required to start blazing an electronic path to outstanding career opportunities. It covers how to find and then effectively search mega-job sites, industry- or profession-specific sites, and individual company sites; how to prepare Web-ready and E-mail-compatible resumes and cover letters; how to fill out online questionnaires; and how to save, organize, and keep track of what's been posted and sent. The video also clues viewers in to what information not to post, like social security numbers, so bad guys won't be able to scam them. In an Information Age job market, success begins with a click!

#9427/0405 19 minutes 2004 \$79.95

TOUGH TIMES FOR JOB STRATEGIES

Entering the work force, a recent grad, or changing careers? This program will help viewers develop strategies to find and keep a job in today's challenging economy. Packed with examples and practical advice, the video features interviews with people in many different jobs and professions, as well as valuable tips from career counselors. Through their real-world experience and guidance, learn how to research career options, utilize employment opportunity resources, and discover ways to network. Because landing a position is only half the battle, this program offers novel tactics on diversifying marketable skills that will offer flexibility and increase value in the eyes of any employer - especially when companies are forced to downsize.

#9053/0405 23 minutes 2003 \$99.95 *CC

WORKING FRONT OF HOUSE

This program interviews a number of people who work in the hospitality industry dealing with the public: receptionist, porter, duty manager, and restaurant/bar staff. Each section illustrates and describes the skills necessary for each job and the tasks commonly expected to be carried out. As the public face of the tourism industry these people have the responsibility of providing the best possible service they can for their paying clients.

#13212/0545 22 minutes 2008 \$129.95

WORKING IN HEALTHCARE: Opportunities for Life

Considering career options? Ideal for high school and community college students, this series spotlights nursing as well as two newer specialties for which little video-based informative material exists. Each program explains what kind of education is involved and includes interviews with professionals working in actual clinical practice. Some typical procedures and job responsibilities are demonstrated and explained.

THE PATIENT CARE NURSING TEAM - Wherever people need wellness services, acute care while recovering from illness and injury, or medical support while preparing for the end of life, nurses are standing by. Introduces students to the rewarding career of nursing and the four levels of the nursing career ladder (certified nurse assistant, patient care technician, licensed practical nurse, and registered nurse) are described as they relate to a variety of settings, including a community wellness clinic and a long-term care facility. Pediatric nursing and hospice care are also discussed.

HEALTH INFORMATION MANAGEMENT - As demands for medical care continue to rise, keeping carefully archived, up-to-date documentation of patients' illnesses and injuries is more challenging than ever. Focuses on opportunities in the rapidly expanding field of healthcare information technology. Three levels of specialization (medical office billing certification, coding certification, and an associate degree in health information management) are covered, along with methods of healthcare information storage. Maintaining confidentiality is stressed through examples involving a small clinic, a dental office, a nursing home, and a large hospital.

PHARMACY TECHNICIAN - Wherever pharmacists are needed, pharmacy technicians are there too, ready to assist them by ordering, stocking, preparing, and packaging vital medications. Shows students what it's like to be a pharmacy technician, a medical specialization that's in high demand at healthcare, commercial, and research facilities throughout the country. The core duties of a "pharm tech" are outlined as they apply to a wide range of settings, including hospitals, drug stores, and national mail order prescription houses.

**Includes Teacher's Guides*

#10799/1690 Three 15-minute programs 2002 \$99.95 each or series \$299.95

GETTING THE JOB

COMMON MISTAKES PEOPLE MAKE IN INTERVIEWS Update

There are so many things in every job interview that can be prepared for and practiced, and yet interviewees continue to make the same mistakes over and over again! Simple things like a basic KNOWLEDGE about what the company or organization being applied to actually does...being able to RELAX and hold an intelligible conversation...showing a REAL understanding of the basic requirements of the job in question...and an ability to GET ALONG with other people. Using the very effective 'right way/wrong way' approach, viewers are shown exactly what these



common pitfalls are as well as the steps they themselves can take to NOT make these mistakes in their next interview...This updated version takes into account additional resources available on the Internet.

**Includes Leader's Guide*
#7634/0405 27 minutes 2003 \$89.95 *CC

HIRE EDUCATION: 10 Ways to Find a Great Job

Whether you've just been handed a "pink slip" saying that you've just been released from your job, are searching for your first job, or are re-entering the workforce, this program provides the help you need. It includes ten ways to find a great job - such as Networking, informational Interviews, Job Fairs, Internet, Classifieds, Job Applications, and more. Experts and new employees tell how these techniques work and give suggestions to help you find the right job for you.

#9622/1280 20 minutes 2005 \$108

DEVELOPING A CAREER PORTFOLIO

Years before someone lands their first job they should be putting serious thought into the development of their career portfolio. A career portfolio is a collection of documents that provide evidence of a job seeker's interests and skills both specific to a particular job and generic to employment in general. This program covers a range of aspects relating to the compilation of a career portfolio, including defining a career portfolio, collection of information relevant to both specific and generic skills, and putting it all together. As well as hearing from career coach Julie Farthing, the program follows the experience of two (fictitious) students who applied for the same job one having prepared a career portfolio and the other without. It also takes a step-by-step look at how to prepare a portfolio and explains how developing a career portfolio is a highly advantageous strategy when trying to create an impression with an employer.

#13160/0545 24 minutes 2009 \$129.95

PORTFOLIO: Showcase Your Talents

"Will Work for Food!" If this is your idea of how to get a job, then you might want to think again. A career portfolio may be just what you need to showcase your talents and to help you stand out. This program helps viewers understand what a portfolio is and how it can be used in career development and job search. Professionals provide guidelines for assembling portfolios, with helpful hints on what to include and what to avoid. Includes information on how a portfolio is used to document work skills and samples, as well as the differences between "hard copy" and electronic portfolios. Also features discussion of what types of job search require a portfolio and how the portfolio can be used in interview situations.

#5224/0970 15 minutes 2005 \$79.95

IN YOUR EAR: The Job Interview

With so much at stake in today's job market, an interview has to be handled just right. This

ABC News program follows Peggy

Klaus, a career and communications coach, as she takes an anxious job-seeker under her wing. In a heady prep session, Peggy and her client discuss the importance of eye contact, confident body language, confident tone, and good grammar and vocabulary. But Peggy takes her mentoring a step further: during the interview, she feeds instructions via a remote transmitter to the applicant, who wears a tiny ear-phone receiver. Peggy's strategy focuses on dispelling naive expectations and forcing the potential employee to proactively "drive the interview".

#12658/0635 11 minutes 2008 \$49.95

INTERVIEW TIPS FROM A RECRUITER: How to Win the Job You Want!

What is needed to pass the "interview test" and get the job? What questions should the applicant be prepared to answer? And what questions should they ask in return? This video gives real tips from a recruiter on how to prepare for and handle the job interview. From the basics of knowing the exact location for the interview, what to wear, and showing up on time, it then zeroes in on the interview with the best ways to handle the questions asked and cites examples of how to respond. It also suggests questions to ask that demonstrate knowledge and interest. Interviewers can also get good information from this video!!!

#4272/1280 25 minutes 2001 \$108 *CC

LANDING A JOB IN THE TRADES

Getting hired as a carpenter, electrician, manicurist, or any other tradesperson requires the same professional attitude that all job candidates must show. This video explores essential self-marketing practices that transform job-seekers into wage-earners, focusing on the best ways to display valuable skills and personality characteristics. With straightforward explanations, helpful graphics, and interviews with job-search experts and real-world employers, the program illustrates how to structure a resume based on skills and background, how to compose a cover letter, how to behave and communicate during an interview, and how to follow up with a winning thank-you letter. Special emphasis is placed on building an upwardly-mobile approach, encouraging applicants to display enthusiasm, leadership potential, and a willingness to learn. This is a realistic and reliable demonstration of the steps that lead to "You're hired!"

**Includes viewable/printable teacher's guide*

#10104/0405 19 minutes 2006 \$79.95 *CC

LANDING THE JOB SERIES

Trey, your host, sets out on a personal journey that we all must go through at some point in life. Searching for and finding a job.

THE SEARCH - Ready to find a job, Trey takes his audience on an entertaining, educational ride as he records his own video documentary of the job hunting process. Shot in "first person" style, Trey records each step as he learns the secrets and pitfalls of finding a job. When viewers apply Trey's techniques and lessons to their own personal job search, they will be certain to have the same positive outcome as Trey.

THE INTERVIEW - Join Trey as he seeks advice and tips on what makes a successful interview. Trey learns first hand that preparing for the interview and following up afterwards, are just as important as what goes on during the interview.

RESUMES AND COVER LETTERS - The resume and cover letter are two very powerful papers for job seekers. In this video, Trey continues his journey by teaching viewers how to write resumes and cover letters that set them apart from the pack. They will learn why these papers are so important to the job search

process and get the DO's and DON'Ts of resumes and cover letters from the folks that know them the best, people whose job it is to read them.

**Includes Guides for each Program*

#11590/1280 Three 20-minute programs 2007 \$108 each or series \$299.95

SECRETS:

Landing and Keeping a Job

What are transferable skills and why do we need them? They are skills acquired throughout your life that can be used at any job. Filmed in a sitcom format, like "The Office". Explains important job transferable skills including communication skills, problem-solving skills, and teamwork in this entertaining and informative production.

**Includes Teaching Materials*

#13397/1290 24 minutes 2010 \$49.95 *CC

RESUMES:

A How-To Guide

Jeff wants to work in the information technology field. Cindy dreams of being a gourmet chef. Over the course of this program, these students learn how to write functional, chronological,

combination, and newsletter-style

resumes using information on their skills and experience that they identify through two exercises: Personal Inventory (to capture the "what") and Showing Your COLORS (to uncover the "how"). Ways to get a resume in front of a decision-maker's eyes are also addressed, and insightful snippets of commentary by a career counselor and an HR professional are interspersed throughout. Engaging and informative, this program is an excellent introduction to resume-writing for students with little or no job experience - yet!

**A viewable/printable instructor's guide is available online.*

#12171/0635 35 minutes 2008 \$99.95 Grades 10 to College

RESUMES @ WORK!

This program was created to assist teachers, counselors, youth workers and any others who work with young people in the delivery of career and employment readiness. Uses high tech and entertaining structure to integrate real-life scenarios that young people experience when facing the modern job market. The practical skills needed to write a successful resume in today's competitive environment are presented, while adding humor, music and special effects to a sometimes-dry subject. The concepts and strategies explained in the video were well-researched and written, and cleverly acted out by teens genuinely struggling with their lack of work experience and the difficulties they encounter with finding meaningful employment. After viewing this video, the audience will feel inspired to embark on writing a great resume, or to consider changing an ineffective one.

**Includes Teaching Guide*

#9667/0225 11 minutes 2005 \$129.95 Grades 10 to 11



YOU'RE HIRED! Skills You Need to Get the Job You Want

*** STARS!!!! Video Librarian Awards

What does it take to get a job in today's demanding workplace? What skills are on every employer's wish list? This program identifies the skills all workers need, whether they're in the office, on the construction site, or working retail. Some skills are basic like reading and writing, others have to do with the personal qualities of honesty and enthusiasm. People skills are all about teamwork and working well with others. With this program, you'll learn how to develop the skills you need to get the job you want.

#11666/1280 20 minutes 2007 \$108

TEN THINGS NOT TO DO IN AN INTERVIEW

This engaging program is part of the series INTERVIEWS and entertainingly counts down the top ten things not to do in a job interview. The other programs in the series deal with the group interview, interview dos and don'ts, interview performance, interview skills, interview tips and traps.

#13002/0545 25 minutes 2006 \$129.95

New!

YOU'RE HIRED! Job-Winning Interview Strategies

There's nothing like preparation to calm the pre-interview jitters! After watching this video, young adults will know how to define personal employment goals; research a company of interest; do mock interviews, for practice; dress for success; make a good first impression; communicate strengths, skills, accomplishments, and more; ask and answer a wide variety of pertinent questions; and follow up strategically via phone, mail, or e-mail. The core message? Preparation pays off!

*Viewable/printable discussion questions are available online.

#13581/0635 26 minutes 2010 \$99.95

BASIC CLERICAL SKILLS

This two-part series focuses on key concepts to help young adults put their best foot forward when joining the work force in an entry-level position. The basic skills needed to survive and prosper in a business office are addressed. Viewers also learn about three important attributes that every employee needs on every job.

CLERICAL SKILLS FOR NEW EMPLOYEES - Begins with a look at some of the most basic yet most important of all job skills: being punctual, dependable, and positive; dressing appropriately; and abiding by company rules. Next, the art of organizing tasks and work areas is demonstrated, as viewers learn how to make folders for filing, compile a "to do" list to help control work flow for the day, and much more. Voicemail and e-mail are also discussed - vital elements of today's office, both can prove useless if messages are not transcribed accurately or organized properly for quick retrieval. Closes with a look at the processing of

incoming and outgoing mail and proper use of the postage machine and fax machine. 19 minutes

COMMENDABLE CUSTOMER SERVICE - What is "customer service.", and why is it so important? As the frontline employee, the customer service representative is the most valuable and visible person to the customers - the one they go to first for every type of information and assistance. Viewers see how to provide exceptional customer service with a smile, a professional appearance, and a positive attitude. Covers the basics - fielding questions, solving problems, cheerfully responding to customer requests - and much more. And because so much interaction takes place over the telephone, viewers will learn how to stay in control when dealing with demanding or rude customers, how to actively listen, and how to come up with solutions that satisfy. 16 minutes

*Each program includes Guide

#7545/1690 Two programs 2004 \$99.95 each or Series \$179.95



RESEARCH ON THE INTERNET

Google transformed the way that users access information on the web. It ousted

the categorized portal approach and allowed information to be found by key word search, quickly and comprehensively. However, there are a number of significant issues related to the modern search methodology, including the validity of content, the relevance, and how the results are ranked. With the emergence of Web2.0, the supremacy of the search engine as the Start page of the Internet may be numbered. Until the next big thing comes along, though, it is essential that those who are researching via the Internet understand the limitations of the tools they are using.

#13318/0545 30 minutes 2008 \$129.95

TIME MANAGEMENT: Get the Most Out of Your Time!

This package begins with the premise that working longer hours is not the road to greater productivity and prosperity. Working smarter by using proven time management techniques is the key and viewers are shown a variety of practical and effective methods that can greatly improve both quality and quantity of work at the same time. This time-saving video training program will help viewers: Use the simple ABC System to prioritize jobs; Deal with and conquer time-wasting procrastination tactics; Block off time each day for uninterrupted work; Plan for and shorten phone calls to cover only necessary information; Understand the importance of saying NO to save time; Carefully organize meetings to reduce their time and increase their effectiveness; and, Utilize the quiet time of airline travel.

*Comes complete with a DVD, audio and copy of the book TIME MANAGEMENT by Marc Mancini.

#11271/0960 39 minutes \$129.95

TAKE BACK YOUR TIME: How to Manage Your Workload and Still Have a Life

The sharpest, most creative work can't be done if you're burned out. Whether you're a workaholic, last-minute adrenaline addict or simply just can't say no to your colleagues' requests, in this program you'll discover tips and tactics guaranteed to help free up your time and take your life back.

#14051/0277 19 minutes 2004 \$149.95

HOW TO MANAGE PROJECTS, PRIORITIES AND DEADLINES

In our working life, we wear many hats. Add these workplace roles to responsibilities at home, and time becomes a precious commodity. Sometimes it all seems too much to handle. However, knowing how to manage and prioritize things can help you lead a more balanced, and fulfilling life. This program will teach you how to create a winning game plan and set realistic, yet challenging, goals. You'll learn how to: Multitask and juggle multiple projects; Conquer procrastination and overwork; Use small steps that lead to big results; Make every second count by minimizing distractions; Control the flood of information that crosses your desk; Identify which project management tools, techniques and technologies really work; and, Deal with crisis, conflict and change.

*Includes CD containing additional training materials in PDF format.

#4871/1460 Three programs \$129.95

JOB SURVIVAL: Keeping and Advancing Your Job

Most people want to do well on the job, and many want to get ahead. Not everyone has the skills necessary to hang on to their job and move up the career ladder. This program provides strategies and techniques for job survival including adjusting to work environment, personal qualities, dressing appropriately for the job, developing people skills, assessing job performance, using problem solving skills and more. Includes interviews with employees and employers to illustrate the strategies for keeping and advancing in your job.

#9619/1280 20 minutes 2005 \$108

MY NEW JOB: Adult Version

Whether it's your first serious job, or just the first day at a new job, settling in and finding your way around a new workplace can be daunting. New employees can be reticent and feel uncomfortable about finding out the information they want and need to know on day one. But this should not be the case. Most workplaces will have formal or informal strategies relating to the induction of new staff and appropriate personnel to oversee it. This program explores a range of areas relevant to starting at a new workplace, including what a new employee should consider and prepare for and ways in which workplaces are typically set up to ensure a smooth induction for new staff. It also covers preparation by the employee, inductions, getting to know your workmates, troubleshooting and surviving the first week.

#13159/0545 24 minutes 2009 \$129.95

THE RULES OF WORK: How to Succeed on the Job

You've got the job, now what?! This program gives basic guidelines that will help employees at all levels develop good work habits. Uses humor along with solid information to tell how the rules of work can help viewers be successful on the job. Includes: tips on attitude, being on time, appropriate dress, job performance, following company policies, getting along, ethical behavior, good communication, and problem-solving. Also, how to assume a leadership role and get ahead!

#10017/1280 26 minutes \$108 *CC

MY FIRST JOB: Student Version

Going to work for the first time can be quite an overwhelming experience. Who to report to, what to know, what travel arrangements to make, what are the regular attendance hours, what if things go wrong, who can I talk to for support, what are my entitlements, what rights and responsibilities do I have? All these issues are addressed in this program, which provides useful, comprehensive advice on surviving your first job and making life just a bit easier at the workplace.

#13158/0545 30 minutes 2008 \$129.95

FIRST IMPRESSIONS: Winning Over Your Boss and Co-Workers

Starting any new job is likely to create some mixed reactions. It's great to look forward to a new challenge, meeting new people and receiving a regular pay packet. But let's be honest, it can also be very stressful, even if you have previous work experience. Every workplace has its own dress standards, protocols, procedures, chains of communication and acceptable work habits. So understanding how to fit in from the start is a crucial skill to acquire. In this program you'll learn how to make that all-important good first impression whenever you start a new job. We'll look at preparing to start work, induction and training, working with others and how to deal with problems along the way. We'll also get some important tips from employment experts. A practical and informative look at your entry into a new working environment. Chapters: Preparing to Start Work; Induction and Training; Working with Others; and, Deal with Problems.

#13201/0545 21 minutes 2008 \$129.95



HEAD TO TOE: Grooming and Dressing for the Best Possible You

Does the way you look accurately reflect who you are and where you want to go in life? Do you always make your best impression? How good are your choices when it comes to clothing, hair, and makeup? It's time you started looking like you're on your way to

the top! Whether it's business casual or ware-

house comfortable, improve your appearance today with the tried and true techniques collected by our experts. Find out exactly why image is everything and how to use it to your advantage. From shampoo to cologne, tattoos to body piercing, uniforms to business suits - we've got all the tips you need to look your very best and get ahead in the workplace! After all, every successful person knows that looking your best puts you on the road to feeling your best - and finally being your best!

#9802/1280 22 minutes 2004

Includes Guide \$108

LOOKING GREAT AT WORK: From Business Casual to Hygiene

Viewers learn that, in reality, people do judge others by what they wear and how they look. Many young people simply do not realize that the height of teen fashion and fads is often not welcome or appropriate in the workplace. Viewers learn how to interpret four levels of "business casual" dress. The video also explains the traditional white collar business look and actually teaches how to knot a tie. Part Two of this very practical video gives advice on hygiene and grooming from tooth brushing and face washing, to bathing and hair care.

#7697/1120 18 minutes 2001 \$99.95 *CC

New! EMOTION vs. ANALYTICS: Decision-making and the Biased Brain

*Features Baba Shiv, Professor of Marketing, Stanford Graduate School of Business

Is it best to be emotionless and analytical in decision making? When our goal is to be decisive, the answer is a resounding No. Instead, harnessing the power of emotions is critical. Studies of the neural underpinnings of decision making show that our brains start by evaluating options analytically. But very soon, usually based on first impressions, we create an emotional front-runner. We then continue down a path of predecisional distortion, which biases further evaluation. Rather than creating bad decisions, however, this distortion leads to more confident, committed decision making. This video teaches: How to be decisive and confident in decision making; Why starting with price can lead to bad decisions; and, How loss aversion trumps opportunity - and how to counter negative emotions.

#14030/1005 59 minutes 2010 \$99.95



FINANCIAL MANAGEMENT SERIES

This innovative series brings the real world of finance into the classroom. The programs in this series provide a strong introduction to core financial management topics. The series uses animated graphics throughout to illustrate financial concepts and relationships as well as news stories from television to highlight the financial concerns and decisions of real companies. Detailed descriptions of each program are available:

INTRODUCTION TO FINANCIAL MANAGEMENT
FUNDAMENTAL CONCEPTS IN FINANCIAL MANAGEMENT
STRATEGIC LONG-TERM INVESTMENT DECISIONS
STRATEGIC LONG-TERM FINANCIAL DECISIONS
FINANCIAL PLANNING AND WORKING CAPITAL MANAGEMENT

#13840/0635 1995 \$169.95 each or Series \$769.95

ACCESS UNLIMITED: The Job Search Series for People with Disabilities

Finding a job can be extremely difficult. For people with disabilities, the barriers become even greater. Although laws prohibit discrimination in this regard, many employers are hesitant to hire or even to interview people with disabilities. This series presents practical, proven strategies that will show disabled job seekers and counselors where to begin and what they need to know to find employment in a wide range of career areas.

JOB SEARCH TACTICS FOR PEOPLE WITH DISABILITIES

begins with an overview of the Americans With Disabilities Act so viewers learn their rights and the many resources that are available to help in their quest. Deciding where they would like to work is a necessary first step. The importance of networking is also explained.

RESUMES AND APPLICATIONS FOR PEOPLE WITH DISABILITIES

explains to viewers that what information they include will determine whether they go on to the interview stage. Are disabilities mentioned at this stage? What protection against discrimination do they have? How can they use this contact with a possible employer to sell themselves & their abilities?

JOB INTERVIEWING FOR PEOPLE WITH DISABILITIES

makes viewers aware that this critical part of the process of getting a job is where they have to focus on and sell their abilities. Interviewers are sometimes resistant or reluctant to make a commitment simply because to them hiring the disabled is unknown territory. The interviewee should know their rights according to accommodation and be able to explain such while at the same time making sure that the interviewer knows that they are the right person for the job and why.

#4897/0405 Three 23-minute programs 1999 \$99.95 each or series \$299.95 *CC

CRITICAL THINKING: Analyzing Problems and Decisions

This program uses illustrative vignettes and group discussions to explore the problem-solving process. Introduces a problem-solving methodology of accepting the problem, defining the problem, considering alternatives, exploring alternatives, devising solutions and plans of action, and evaluating the efficacy of solutions. Features critical thinking expert and "Thinking Critically" author John Chaffee.

#12872/0880 29 minutes 2008 \$219.95 *CC

FLOW: Psychology, Creativity and Optimal Experience

Mihaly Csikszentmihalyi (pronounced CHICK-sent-me-high-ee) is one of the world's leading authorities on creativity. In this video he sits down with Howard Gardner (MULTIPLE INTELLIGENCES) and presents the origins and implications of his revolutionary theory of FLOW. In sharp contrast to behaviorism, which he describes as

simplicistic, he explains how the FLOW is not that of 'go with the flow' by any means. On the contrary, far from being passive, Csikszentmihalyi illustrates why FLOW always involves the active use of skills to overcome challenges. Turning to a critical question of our times, he shifts his focus to education and persuasively argues how FLOW can positively impact learning environments. **#8993/0920 55 minutes 2003 \$275**

***** Ask about our easy email preview!!!**

EX-CON JOB SEARCH TIPS

STARTING FRESH SERIES

***** 3 and 1/2 stars from Video Librarian!!!**

This series gives teens through adults with a background involving the judicial system, the information they need to get a job. Done documentary-style, viewers follow Trey through each phase of his job hunt. Can be viewed as a series or stand alone.



FINDING A JOB (WITH A TROUBLED BACKGROUND) -

Trey takes his audience on an challenging, educational ride as he records his own video documentary of the job hunting process. This video focuses on the job search techniques, such as filling out applications, networking with family and friends, job centers and more.

JOB INTERVIEWING (WITH A TROUBLED BACKGROUND) - For someone with a troubled background, job interviews can be a frustrating experience. In this video, Trey shows us that although interviewing can be a challenge, it is also the best opportunity for impressing potential employers and landing the job.

RESUMES AND COVER LETTERS (FOR THOSE WITH A TROUBLED BACKGROUND) - The cover letter and resume are two very powerful papers, especially for job seekers with a criminal record. In this program, Trey continues his journey by teaching viewers HOW to write honest cover letters and resumes that set them apart from the pack, and they will learn WHY these papers are so important to the job search process. Viewers will also learn the DOs and DON'Ts of resumes and cover letters from the folks who know best... the people who read them!

#11335/1280 Three 20-minute programs 2007 \$108 each or series \$299.95 *CC

GOING HOME: Teens Re-entering Society

All former inmates have a hard time adjusting to life outside prison, but teenagers face their own specific set of challenges after doing time. This two-part series shows how that adjustment process often plays out and how its hardships can be minimized. Filmed in large part at the Riker's Island Academy, a GED-level school that has helped turn hundreds of inmates' lives around, the series covers the major sources of conflict that young people will encounter when reentering society. Addressing the day-to-day challenges of newfound, uncertain freedom, these programs illustrate how a

support system can be built with the help of family, peers, caseworkers, and even correctional staff.

Detailed descriptions of each program are available on our website.

FROM THE INSIDE: Personal Challenges for Teens Reentering Society

ON THE OUTSIDE: Social Challenges for Teens Reentering Society
#11532/0635 Two 22-minute programs 2008 \$99.95 each or series \$179.95

PAROLE:

Getting Out and Staying Out

Prison life is hard - but for most ex-convicts, life on the outside is tough too. This video follows paroled prisoners as they re-enter civilian life and face challenges both large and small. Upon release from jail, the lives of these young men are suddenly filled with critical decisions. Some are dreaded, such as the split-second choice of whether or not to engage in violence; the wrong choice will put them back behind bars. Other dilemmas are unexpected, like having to decide what to wear every morning. The program provides an eye-opening look at the typical parolee's struggle to find work, stay away from drugs and former friends, and maintain a positive attitude about the future.

#11533/0635 16 minutes 2006 \$69.95

FINDING EMPLOYMENT: The First Step for the Ex-Offender to Making It on the Outside

Finding a job is tough. Having a record can make it even tougher. However, employment is the first step to making your way on the outside. This program focuses on everything the ex-offender needs to know in order to find employment. Included is advice on: Starting a job search while still incarcerated; Using want ads; Filling out job applications; What to wear; Interview tips, how to handle being incarcerated in the interview; Networking using friends and family to find employment; and, How to find and take advantage of offender aid programs in any area. Features interviews with experts who work with ex-offenders on a daily basis and an employer highlight this extremely informative program. After watching this video, you'll be one step closer to finding a job and being successful on the outside.

#10303/1280 25 minutes 2005 \$109.95

FROM PAROLE TO PAYROLL: A Process of Persistence

For the ex-offender, finding a rewarding job is one of the most challenging steps toward building a productive new life. Based on a workshop series by life skills educator Linda Manson, this comprehensive video/workbook series contains solid, real-world content designed to help job seekers find satisfying work, and features informative interviews, helpful tips, and colorful graphics.

FINDING A JOB - Examines the many job-hunting methods available to those seeking employment, with specific tips and pointers directed to ex-offenders entering the workforce. Interviews with employment specialists, ex-offender service providers, and employed ex-offenders provide suggestions on the best and quickest ways to find work - and get ahead. Job search methods covered include want ads, employment services, networking, information interviewing, and using the Internet and the Yellow Pages. 23 minutes

RESUMES AND JOB APPLICATIONS - Demonstrates how resumes and job applications can be used effectively to find satisfying employment. Popular types of resumes are presented, with an emphasis on those that are more effective for ex-offenders. In addition, specific ways to incorporate prison education programs and to handle time gaps in employment history are discussed. Resumes and job applications are vital job-hunting resources, so having skill in preparing them can make a real difference.

THE JOB INTERVIEW - What mistakes do ex-offenders commonly make during a job interview? This program is designed to help prepare job candidates to make the most of their meetings with prospective employers. Topics in this thorough job-hunting tool include dressing for success, using body language to convey positive messages, clearly articulating pertinent skills and abilities, coping with difficult questions, and negotiating salary and benefits.

THE EX-OFFENDER'S JOB SEARCH COMPANION:

Getting a Good Job Despite Your Record - This workbook gives good advice on job search essentials like writing resumes and cover letters, networking, using the Internet to find job listings and to post resumes, and successful interviewing—dealing with the really difficult questions unique to parolees, negotiating salaries, providing references, and more. Exercises and do-it-yourself forms are also included, to help ex-offenders carry out a job search that really gets results. 72 pages

#11589/0405 Three 22-minute programs and Workbook 2008 \$89.95 each or series \$279.95 *CC



J O B S I N A R T & T R A D E S

AD INFINITUM: The Many Paths into Advertising

What kind of person goes into advertising? How do you break in? And what does it take to succeed once you get there? This program goes to New York City-based Euro RSCG, one of the world's largest ad agencies, to find out. Shoot-from-the-hip candid, a mixed group of recent hires and award-winning professionals - account executives, an art director, creative directors, executive creative directors, and the director of human resources - tell their stories to founding partner Tom Messner in a way that is as intriguing as it is informative. Ideal for helping students decide if a career in advertising is right for them - and for providing insight into the operation of an award-winning advertising shop.

#11292/0635 59 minutes 2006 \$149.95 *CC

ART TALK: Conversations with Working Artists

"...is especially recommended viewing for public school art education classes and a gem for public library collections. Individual artists are also sure to enjoy and perhaps even draw insights from the wisdom of their contemporaries!"

J. Cox, Midwest Book Review

Contemporary artists working with diverse media share their thoughts on the creative process and what it means to be an artist. Featuring sculptors Mark Cesark, James Surls, and Nancy Lovendahl, Alleghany Meadows, painters Carrie Kaplan and Tania Dibbs, glass artists Jacqueline Spiro and Lee Lyon, and totem carver John Doyle. Nine segments, approximately eight minutes each.

#13480/0470 78 minutes 2009 \$59.95

CAREERS IN ART

This program introduces students to a variety of professionals who have chosen to work in the arts and related fields as their career. The program covers twelve careers that include Graphic Design, Industrial Design, Photography, Art Education, Interior Design, Fashion Design, Fine Arts and Crafts, and many more. Real world professionals tell about their careers, the education needed to enter and excel in their fields, and other advice and insights that will benefit students as they begin to think about their future careers.

*See also the CAREERS IN ART Posters

#13481/0470 29 minutes 2009 \$49.95

AT DEATH'S DOOR

*Winner of the Chris Statuette - Columbus International Film/Video Festival

When the grim reaper calls in Hawkesbury, Ontario, the Berthiaume family answers. Owners of one of the oldest independent funeral homes in Canada, the Berthiaumes have been dealing in death since 1896. With rare and dramatic access to the funeral process, "At Death's Door" paints a quirky, yet poignant portrait of this close-knit, Franco-Ontarian family: 75-year-old matriarch, Armande, and her sons René, Yves and

Robert - Hawkesbury's first family of funerals. Whether calming the bereaved or battling cancer in their own family, this multi-generational clan helps lift the veil of mystery that still shrouds much of the funeral trade. "At Death's Door" is a true life-and-death story - the life of the irrepressible Berthiaumes and the deaths they rely on to survive.

#13342/0865 42 minutes 2006 \$149.95

***** KINETIC ALSO HAS THE WORLD'S BEST "HOW TO" DVDS such as ...**

BUILDING TRADES II

Viewers learn that it's not just building houses, it's building homes. This comprehensive series combines clearly depicted step-by-step instructions with concise explanations to help students master the skills of home construction - whether assessing the job, putting it on paper, laying the foundation, or putting on the final touches.

*Detailed descriptions of each program are available.

The Series Includes:

Design and Planning / Construction Estimating: Industry Standards / Location and Excavating: Site Preparation / Foundations / Introduction to Framing / Floor and Wall Framing / Ceiling and Roof Framing / Framing for Rough-ins / Alternative Framing Techniques / Wall and Roof Sheathing / Frames: Doors and Windows / Thermal Insulation and Vapor Barriers / Ventilation / Interior Wall and Ceiling Finish / Interior Doors, Frame, and Trim / Plumbing: Rough-in and Final / Electrical: Rough-in and Final / Mechanicals: Rough-in and Final / Flooring Coverings / Roofing, Siding, and Finishing

*Includes Teacher's Guides

#9250/1690 Twenty 12 to 19-minute programs 2004 \$79.95 each or series \$1,439.95

CONSTRUCTION AND BUILDING TRADES

This 21-program educational video collection is a one-stop shop for anyone who wants to learn how to construct a building from the ground up. Applied math is introduced. *Recommended for high school, technical or vocational school, and training programs. Detailed descriptions of each program are available.

The Series Includes:

Math in Construction Technology | Design and Planning | Construction Estimating: Industry Standards | Location and Excavating: Site Preparation | Foundations | Introduction to Framing | Floor and Wall Framing | Ceiling and Roof Framing | Framing for Rough-ins | Alternative Framing Techniques | Wall and Roof Sheathing | Frames: Doors and Windows |

Thermal Insulation and Vapor Barriers | Ventilation | Interior Wall and Ceiling Finish | Interior Doors, Frame, and Trim | Plumbing: Rough-in and Final | Electrical: Rough-in and Final | Mechanicals: Rough-in and Final | Flooring Coverings | Roofing, Siding, and Finishing

*Includes Guides

#12835/1690 Twenty-one 21-minute programs 2006 \$79.95 each or series \$1,499.95

HOT OFF THE PRESS: Inside a Daily Newspaper

Believe it or not, print journalism is alive and kicking in the digital age. This video takes viewers behind the scenes at a large daily newspaper, exploring in detail how staff members fulfill their writing, illustration, and assembly duties, and how the paper-based periodical has adapted to high-tech documentation, communication, and delivery methods. News and feature reporters, sub-editors, photographers, and the paper's news editor and print manager all discuss their challenges and responsibilities in detail - shedding light on how newsworthy events are tracked, stories are assigned, fieldwork is accomplished, pages are digitally laid out, and other aspects of journalism.

*Includes viewable/printable teacher's guide

#10437/0635 26 minutes 2005 \$79.95 *CC

PRACTICAL GUIDE TO MODELING SERIES

The best way to become a professional model is to learn from professionals. This series provides answers, information and advice from top modeling agents for aspiring models, showing what agencies look for in a model, the proper way models pose during camera shoots and how models present themselves on and off camera.

HOW TO BECOME A MODEL

Each year over 100,000 young men and women try to break into modeling. This introductory program gives aspiring models an insider's view of the world of modeling, covering all the basics, including how to get started, what modeling agencies look for and how to develop your career.

ON THE SET: Preparing for Pictures

The best way to become a successful model is to learn by doing, through actual and simulated shots, both in a studio and on various locations. In this program experts cover the importance of understanding photography; also they show the step-by-step application of a basic makeup.

DESIGNING YOUR PORTFOLIO

You can only make one first impression, so a good first presentation is essential in modeling. In this final part of the series aspiring models learn the art of presenting themselves and the pictures in their portfolios in the most effective and professional way possible; also experts cover printing, composites, and the importance of a good diet and exercise.

#13576/0450 Three 30-minute programs 2008 \$149.95 each or series \$449.95



INTRODUCTION TO AGRISCIENCE

This series provides a multitude of visual mini-lessons with up-to-date content in order to enhance teaching of the many subject areas embraced by agriculture, technology, food, and natural resources; a teaching resource developed exclusively to meet the needs of Agriscience programs. The four general topic areas of the DVD series include: Animal Science, Plant Science, Forestry and Natural Resources and Woodwork, Metal Work and Tools. Career profile footage is shown at the completion of each DVD to illustrate a "day in the life" of workers in the agriculture industry. Supplemental questions are included to drive classroom discussion

DISC ONE (ANIMAL SCIENCE):

Animal Genetics. Genetic Engineering. Skeletal Systems. Muscular Systems. Endocrine and Immune System. Digestive System. Reproductive System. Reproduction Management. Animal Growth and Development. Animal Disease. Animal Nutrition. Animal Behavior and Safety. Animal Welfare. The Large Animal Industry. The Poultry Industry. Meat Science. The Dairy Industry. Small Animal Care. Aquaculture. Alternative Animal Agriculture. Animal Waste Management. Animal Science Careers. Animal Caretaker. Agriculture Lab Technician. Hatchery Technician.

DISC TWO (PLANT SCIENCE):

Classical Plant Genetics. Biotechnology. Classifying Plants. Propagation Techniques. Plant Anatomy and Physiology. Soil. Plant Growth. Heating the

Greenhouse. Greenhouse Irrigation Systems. Container Plants. Trees, Fruits, and Nuts.

Vegetables. Turf grass. Field Crops. Interior Plant Technician. Greenhouse Production Assistant. Seed Lab Technician.

DISC THREE (FORESTRY AND NATURAL RESOURCES & WOODWORK, METALWORK, AND TOOLS)

History Of Forestry Science. Natural Forest Types. Forest Ecology. Forest Fires. Harvesting and Forest Management. Lumber. Veneer and Engineered Wood. Paper Making and Recycling.

Environmental Management. Soil Conservation. Water Protection and Management. Wetlands. Air Pollution. Protection of Wildlife. Species Diversity. Waste Management. Energy Sources and Use. Forestry and Natural Resources Careers. Water Treatment Plant Operator. Recycler. Forestry Technician. Soil Conservation Technician. Wood and Metalwork. Power Tools. Tool Fitting. Welding, Cutting, and Brazing with Gas Fuels. Arc Welding. Painting. Gasoline Engines. Electricity. Plumbing, Hydraulics and Pneumatics. Concrete and Masonry. Agriculture Structures. Agribusiness and Technology Careers. Apprentice Carpenter. Apprentice Plumber. Tool & Die Maker.

#13874/0430 Three DVDs 240 minutes 2006 \$799.95

New! **PRESSURE COOKER**

"Easygoing and frequently humorous, the film is ultimately not so much about pressure as clarity of purpose, capturing a unique teacher's methodology of building confidence and pride to achieve joyous results. Highly recommended!"

J. Shannon, Video Librarian

Wilma Stephenson runs an infamous Culinary Arts

"boot camp" for students at a school where over 40% of the students don't even make it to their senior year. A teacher for 40 years, Wilma can be blunt and cantankerous - but beneath her tough exterior is a person who cares passionately about getting the best out of her kids. Pressure Cooker documents an entire school year with Wilma and her students. Wilma shows her kids how to achieve her version of the American dream. At the end of the year, culinary students from all over compete in a one-day cook-off, where top chefs judge the students' skills and talent. Scholarships are on the line; success will depend upon how dedicated they've been over the last year - enduring stressful home lives while still finding the motivation to wake up at 6AM to get to class early enough to master crepes and tournee potatoes.

#13973/0645 99 minutes 2010 \$129.95

WOMEN IN THE HOME BUILDING INDUSTRY

For decades, women have enjoyed professional success and personal satisfaction at every level of the home building industry, including light commercial construction and maintenance. Drawing on interviews with both women and men, this video presents some of the many opportunities for women in the building-related trades. In two segments, the program explores how they got their starts, what they like about their work, and what motivates them, as well as the challenges of entrepreneurship and gaining acceptance in a predominantly male industry. In "Mastering a trade," an electrician who is also president and owner of her own company, an engineer with Wyndham Garden Hotels, and a drywall finisher discuss their experiences. In "Leading the Team," a construction project manager and the president and owner of a remodeling firm talk about what it is like to be the woman in charge.

#9341/1690 2001 \$79.95

LEADERSHIP

New! **THE CURE FOR TOXIC-BOSS SYNDROME: Avoid the Blunders that Disrupt Teams**

Do you want to ensure that the managers in your organization steer clear of the behaviors that destroy morale and productivity and lead to bitter, frustrated and disengaged employees? In this multi-media product, you will witness five of the worst bosses and learn how to avoid becoming one. THE VIDEO shows viewers how these toxic bosses act: The Brush-Off; The Slacker; The Micromanager; The Fear Monger; and, The Glory Hog. Viewers learn how to: Delegate effectively; Become more decisive; Share credit with staff; Gain respect from employees; and much more! The CD-ROM includes both A TRAINER'S GUIDE and A VIEWER'S GUIDE.

*Detailed descriptions are available on our website.

#14032/0277 19 minutes 2011 \$389.95

New! **SHIFTING YEARS: Leveraging the Power of Generations**

With four generations in the workplace, how do you help bridge the communication gap? How do you begin meaningful dialog? How do you create cohesive, productive teams? SHIFTING YEARS - hosted by author Laura Goodrich - approaches generational differences in a new way. Rather than simply offering ways to deal with these differences, this program highlights how we must first form relationships by focusing on our similarities. Only then can we appreciate the value and unique perspective that each generation can contribute. Perfect for initiating conversations, this fast-paced program reminds us that it's how we choose to work together that determines our success.

*Includes comprehensive support materials - Trainer's



Guide, Group Exercises, Transcript and two PowerPoint Presentations - that not only reinforce learning, but also give your clients the tools to expand the discussion beyond the film.

#14189/1943 12 minutes 2011 \$495

New! **FOR MANAGERS: CREATING A POSITIVE WORKPLACE - Good Attitudes Are Contagious**

Does your workplace need an attitude adjustment? A positive, energized workplace doesn't happen automatically. It takes more than a paycheck to bring out the best in people. It takes an exceptional manager. This program demonstrates critical strategies for creating a positive workplace. Not about being warm and fuzzy. Organizations that invest in their employees and build pride in them see the pay-off in productivity.

*Includes 10-page Program Guide

#14048/0277 22 minutes 2004 \$149.95



AWESOME! A New Generation and Engaging Gen Y

****Four Star Rating from Training Media Review - "I highly endorse AWESOME!"

It is a great catalyst for the organizational conversations that need to happen to ensure generational peace."

What makes Generation Y different? What experiences have influenced their attitudes, values and work styles? What do they need to be successful at work? How can organizations engage and inspire them to maximize their impact and productivity? These questions are becoming increasingly important as the largest generation in history begins entering the workforce. In the next few years, Gen Y will constitute 38% of all employees. They are smart, adaptable, energetic, skilled and eager to make their mark. At the same time, these young people do things differently and enter the world of employment with great expectations and a culture that may be unfamiliar to many of us. This program will help you better prepare for the task of engaging, inspiring and productively channeling the energies of your new employees. A two-part video-based training program.

Part One - A NEW GENERATION @ WORK - presents 24 Gen Y employees from a wide range of occupations who share what makes them tick.

Part Two - ENGAGING GEN Y - introduces five managers who present their views on how to help Millennials succeed. You'll be enlightened, energized and entertained!

**A comprehensive facilitation package accompanies the program that includes a Guide, PowerPoint slides, reproducible handouts and program transcripts.*

**Dubbed versions also available in SPANISH*

**Sub-Titled version also available in CHINESE!*

#12000/1780 Two programs 20 minutes 2008 \$625

FACILITATIVE LEADERSHIP: TEAMWORK, PLANNING AND CONFLICT MANAGEMENT

This presentation focuses on how leaders can help employees, colleagues and groups set goals, create plans, mobilize resources and manage conflict. Contains four 10-minute segments each containing narrative, graphics, interviews and case depictions: Hub Segment; Facilitating Teamwork; Facilitating Planning; and, Facilitating Conflict Management.

**Recommended for all business and professional communications and related courses.*

#14044/0567 39 minutes 2005 \$149.95

BE PREPARED TO LEAD: Applied Leadership skills for Business Managers

Viewers learn that no matter what the style of leadership, in order to be effective they must be based in the REAL personality of the leader. The video demonstrates the one essential trait common to all great leaders... self-understanding. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 32 page Study Guide. A Leader's Guide is also available for purchase*

#7813/1005 27 minutes 1994 \$95

**Also in Spanish*

New! GENERATIONS AND WORK SERIES

This series is the culmination of 25 years of research by Claire Raines, co-author of "Generations at Work" and seven other books about the generations,



supported by compelling real-world inquiry from award-winning producer Tarek Chacra. Workplace and on-the-street interviews, vignettes, and expert commentaries address such topics as coaching, work processes, technology, feedback, change, productivity, and sales. Not just another plug-and-play video, GAW engages viewers in a fresh new way by involving them in 15 screening activities. Facilitator Joe Tabano interacts directly with viewers, prompting them to answer questions, join in conversations, and participate in learning activities where they apply what they have learned to their own work situations. At its heart, this is about accepting people who are different and interacting with them in ways that increase satisfaction and productivity. A detailed description of key points is available on our website.

The Package Includes:

- DVD with 4 video programs (see below)
- CD-ROM with Leader's Guide, 4 PowerPoint Presentations, 4 sets of Reproducible Handouts
- One 4genR8tns book
- One Millennials@Work book
- 10 laminated desk references

A four-part interactive learning experience:

- Engaging All the Generations (8:29)
- Connecting Across Differences (8:59)
- Working with Millennials (8:08)
- Succeeding with Younger Workers (9:39)

Since the programs have their own on-screen facilitator, all you need to train hundreds of people is someone to convene the meeting and print the handouts.

#13555/0807 Four programs 2010 \$495 *CC

HOW TO BUILD A HIGH-PERFORMANCE WORKPLACE: The Keys to Effective Supervision

Whether it's your first day as a supervisor or you're a seasoned veteran, this program will make you even better at your job! You'll learn to develop the critical skills you need to be a truly effective leader-communicate with clarity, make effective and timely decisions, recruit, train, motivate and retain a successful workforce! Even the busiest managers can apply the training techniques found in this new program. Includes the book "Developing a High-Performance Workforce".

#9815/0960 30 minutes 2005 \$129.95 *CC

THE NEW BUSINESS OF PARADIGMS: 21st Century Edition with Joel Barker

This package consists of two complete programs "Joel Barker's The New Business of Paradigms: Classic Edition" and "Joel Barker's The New Business of Paradigms: 21st Century Edition".

THE CLASSIC EDITION (26 minutes) is an updated version that follows the concepts and stories of the original, but with a new look and feel.

THE 21ST CENTURY EDITION (18 minutes)

applies paradigm

concepts directly to situations and problems that have occurred since the turn of the new millennium offering high quality training potential to help people deal effectively with change. At this critical point in time, both historically and economically, what could be more significant? Some of the Key Concepts Joel demonstrates: Paradigms are common; Paradigms are useful; Avoiding the trap of letting PERSONAL paradigms get in the way; Outsiders create new paradigms...diversity is an opportunity; Shifting to new paradigms takes courage; and, ANYONE can choose to change their paradigms.

**Includes: The New Business of Paradigms Fieldbook; The New Business of Paradigms Trainer's Toolkit on CD; and, Ten Pocket Reminder Cards*

**Education, Government & Non-Profit 25% discount*

**2nd or more copies 50% off list!*

#7567/1943 44 minutes 2001 \$895

CORNERSTONES OF QUALITY

Viewers learn why customer focus, continuous improvement, employee involvement, and the commitment to measurement and evaluation form the basic foundation upon which workplace quality is built. They are also shown leadership techniques for incorporating these principles into daily work. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 25 page Study Guide*

**A Leader's Guide is also available*

#11216/1005 24 minutes 1995 \$95

INNOVATION AT THE VERGE with Joel Barker

"When it is done right, Innovation at the Verge creates whole new categories of products and services, wonderful opportunities for improvement, and huge competitive advantages. The power of the Verge is in the combination of differences." Joel A. Barker

Joel Barker has always believed the future is something you create, not something that happens to you. In this bold, new program, Barker teaches how to create your own future by finding your next innovation. Through stories and examples, you will learn how to combine your ideas with the ideas of others as you meet at the Verge.

*Includes the following support materials on CD-ROM: PowerPoint Presentation, PDFs of the Transcript, Training Concepts, Training Stories, Seminar Guide, Facilitation Guide, and Training Notes from Joel Barker.

*Education, Government & Non-Profit 25% discount

*2nd or more copies 50% off list!

#12522/1943 18 minutes 2009 \$895

***** See also
WEALTH, INNOVATION AND
DIVERSITY with Joel Barker
on Page 36
and TACTICS OF INNOVATION with
Joel Barker on Page 40**

LEADER MADNESS

QUOTES FROM "TRAINING MEDIA MAGAZINE" REVIEW:

"Having used the DVD repeatedly in corporate training sessions and demanding, academic classroom settings, I have seen first-hand how engaging it really is.

Learners are riveted by the presentation of "Derailed Leadership" and the vivid counter example-example format."

"The DVD never fails to entertain. It is a guaranteed success as a stand-alone training or module in a larger offering."

Leadership is a powerful substance that can be easily abused. The key to using it wisely lies within. Demonstrates six warning signs of ineffective leadership, showing how seemingly insignificant actions can develop into destructive leadership practices. Each scenario clearly identifies a critical moment of choice when the leader either motivates or alienates a work group. The wrong choices are played out with engaging humor, encouraging viewers to take a fresh look at our own leadership practices. Ideal training for managers, supervisors, team leaders and newly appointed leaders.

*Includes a 28-page comprehensive training leader's guide with reproducible worksheets. DVD contains PDF version of leader's guide and supporting PowerPoint graphics.

*Details of key learning points are available on our website. *DVD contains both English & Spanish

*Government, Education & Non-Profit 10% discount

#10848/2125 21 minutes 2006 \$795 *CC



INTRO TO LEADERSHIP: Key Skills to Being a Leader

Some people are born leaders, but nearly everyone has leadership potential. How to tap into that potential? By learning and practicing the key skills of leadership - communication, organization, self awareness, vision and trustworthiness. From the team quarterback to the company president, this program explores different kinds of leaders and the qualities that make them great. Now viewers can

develop their leadership skills with these practical tips for everyday leadership.

#11664/1280 20 minutes 2007

Includes Guide \$108

New!

LEADERSHIP AT EVERY LEVEL

Imagine if all your good managers became great leaders. When you have leaders at all levels, and not just at the top, productivity climbs and the atmosphere improves throughout your organization. Good management skills are a start. But that's not what makes you a leader. What makes you a leader is the willingness of others to follow you. And this requires respect, admiration and many other intangibles that go into true leadership. Fortunately, even though not everyone is a "born leader," every manager in your organization has the potential to become a leader. This video begins by demonstrating successful management styles: direction, influence, collaboration, and delegation. It then explains how your setting and your subordinates determine which management style is most appropriate for your situation - and the need to adapt to changing circumstances. Dramatic scenes help you recognize leadership behaviors at all levels of an organization. You'll learn how to exhibit leadership by making good decisions and keeping your own emotions under control. And you'll learn the critical importance of personal integrity. Leadership takes more than good management. And there's no better time than right now for you to take it to the next level.

*The 31-page booklet accompanies the program as a tool for trainees to use during and after the training. It goes over the different styles of leadership as well as their characteristics. Thought questions are provided along with different scenarios indicated in the video.

#13926/1005 24 minutes 2010 \$95 *CC

New!

LEADERSHIP FOR INNOVATION: How to Create Collective Genius

*Features Linda Hill, Professor of Business Administration, Harvard Business School
What kind of leadership is needed when innovation is how you compete? From her research on companies that have achieved breakthrough innovations, Professor Hill found a common leadership approach.

Leaders at Pixar, eBay Germany, Google, HCL Technologies, and IBM, among others, build communities of people who are both willing and able to innovate. They develop willing teams by pulling people together with a shared purpose, values, and rules of engagement. And they build capabilities by fostering intellectual diversity and debate (creative abrasion), high experimentation (creative agility), and integrative, rather than compromise-driven, solutions (creative resolution).

#14026/1005 54 minutes 2010 \$99.95

New!

LEADERSHIP: What's Trust Got To Do With It? 2nd Edition

Has your organization lost trust in its leaders? Precisely when organizations need employee involvement, trust levels are low and people are disengaged. What can managers and team leaders do to regain trust? This video provides realistic methods for rebuilding trust and gaining employee involvement. Tells the story of a team leader who realizes that he cannot lead his team without first gaining their trust. As the story progresses, he puts into practice five trust-building behaviors, which help him to regain the trust and active participation of his team. Let this program teach leaders in your organization how to build trust and create a more productive work force. *This program includes a Comprehensive 35 page leader's guide with reproducible participant worksheets. Also includes 18-page PowerPoint Slide Presentation. Slides may be edited for your organization's needs.

*Government, Education & Non-Profit 10% discount

#3878/2125 19 minutes 2010 \$795



New! LEADING IN A CONNECTED WORLD

*Features Rob Cross, Professor of Management at the University of Virginia
Networks of relationships

among employees are increasingly the means by which organizations create value and foster innovation. From ten years of research tracking top-performing leaders at over 60 companies, Professor Cross found that successful leaders manage informal networks to compensate for weaknesses in formal structures, and thus improve collaboration, knowledge-sharing and best practices. In doing so, they are less susceptible to the loss of key contributors whose expertise enables a group to succeed. The video teaches: How your organization's interpersonal networks drive business results; Why leaders attuned to networks are more successful over time; and, What a high-quality, energy-building network looks like.

#14027/1005 59 minutes 2010 \$99.95

LEGAL SURVIVAL SKILLS FOR THE MODERN MANAGER

The essential overview for every supervisor or manager. It's not easy to be a supervisor these days. You've got to get the job done - often with fewer employees and a tighter budget. Plus, you're expected to know exactly what to do or say every time a "people problem" comes up. This video was created to help you find your way through the maze of employment laws and regulations, while at the same time maximizing the performance of your workers. Our story goes behind the scenes during the first eventful weeks when a new manager takes over a team in the middle of an important project. Our narrator, Alan Levins, an Employment Law Attorney with Littler Mendelson PC, The National Employment and Labor Law Firm(R), explains critical legal issues as you witness this manager's struggle to win the respect and cooperation of her sometimes unruly crew. Key learning points include: An overview of the major employment and anti-discrimination laws; Legal and effective performance reviews, discipline and termination; and, How to stay in compliance while treating employees with fairness and dignity. Knowledge of employment law as well as solid principles of people management is basic survival training for every supervisor. While each day brings new challenges, fortunately there are actions you can take not only to survive, but to thrive, in the modern workplace.
#9895/1005 26 minutes 2005
Includes Guide \$169

THE JAMES AUTRY COLLECTION

James Autry, a former Fortune 500 business executive, is a noted lecturer and the author of ten books, eight of which are about business. Autry has received many awards and distinctions. This is a collection of three of his best videos...

LOVE AND PROFIT: The Art of Caring Leadership

Dr. James Autry, a retired Fortune 500 executive, provides viewers with a different, 'kinder/gentler' management skills profile than is often put forward. Focusing on the causes of employee discontent and burnout and how those things affect productivity, he explains the paradox of 'caring leadership'. Viewers learn that this style of management offers personal rewards as well as allowing managers to tap into hidden potential within an organization. 29 minutes #3573

LIFE AND WORK: A Manager's Search for Meaning
 James Autry explores with breathtaking insight and sensitivity the emotional and spiritual issues involved in managing a work force. In a pressurized atmosphere of downsizing, restructuring, and intense competition, management must be viewed as an act of faith - and every job should reinforce an employee's sense of work and dignity. With courageous candor, this program addresses the most troublesome challenges that arise in both work and life. It offers invaluable guidance toward the successful integration of who we are and how we live with what we do. 15 minutes #3688

SPIRIT AT WORK with James Autry

In this the third part of James Autry's series on the humanization of the modern workplace, the former

Fortune 500 CEO explains the important role each employee, manager, team member plays in bringing back SPIRIT to their work. Key Concepts: Be Authentic: be your real self; Be Vulnerable: let go of the myth of control; Be Accepting: forget about winning and losing; Be Present: pay attention; and, Be Useful: serve others. 28 minutes #3451

**All three titles include Facilitator's Guides and Participant Workbooks*

**Education, Government & Non-profit discount 25%*

**2nd or more copies 50% off list!*

#12010/1943 Three programs \$395 each or Series \$995

MANAGERS AS MEDIATORS

A valuable tool for employee training, this program suggests and describes a non-adversarial approach to resolving disputes in the workplace with the help of a successful, proven technique. That approach is mediation: an informal, private, negotiation process as administered by a well-prepared manager. The video depicts a typical office dispute between co-workers, Mark and Ryan, assigned to work on a team. While the nature of the dispute is left ambiguous, the negative results of the dispute are clear: a team unable to function and accomplish its goal. Cindy, the Human Resource Specialist, teaches Mark and Ryan's supervisor the seven MEDIATE principles for resolving conflicts between employees before they become more serious. Sam then guides his two staff members toward resolution.

#4943/1835 30 minutes Includes Leader's Guide \$249.95



MANAGING EMPLOYEES WITH ROTTEN ATTITUDES

Top-performing teams share one very important trait: the team members work effectively together.

As a manager, you know that getting a team to get along doesn't happen by magic. It takes strong leadership and coaching from you, because when you have even one employee with weak people skills - or worse, a lousy attitude - team performance suffers. Don't give up! Get the help you need to turn these employees into valued team players. This dynamic and insightful video training gives you straightforward solutions for managing employees who struggle with people skills and for dealing head-on with those whose attitudes just plain stink! You'll learn how to build rapport with your employees and "hear" what they're really trying to say through their behavior. You'll get solid tools for helping employees see themselves as others see them. And you'll master surefire techniques that can transform these once-difficult employees into satisfied, cooperative, productive members of the team.

#12684/1460 23 minutes 2008 \$69.95

MANAGING ME!

"It's not what happens to you, but how you react that matters." Epictetus

As the leader of any group, problems are inevitable. So, how do you react? Do you lead with your gut - or your head? This is the dilemma that the host of "Managing Me" grapples with. When problems arise at work, he can choose to react with either impulse or reason. As each situation plays out, the better reaction is clear. Viewers recognize that how you react often has a far greater impact - on morale, on retention, on productivity - than any specific problem ever could. The key to managing other people is learning how to manage you.

KEY TRAINING POINTS:

- When someone drops the ball - Don't attack. Teach.
- When everyone disagrees - Don't take sides. Mediate.
- When things fall apart - Don't blame. Solve.
- When you hear a new idea - Don't close doors. Open doors.
- When you run into confrontation - Don't argue. Negotiate.
- When bad news hits - Don't avoid. Confront.

Includes: 28 page comprehensive training leader's guide with reproducible worksheets. DVD contains PDF version of leader's guide and supporting PowerPoint graphics. (Guide and PowerPoint files also available as a download.)

**Government, Education and Non-Profit 10% discount*

#12168/2125 16 minutes 2008 \$795 *CC

**Also in Spanish*

THE NEW SUPERVISOR: Skills for Success

Whether this is your first day as a supervisor or you've been on the job for years, this training program will help you develop and improve your skills and make being a supervisor productive and enjoyable. It will become your road map for developing the skills necessary to become a first-rate supervisor. You'll learn: How to develop the necessary leadership skills; How to make timely, effective decisions; The need for managing change and how to manage your time; How to communicate effectively; How to praise, correct and deal with conflict; and, Team building. Use "The New Supervisor: Skills for Success" and become the consummate supervisor!

#11824/0960 48 minutes 2004 \$129.95 *CC

ONE ON ONE: Informal Employee Performance Review

This program is simply the best coaching in existence. Adopt this method and watch employee performance and morale soar. Employees desire performance feedback from their supervisor; not just a "good job" or "you can do better" every now and then; informal or formal, we all want meaningful and cyclical appraisal. How many things can you do as a manager that will produce measurable improvement in employee performance and employee morale? A periodic one on one, informal employee performance review with each of your direct reports is one of those things. The DVD includes three videos: A short (27-minute) and a long (40-minute) version "ONE ON ONE: Informal Employee Performance Review," and "BUILDING EMPLOYEE MORALE: Missed Opportunities," an 18-minute motivational video based on the "The Meets Problem".

**Detailed key training points are available on our website.*

**Discounts - Government 10% & Education 20%*

**Includes Facilitator Materials*

#12209/0565 Three programs on one DVD 2004 \$895 *CC

PERFORMANCE APPRAISALS: Getting Results

Effective performance appraisals add value to any organization. They motivate top employees to do even better. And they tell under-performers exactly what is expected and how to improve. Unfortunately, performance appraisals are often regarded as mere formalities. Reviews are sometimes skipped, or done late. Clear guidance falls by the wayside, and halfhearted work goes unchallenged. In this video, viewers follow two dramatic story lines. One involves a small business, taking steps to formalize a review process for the first time. The other presents a large corporation, attempting to energize an existing system. Watch as two very different managers prepare for challenging review meetings - and see them apply skills that defuse tension and achieve the desired results. This video shows that effective reviews can increase productivity, resolve problems, and improve work satisfaction - both for employees and their managers. Viewers will see the appraisal process as an effective management tool, and gain new skills to handle review meetings with confidence.

**Includes 50-page Study Guide. An Instructor's Manual is also available*

#6215/1005 18 minutes 2003 \$139

THE POWER OF POSITIVE DISCIPLINE

**2009 Telly Award Winner!*

You have a discipline problem with an employee. You've tried looking the other way. You've tried gentle reminders. Maybe you've even tried getting mad. Nothing changed. So now what do you do? How do you handle the situation in the best possible way for the employee and for your organization? This program gives you six steps of positive, progressive discipline which begin with coaching and escalate to stronger measures only as needed to solve the problem. In many cases, employees will respond early in the process. But if not, the later steps help you address continuing performance shortcomings calmly and professionally. You'll see the best ways to: Clarify what's expected; Convince the employee that change is necessary; Get the employee's agreement to change; and, Come up with an action plan together. This process is not intended as punishment. Instead, these steps help employees satisfy expectations - and possibly save their jobs. And if they do not have a commitment to improve, you will know that you have given them a fair and legal opportunity.

#13834/1005 21 minutes 2009 \$159.95

SUPERVISING FOR QUALITY

This video explains to viewers what is needed to be a great supervisor in a 'quality-oriented' workplace. The techniques that encourage the development of skills, motivation, and commitment in team members are detailed through this high quality dramatic presentation. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 30-page Study Guide. A Leader's Guide is also available*

#8929/1005 26 minutes \$95

**Also in Spanish*

SUPERVISING THE DIFFICULT EMPLOYEE

Nobody likes working with a difficult employee...and for supervisors, confronting that employee about his or her difficult behavior effectively is important and problematic. This video will steer viewers through six main objectives that will help them redirect an employee whose behavior is non-productive, unsuccessful and negatively affects other coworkers' performances. It begins by highlighting steps for determining the root problem, using accurate information, then helping that employee take corrective action. Who knows? They may find that their "problem" employee just needed guidance to be one of their "best".

**Includes Video, Audio and Book.*

#4530/0960 19 minutes 2001 \$129.95

PITCHMAN, PEOPLE PERSON AND PRETENDER: CEO Case Studies

Students of management and marketing will find an excellent resource in this three-part ABC News series, which focuses on a trio of high-profile corporate leaders. Embracing either the venerable traditions of American business or

the questionable tactics of its fringes, each entrepreneur reveals key strategies, beliefs, and personality traits in a revealing interview.

**Detailed descriptions of each program are available.*

INSIDE AFLAC: CEO Dan Amos

THE MAN BEHIND THE MARRIOTT EMPIRE:

Bill Marriott

KING OF THE INFOMERCIAL: Kevin Trudeau

#12290/0635 Three 14-minute programs 2007 \$149.95

WORKING WITHOUT A SCRIPT: Creating a Culture of YES!

The Second City is well known for their improv comedy, their TV shows, and their scores of famous alumni. But what do business organizations and The Second City have in common? They both improvise every day! This humorous training program asks viewers to break their current NO BUT pattern and commit to the YES AND philosophy in order to create a positive environment for communication and active listening. Not only does YES AND encourage change and innovation but also fosters open mindedness and generates trust. Second City Communications has facilitated successful business training for over 45 years. Just like an improv troupe, this program will show your organization how to work together when the plan doesn't go as planned.

**Includes Leader's Guide, Participant Workbook, Twenty Five Pocket Reminder Cards, CD-ROM with PowerPoint® Presentation and Film Transcript. And as an added bonus on the DVD - three group-training modules.*

**Education, Government & Non-profit 25% discount*

**2nd or more copies 50% off list!*

#9479/1943 14 minutes 2005 \$395



THE HUMAN RESOURCE COLLECTION

As a human resources manager, you hold a lot of responsibility within your company. Not only do you have to find viable candidates for employment, you also have to develop your existing employees, all while making sure your organization continues to be a diverse and harassment-free place to work. This set of nine human resource training videos will make your job a lot easier! Use these human resource training videos as a guide to help ensure that your workplace maintains a respectful atmosphere, while also keeping yourself protected against any potential legal problems. This special collection includes the following programs - detailed descriptions of each are available:

HARASSMENT AND DIVERSITY: Manager Version
HARASSMENT AND DIVERSITY - Employee Version
HIRING SUCCESS

LEGAL SURVIVAL SKILLS FOR THE MODERN MANAGER

PERFORMANCE APPRAISALS

THE POWER OF POSITIVE DISCIPLINE

SEXUAL HARASSMENT: Commonsense Approach - Employee Version

SEXUAL HARASSMENT: Commonsense Approach - Manager Version

SUCCESSFUL TERMINATION

**Programs are also available separately*

#13675/1005 Nine programs 2009 \$989.95

MANAGER'S COLLECTION

Develop your leadership and supervisory skills with these nine high-impact productions.

We all know that being a manager isn't easy. Roles are changing and today's managers find themselves faced with not only being responsible for the goals of their

workforce but for the entire organization as well. These nine top-selling management training DVDs provide proven techniques that are guaranteed to improve productivity and people skills for new managers and seasoned veterans. This special collection includes the following programs - detailed descriptions of each are available:

BREAKTHROUGH LISTENING
CONFLICTS IN THE WORKPLACE
CRITICISM: Giving and Taking
LEADERSHIP AT EVERY LEVEL

MANAGING PEOPLE: Key Skills for Great Managers

MOTIVATING YOUR EMPLOYEES

PERFORMANCE COACHING

THE WELL MANAGED MEETING

TIME MANAGEMENT

**Programs are also available separately*

#13670/1005 Nine programs 2009 \$990



WOULD I FOLLOW ME?

If you could be on the receiving end of your own leadership style, how do you think you'd answer this question: Would I follow me? Most people in leadership positions are unaware of how the people they lead really see them. But how a leader is perceived is crucial to the productivity of any group. This program demonstrates one leader's behavior and the results in two different situations: first as a newly appointed leader, and then five years later after he has learned a few lessons about leadership. Viewers will learn effective leadership behaviors and appreciate the impact those behaviors have on the success of their work group. This program benefits new and experienced leaders as well as leaders at all organizational levels. Viewers learn how a leader's behavior influences the success of a work group and effective leadership practices.

*Chaptered and includes Leader's Guide

*Education, Government & Non-Profit 10% discount
#7319/2125 18 minutes 2003 \$695 *CC

*Also in Spanish

WOULD I INSPIRE ME?

"When workers know their work makes a difference, productivity rises and so does job satisfaction." Psychology Today, "Making a Difference at Work"

What does it take to inspire a work group to greater commitment and productivity? It's not charisma. Rather, it's behavior that any well-intentioned leader can emulate, as this program demonstrates. The video follows Tom, a competent manager, on his quest to find out what makes Elliot, an exceptional manager in his organization, so inspiring to his workers. He learns that Elliot found what was meaningful in their work, and communicated that - in words and actions - to everyone on his team. The video program gives viewers practical ways to make work life more meaningful, productive, and rewarding for themselves and their team. Ideal training for Managers, Supervisors, Team Leaders, and newly appointed Leaders.

*Includes PDF of the 28-page comprehensive training leader's guide with reproducible worksheets and supporting PowerPoint graphics.
*Education, Government & Non-Profit 10% discount
#10849/2125 16 minutes 2007 \$795 *CC
*Also in Spanish

WOULD I WORK FOR ME? Essential Training for Managers and Supervisors

This excellent program highlights the role of the immediate supervisor in a manufacturing setting. The principles apply to supervisors and managers in any organization. Trying to get the most out of the people you supervise, trying to get them to go that extra mile, isn't easy. But most employees will tell you that what affects their productivity more than anything else is their immediate supervisor. Demonstrates a supervisor's behavior in realistic situations - first as a newly appointed supervisor, and then as a more experienced manager who has learned from his mistakes. Viewers will learn eight effective management skills that improve motivation, productivity and the bottom line - this is essential training for all managers and supervisors.

*Includes a comprehensive 28 page leader's guide with reproducible worksheets.

*Education, Government & Non-Profit 10% discount
#7255/2125 20 minutes 2004 \$695
*Also in Spanish

HIRING & TERMINATION

BEHAVIOURAL INTERVIEWING

This program explores a relatively new method of job interviewing. Interviews are based on previous experiences of the applicant, combined with scenarios and examples that predict future behavior. Employers can avoid the potentially nebulous strengths and weaknesses questions in order to focus on actual behaviors exhibited and the way an individual adapts to particular situations.

#13255/0545 21 minutes 2005 \$129.95

HIRING SUCCESS: A Step-By-Step Guide

Viewers will learn a complete step-by-step process, from the job description all the way to the offer letter. This entertaining video provides techniques that will help find the best candidate for every position as well as how to determine which applicant is most likely to be successful in their organization and as part of a team. But more than that, they'll learn about the legal issues in hiring: how to avoid discrimination, and be fair to all candidates throughout the application process, especially in the questions asked. After learning the eight-step hiring process presented in this video, they will be prepared to boost their own success in finding the right person for the job. Follow two story lines as we cover the hiring process in a large corporation as well as in a small business. Small companies can learn from the experience of large and vice versa. Viewers will learn specific techniques to help them recruit, interview and select successful candidates.

#6621/1005 25 minutes 2002
Includes Guide \$139



New! JUDGING TALENT

Features Frank Flynn, Professor, Stanford Graduate School of Business

Our ability to accurately judge talent is hampered by unconscious and subjective distractions. Hiring decisions are affected by common biases, such as favoring tall or attractive candidates, or by superficial first impressions of likability. In fact, according to Professor Flynn, standard hiring interviews are only slightly more reliable than handwriting analysis in predicting on-the-job performance!

Far superior are work sample tests and intelligence tests, which provide us with objective, diagnostic data needed to make fair assessments. Program Highlights: What hiring tools are the best predictors of job performance? How gut instincts and flawed memories bias evaluations. Critical features of successful appraisal systems.

#14039/1005 61 minutes 2010 \$99.95

SAFE HIRING: How You Can Avoid Bad Hires

These are tough times for employers. You can be held responsible if you knew, or should have known, that someone you hired might pose an undue threat of harm to others. Yet, during the hiring process, you are required to navigate through a number of legal guidelines that are in place to protect the privacy of your applicants. In this video, you'll follow the fictional story of a company that makes a bad hire, and discover the steps they decide to put in place to ensure it doesn't happen again. Our narrator is Les Rosen, an attorney and Certified Specialist in Criminal Law who is a frequent speaker at major national conferences.

As the story unfolds, Les explains the details of an effective safe hiring process, and sheds light on the legal background that you need to know. Viewers will learn: What to look for on application forms, and why it's a bad idea to rely on resumes alone; Five powerful interview questions that will discourage applicants who have something they're planning to hide; Why you need to check references every time - even when you can't get many details from former employers; What kinds of background checks you should consider, and how to stay within legal guidelines if you make them; and, How to keep the costs of safe hiring practices low, and what things you can do yourself with very little added time or effort.

#6619/1005 23 minutes 2003
Includes Guide \$149

***** See also
SUCCESSFUL TERMINATION
(part of the MANAGER'S
COLLECTION) on Page 16**

REBOUNDED FROM JOB LOSS

Buyouts, plant closings, mergers. They all come down to someone losing a job. This kind of loss affects everyone differently. This important program helps viewers see how losing a job often parallels the trauma experienced after a death. In both cases, individuals must go through a grieving process that includes working through various stages. We also learn strategies for finding the positive opportunities in this dramatic change that touches so many people every day.

#12714/0405 17 minutes \$99.95

UNEMPLOYMENT: Understanding the Grieving Process

**Bronze Statuette, Telly Awards
"A fine resource. Recommended."
Video Librarian*

Losing a job is one of the common denominators of life: everyone has lost one or knows someone who did. How do people cope with this particular form of loss?

This straight-talking program considers the concerns and feelings that people often experience after job loss. The six topics examined are the realities of losing a job, why people identify with their jobs, the different ways job loss affects people, understanding the emotions associated with losing a job, finding support, and taking action to find a new job.

#3229/0405 33 minutes \$99.95

**** Ask about our
easy email preview!!!*

MARKETING, ADVERTISING & SELLING

ADVERTISING CREATIVE APPEALS

Discusses the six most common and successful advertising creative appeals: Fear, Humor, Sex, Scarcity, Rational and Emotional. Proven approaches to employing each appeal is well documented by advertising research cited in the program. Means-end chain theory, informational vs. transformational reinforcement and using leverage points are covered. Both print ads and TV commercials are used as examples. A clinical psychologist briefly comments on the natural human response to each appeal. Fast paced and interesting for students. **#12653/0495 23 minutes 2006 \$139.95**



New!

ADVERTISING LAYOUT: Space Allocations

Excellent for any course in advertising, creative or graphic design. Suggests the proper space allocation for the illustration, headline, copy and logo. Discusses whether to use a photograph or original art for the illustration. Covers headline issues such as overprinting, reverse type and typefaces. Shows examples of the optical center, symmetrical and asymmetrical balance and the Kodak "rule of thirds." Covers the layout techniques of vertical half, horizontal half, corner half, white space, bleed, and borders. Concludes with a discussion and examples of "simplicity", "unity" and "harmony" in layout design. **#13634/0495 20 minutes 2010 \$149.95**

New!

ADVERTISING LAYOUT: Visual Direction

Shows how to attract attention with the layout formats of Picture Window, Silhouette, Square Zero, Mondrian, Closure, Oversizing, Juxtaposition, Surrealism, and Shock. Discusses how graphic designers direct attention within an ad by using the layout techniques of "diagonal", "standard", "C", "Z", "overlapping", and "spatial progression." Concludes with a special section on the importance and use of headlines and sub-headlines. **#13635/0495 19 minutes 2010 \$149.95**

COMPETITIVE MARKETING IN TOURISM

The marketing management of a 'destination' is increasingly becoming extremely competitive worldwide. Some destinations are more successful in terms of attracting tourism visitation and expenditure than others. Obviously some destinations are blessed with attractive natural endowments, however given effective management and marketing strategies, a destination lacking in these features may also become competitive in tourism. Adopting a market orientation enables a destination to better meet the needs of the potential tourist and adapt accordingly to the dynamic nature of the tourism industry. **#13161/0545 30 minutes 2009 \$149.95**

DIRECT RESPONSE, OUT-OF-HOME AND SUPPLEMENTAL MEDIA

Discusses how direct response has become an integral part of the marketing communications program for many firms. Covers forms of direct response such as infomercials, solo-direct mail, shared mail, and responding to inquiries generated from Internet advertising. Shows examples of outdoor advertising: paper posters, painted bulletins, truck panels, plastic banners, moveable billboards, digital outdoor, spectaculars, and mall-face boards. Examples of transit advertising include bus panels, wrapped-painted vehicles, travel-station dioramas, bus shelters and bus benches. Suggests strategies to gain maximum effectiveness from yellow-page advertising and "opt-in" email advertising. **#13189/0495 21 minutes 2009 \$159.95**

DISPLAY LIGHTING

Shows how to effectively use lighting to increase display pulling power. Includes sections on lamps, equipment, special effects, light level, and using light to direct attention. Includes lots of in-store examples. **#13192/0495 21 minutes 2009 \$139.95**

PUBLIC RELATIONS

Examining the role and value of public relations in marketing, this program explores three functions of public relations: event promotion, image building, and image protection. It uses case studies to show such common public relations activities as preparing media kits and writing press releases. **#13261/0495 23 minutes 1996 \$139.95**

EVENT MANAGEMENT: Planning, Organizing, Leading and Controlling

This program provides a behind-the-scenes look at the staging of a significant series of events from the Eureka 150 held in Ballarat, Australia in 2005. This historic event incorporated activities and entertainment targeted at many groups, with much community involvement. This program explores the stages of organizing a large event, the planning, leading and controlling required, finishing up with the criteria to successfully evaluate an event. **#13254/0545 22 minutes 2002 \$129.95**

New!

EVENT MARKETING

Explains that "event marketing" includes both the marketing of an event and marketing with an event. Covers social entertainment events such as fairs, festivals, cause-related, and street events. Also covers business events such as trade shows, seminars and expos. In addition to numerous local events, the program includes the large regional events of the Calgary Stampede, Bele Chere Festival, Mountain State Fair and the Southeast Franchising Expo. **#13193/0495 20 minutes 2010 \$139.95**

IDEA OF MARKETING IN THE TOTAL ACCESS, REAL-TIME MARKETPLACE

In the past, marketing was essentially a broadcast activity: a limited, unidirectional casting-out of your message into the world. Now, thanks to the Internet and other interactive media, computers are handling many marketing functions, gathering data as well as providing customer care. Such transactions provide valuable feedback, rich with information that you can use to hone your brand and boost customer loyalty. But in order to use this technology to your best advantage, Regis McKenna explains that you need to create an infrastructure that responds and innovates, and use it to establish a dialogue that gets and keeps customers. This expands the responsibilities of marketing to everyone in the enterprise, and makes the customer a partner in long-term value creation. Regis McKenna is a well-known marketing consultant who advises high-tech, industrial, consumer, transportation, health-care and financial firms in the United States, Japan, and Europe. He is the author of four books. **#12615/1005 56 minutes 2005 \$95**

INTRODUCTION TO MARKETING

This program defines an effective macro-marketing system as the "delivery of a standard of living." Also discusses how marketing strategy includes a written marketing plan with target market identification and a related marketing mix to satisfy potential customers. Features examples and interviews from both consumer and business/organizational markets. Suggests an Internet presence can be a marketing tool for nearly all organizations. Uses an eBay auction to demonstrate the interaction of supply and demand to determine "market price." An excellent DVD for introductory marketing course or for a marketing section in any business course.

#12652/0495 19 minutes 2008 \$129.95

New! MARKETING SERIES 1: The Internet Revolution

This video explores how technology has driven marketing over the past 50 years, from the golden age of television ads to the internet revolution of today.

HISTORY: Marketing has been around from earliest times. But it was the industrial revolution which brought mass consumption, mass production and the mass media. In the twentieth century marketing came of age, promising endless growth and prosperity. But the market economy also brought boom, bust and environmental disasters.

TELEVISION: The 1960s saw the beginning of a "golden age" of television advertising. By the end of the '60s, 80% of the market could be reached through three single commercials in prime time television. Ads for Cadbury and Coca-Cola had a huge impact. In recent years the explosion of TV channels has changed the marketing landscape. But TV remains important. Ads have become longer - 60 second dreams and "mini-masterpieces" for companies like Guinness and Honda.

DIGITAL MARKETING: The internet now makes possible relationship marketing. Customer service has become an essential part of the "brand experience". The internet allows producers to know more about their customers than ever before - but what about personal privacy? Direct marketing has gone digital - but this creates problems of junk emails and spam. Social networking, twitter, blogs and viral marketing are all vital marketing tools.

THE DOWNSIDE: The digital revolution gives customers more input into the brands and products they buy. But the history of marketing is one of deception and lies. Is it leading to growing levels of mental illness as people confuse their real needs with things they simply want?

DVD EXTRAS include items on niche and direct marketing. Plus - psychologist Oliver James looks at the links between marketing and mental illness, the difference between "having" and "being", and argues the case for an alternative society based on zero growth.

#14020/2047 31 minutes 2010 \$249.95



New! MARKETING SERIES 2: The 4 Ps and Beyond

The four Ps of the marketing mix - product, promotion, price and place - are still seen as the basis of marketing - but how relevant are they today? Using case studies of companies large and small this film explains and explores each of the Ps.

PRODUCT: Brompton Bicycle is a manufacturing company based in London. The secret of their success is an iconic product, "hand-built" for its customers. Divine Chocolate makes much of its fair trade credentials - but marketing-wise the product comes first - people won't buy it if they don't like taste. Meanwhile, taxi firm Climatecars sells not a product, but a service - its USP is being green, but quality and consistency are major priorities.

PROMOTION: Television advertising is still the big promotional tool - but beyond the budgets of many companies. Divine has to target its advertising spending and employs shock tactics - going against the cliché.

Another useful form of promotion for companies with limited budgets is pr - public relations. But it's not just the small companies - Virgin has been enormously

successful at getting free publicity.

PRICE AND PLACE: "Place" is WHERE you sell your goods - and this is changing. The internet now makes possible more targeted and niche marketing. For Brompton Bicycle choosing the right dealers is critical. Pricing, too, is key for all companies - and needs careful attention. Market pricing and cost plus pricing are two key approaches. But how relevant is the classic marketing mix these days? Some marketers want to combine the Ps for product and price into a new P - P for the proposition.

DVD EXTRAS include items on market research and the importance of monitoring the competition. Plus - psychologist Oliver James looks at the use of deceit and fear in advertising and the way marketers target women.

#14019/2047 28 minutes 2010 \$249.95

New! MARKETING SERIES 3: The Power of the Brand

All marketing starts with a product. But beyond the product is the brand. Vast sums are spent in creating and maintaining brands. But what is a brand? And why do some brands succeed and some fail?

SUCCESSSES: Brands speak to people in a way that products don't - they have a personality, a style. One big brand success story in the UK is called Innocent Drinks. In just 10 years Innocent's sales went from nothing to over £100 million. Why? Meanwhile Coca-Cola has used its brand to conquer the world



- despite its product being little different from the competition. But the UK has its own long-lasting brands, too - like Cadbury's. What's the secret of their success?

SURVIVORS: Offers good examples of how brands can survive - it's a question of keeping true to core values. But as companies keep getting bigger, this gets harder. And is there a danger in losing sight of the importance of simply having a good product? Brands can be damaged, too. Did Innocent damage its brand when it sold part of its ownership to Coca-Cola? And what about the spectacular problems of Ratners, BP and Toyota? Some brands go on and on however bad their media coverage - like Coca-Cola.

THE BIG LIE: Companies like Divine Chocolate have found success through its ethical fair trade image. But ethics are often more about image than reality. Can companies like oil giant BP really claim to be green? And are brands deceiving us in a more profound way - making us believe we're inadequate without them? Psychologist Oliver James believes they're literally driving us mad.

DVD EXTRAS include items on the future of marketing, customer service, and the importance of quality. Also - psychologist Oliver James on how to protect your mind from marketing.

#14018/2047 28 minutes 2010 \$249.95

MARKETING STRATEGY FOR SMALL BUSINESS

Discusses the importance for small businesses to have a marketing plan and a marketing strategy to implement that plan. Covers the marketing concept of customer satisfaction and profit maximization. Suggests how to identify target markets and meet their needs with a proper marketing mix. Features several small businesses including manufacturers, retailers and service providers. Excellent for any course in entrepreneurship, small business management, or marketing.

#12654/0495 24 minutes 2008 \$159.95

New! THE POWER OF PERSUASION

Call it persuading, negotiating or convincing. Ethical influence is the foundation of successful leadership, management, sales, and customer service. Robert

Cialdini has spent his career systematically studying the psychology of influence. In this video, he reveals what lies at the heart of his findings: the six principles of influence that form the basis of effective, persuasive appeals. These principles, reciprocity, scarcity, authority, commitment, liking, and consensus, may seem like the jargon of social scientists, but Cialdini brings them

to life. Program Highlights include: If you have two proposals, is it more advantageous to present the most expensive one first or last? Is it better to tell prospects what they stand to gain, or what they stand to lose? Should a proposal's weaknesses be acknowledged early or late in a sales effort?

#14036/1005 55 minutes 2010 \$99.95

MARKETING'S 4 Ps: The Consumer Angle

Students learn the traditional four Ps of marketing strategy - product, place, price and promotion - and more importantly, how a focus on the consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning and branding meet profit.

#12271/1120 25 minutes 2009

Includes Guide \$99.95 *CC

MARKETING NONPROFIT ORGANIZATIONS IN TODAY'S ECONOMY

The proliferation of nonprofit organizations coupled with a rapidly changing economy has resulted in fierce competition among these organizations to develop beneficial exchange relationships with clients. Aggressive marketing strategies have resulted in both positive outcomes like "partnering" and negative outcomes like "chugging." Focuses on marketing issues, problems, and strategies facing nonprofit organizations. Special emphasis is placed on charitable organizations.

#13188/0495 24 minutes 2005 \$139.95

VISUAL MERCHANDISING

This program shows how to build effective visual merchandising presentations. Includes the design principles of emphasis, line, balance, and color. Display arrangements of pyramid, step, zigzag, repetition, and radiation. Design precepts of harmony, contrast, and unity. Special topics include the use of label merchandise in displays, layering, and trend stations. Includes over 100 new displays and demonstrations by several professional visual merchandisers.

#12641/0495 25 minutes 2009 \$149.95



BE PREPARED TO SELL:

How to Sell a Product, a Proposal, or an Idea to a Group

Viewers get to watch a sales pro coach a novice through his first important sales presentation to a group. Whether it's an idea, proposal or product, everyone needs to know how to effectively present to a group. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

*Includes 34-page Study Guide. A Leader's Guide is also available

#8845/1005 24 minutes \$95 *Also in Spanish

THE SDS MARKETING SUPERPAK

A complete marketing course at an incredible price! Consists of the basics, the power of persuasion, targeting consumers and a reinforcement CD to boot!!!

1. THE BASICS - How do you know if your product is reaching your target consumers? Who are your target consumers? The Standard Deviants will guide you through this important subject by illustrating marketing basics, like generating sales, mission statements, creating a marketing plan.

2. PERSUASION - Ever wonder how companies persuade the public to buy their products? Do you want to know how advertising and public relations make products seem more appealing? Find out as the Standard Deviants illustrate concepts like marketing research and information, targeting strategies, and product positioning.

3. TARGET CONSUMERS - How do you know if your product is reaching your target consumers? Who are your target consumers? If you're not sure, then it's time you learned about marketing. We'll teach you the four P's of marketing: product, price, place and promotion.

4. SDS MARKETING COMPANION CD - Transform your Standard Deviants School video programs into complete lessons with this supplementary CD-ROM! Each disc contains everything you need to present and reinforce the material covered in the DVD/video modules, including a Teacher's Guide with helpful presentation notes, a Program Guide that lists the most important topics in each program, illustrated QuikNotes with definitions and examples, and a quiz. Also usable with the Standard Deviants videos. Easy-to-access text files in PDF format. Mac and PC compatible.

#14122/0433 Three DVDs and CD \$129.95

WHAT IS MARKETING?

Is there a market for bacon-scented sun block? Yes - at least in theory. After explaining basic terminology such as needs, demands, and markets, this program outlines the three strategies for inducing potential customers to purchase merchandise - the product orientation, selling orientation, and marketing orientation - and defines the marketing concept, where product promotion is tailored to a target audience.

*Part of the Series **MARKETING: The Standard Deviants® Core Curriculum**

#6397/0635 15 minutes 2000 \$99.95

***** For more titles on
"MARKETING" see also the
STRUCTURE AND STRATEGIC
ADVANTAGE section of this
catalogue on pages 41 to 43**

COMMUNICATING

New! AM I MAKING MYSELF CLEAR? Get Your Point Across Whenever You Communicate

As a supervisor, whenever you communicate, you have one purpose; to move people to act. Whether you want people to follow your instructions or buy into your ideas, if you aren't crystal clear when you communicate, you'll cause confusion, errors, and conflict. You'll hurt productivity, and you'll destroy morale. This program teaches you how to get your point across whenever you speak. With the advice presented in this multi-media product, you will learn



to communicate your message effectively so that you prevent confusion, mistakes, conflict, low morale and poor productivity. The VIDEO shows you how to: Communicate so that everyone fully understands your message and knows how to act on it; Give clear instructions that get results; Address employee performance issues; Gain buy-in and support for your ideas; and more! The CD-ROM includes comprehensive TRAINER'S and VIEWER'S GUIDES. Detailed descriptions of each are available on our website.

#14024/0277 17 minutes 2011 \$389.95

NONVERBAL COMMUNICATION IN A GLOBAL MARKETPLACE

Most studies have demonstrated that students have little understanding of the importance of nonverbal communication. This deficiency is particularly acute in the international arena. The focus of this program is twofold. First, to introduce the student to the mechanics of nonverbally communicating through gestures,

proxemics and other techniques. Second, to expose the student to the vast array of interpretations of similar techniques throughout the global marketplace.

#13194/0495 24 minutes 2004 \$139.95

COMMUNICATING WITH TACT, CANDOR, AND CREDIBILITY

This engaging program shows you how to connect with co-workers, team members and supervisors and gives you a four-step method to present your point of view with tact and diplomacy. Learn how to say "no" to the boss while minimizing conflict, maintain your composure with the coworker who's "in your face" and use "prompt and paraphrase" when the boss issues a vague angry criticism. Covers topics including: rephrasing: making "talking points" tactfully; what to say: the art of scripting; lightweight speech patterns; and jargon-filled corporate speak.

*Includes Guide

#11786/1120 19 minutes 2008 \$99.95 *CC



New! COMMUNICATION ESSENTIALS

Talent, ambition, and great ideas won't amount to much if they're not supported by good communication. This four-part series helps high school and college students improve their communication skills in four critical areas:

listening, speaking, writing, and reading. Viewers are challenged to improve their habits and aim for several concrete goals - such as the ability to actively participate in discussions and meetings, to craft effective messages in speech or text, to process and understand workplace communication, and more. Viewable/printable discussion questions are available online.

LISTENING ESSENTIALS

Highlighting the idea that a major part of good communication is good listening, this program enables students to improve their listening skills and absorb valuable information. The video identifies the best methods for giving coworkers the attention they deserve and provides eight simple tips that viewers can use to sharpen concentration. These include learning to focus, taking proper notes, putting emotions on hold, avoiding biases and stereotypes, finding a point of interest in a dull but important conversation, and more.

SPEAKING ESSENTIALS

Does giving a typical business presentation put a person in mortal danger? Of course not, but statistics suggest that many people dread public speaking more than they fear death. This program shows students ways to overcome that kind of paralysis and transform it into positive energy. These include thorough preparation (from learning the wants and needs of the audience to scoping out the location at which the speech will take place) as well as starting with a strong opener, finding the right pace, using nonverbal communication, and more.

WRITING ESSENTIALS

Students who've had a hard time with term papers and essay questions may be shocked to learn how much their postgraduation world revolves around writing. This program shows how effective written communication is possible for anyone, even those who struggle to complete a simple fax or e-mail. Methods for improvement include gauging the needs of the reader, keeping prose short and simple, emphasizing benefits, avoiding jargon and overblown language, employing a confident yet respectful tone, and more.

READING ESSENTIALS

A torrent of e-mails, faxes, memos, reports, contracts, and newsletters threatens to drown the typical new hire in a sea of paper and text. With simple methods for tackling an immense volume of content, this program helps students manage workplace reading tasks quickly and efficiently without overlooking important information. Featured tips show viewers how to stay focused, prioritize reading matter, and create a comfortable reading environment - while making the best use of tables of contents, indexes, sub-headings, and more.

*Viewable/printable discussion questions are available online

#13320/0635 Four 20-minute programs 2010 \$99.95 each or series \$379.95



IT'S NOT WHAT YOU SAY: Mastering the Art of Communication

This series provides a comprehensive self-help course that anyone from high school students to professionals can use to improve their careers, their prospects, their lives and is based on the best-selling book of the same title by Bill Cakmis. As an

independent consultant he has trained, advised and developed news broadcasters, business professionals and entertainment performers for more than two decades. His expertise broadens the scope of their talents by instilling effective communication skills and implementing the use of successful goal-setting techniques. Examples and scenarios of each type of communication are dramatized and explained.

MASTERING BASIC COMMUNICATION

Ever started an innocent conversation that ended in an argument? Is talking to your parents harder than it should be (no matter how old you are)? Have your co-workers or bosses ever (always) missed the point of what you were saying? It's time to improve communication skills. In this video viewers discover the difference word choice can make. They find out what non-verbal communication and emotional tone are all about. From body language to listening, communication is a skill you can learn today!

MASTERING THE INTERVIEW

Unlike a blind date an interview doesn't have to be a terrifying experience. Interviewing involves skills that anyone can learn with this video that takes viewers through the interview process, including what kinds of questions to ask and how to answer the toughest queries. Provides the tools and techniques that will get the job, or at least another interview! Learn about dress, attitude, the all-important handshake, plus the informational interview, the newest tool for getting the right job. It's the ins and outs of interviewing in today's job market!

MASTERING GOALS

Are you someone who never plans ahead? Are catch-up, cramming and perpetual lateness part of everyday life? Then this video has goal-setting techniques for you! Viewers learn the best way to identify goals and build a realistic plan of action to reach them for both short- and long-term. They discover ways to overcome obstacles, prioritize goals, and recognize what they REALLY want instead of just dreaming about it. Find out what's keeping you from your goals and start reaching them today!

*Includes Book and Guides (inside each case)

#7880/1280 Three 20 to 26-minute programs 2003 \$109.95 each or series \$299.95

LISTENING

Differentiating between listening and hearing, this program examines different types of listening including discriminative, comprehensive, critical-evaluative, therapeutic, and appreciative forms, and looks at the elements of the listening process. The program also considers barriers to effective listening.

#12874/0880 26 minutes 2008 \$219.95

BREAKTHROUGH LISTENING: Essential Skills for Improving Communication and Cooperation in Your Workplace

We all know that good communication skills are critical in every business environment. We also know that communication often breaks down. When there's a breakdown, we usually think the solution is to speak more clearly. But often, the solution is better listening. Each of us has a habitual way of listening - a way of fitting what we hear into our preconceived notions. We are captives of our way of listening, often unaware that what we hear is not what others are saying. Listening is a skill that needs to be developed. In this communication video, viewers watch the communication taking place during a typical morning at an office. Learning points include: Clear speaking does not guarantee clear listening; Listening is always interpretive; Culture and personal history shape listening; Perceptions about relative power can limit the exchange of ideas; Changes in mood cause changes in listening; and, Effective communication requires listening beyond the words. Don't take listening for granted. Use this video to teach your staff the skills that will make them better listeners - and thus better communicators.

#13879/1005 20 minutes \$159.95

FEEDBACK SKILLS FOR SUPERVISORS

This training program helps viewers cultivate their critiquing skills and make feedback a winning part of their business strategy! Feedback helps both supervisors and employees to measure progress and improvements. Good business depends on it! Balancing critical feedback with the right amount of praise is what most people (co-workers, supervisors and subordinates) in the workplace need to work on. In this communication improvement training program, viewers see how to exercise the four elements (giving feedback, soliciting feedback, receiving feedback and self-evaluation) that make the feedback process useful. Some main points explain how to: Offer honest feedback that's systematic, logical and caring; Correctly point out specific needs for improvement using "I"; Ask the kinds of questions that will result in helpful feedback; Take self-inventory with a "Credibility Checklist"; and, Adapt the four characteristics that convey credibility to others.

#5791/0960 22 minutes 2002 \$129.95

BE PREPARED TO SPEAK: The Step-By-Step Video Guide to Public Speaking

This classic video teaches viewers how to persuade or inform others, to build trust and support, and to further career and job goals. They'll learn how to prepare and practice and what specific aspects should be given special attention. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

*Includes 32-page Study Guide. A Leader's Guide is also available

#4739/1005 27 minutes \$95 *Also in Spanish

New! GREAT SPEECHES: TODAY'S WOMEN Volume 7

This DVD contains seven speeches from today's women:
ELIZABETH EDWARDS "Facing My Mortality"
MICHELLE OBAMA 2008 DNC Speech

CINDY MCCAIN 2008 RNC Address
PRESIDENT MARY MCALEESE Notre Dame Commencement

AMBASSADOR MARY YATES Oregon State Commencement

LILLY LEDBETTER "Suing for Equal Pay"

CARLY FIORINA 2008 RNC Speech

*This DVD is part of the GREAT SPEECHES SERIES - an invaluable instructional tool for Speech Communicators. Each volume contains at least 5 speeches, in their entirety, by some of the greatest speakers of the 20th and 21st centuries. Each speech is prefaced by a biographical narration providing historical context, significance and the rhetorical devices found in each speech.

**#14005/0567 120 minutes
2009 \$179.95**

New! NO SWEAT! Overcome Your Fear of Public Speaking

Are you afraid to present in front of a group? If so, you are not alone! That anxiety can hold you back, making you look unprofessional, or worse, incompetent, to your co-workers, boss, employees or customers. This program teaches you how to overcome the biggest obstacles you'll face when presenting to a group of people. The VIDEO demonstrates techniques for reducing your public-speaking fear and teaches you how to control your anxiety and overcome the top challenges you face when presenting to a group. Armed with this advice, you will become a polished and professional presenter, and that will increase your credibility exponentially. Discover how to: Recover when you go blank; Take precautions to reduce anxiety-induced sweating; Respond when audience members point out your mistakes; Slow down so people can understand you; and so much more! The CD-ROM includes comprehensive TRAINER'S and VIEWER'S GUIDES. Detailed descriptions are available on our website.

#14033/0277 15 minutes 2011 \$389.95

New! THE SUCCESSFUL SPEAKING SERIES

This comprehensive series consists of nine programs: Developing Listening Skills; Conquering Communication Anxiety; Master Delivery Techniques; Organizing a Speech; Using Logic and Reasoning; Communication or Frustration: Men and Women in Dialogue; Dynamic Business Presentations; Using Language Skillfully; and, Overcoming Barriers to Intercultural Communication.

DEVELOPING LISTENING SKILLS - Improve your listening ability and capitalize on the benefits of better listening skills!

CONQUERING COMMUNICATION ANXIETY - Presents a 'how to' approach to overcoming stage fright.

DELIVERY TECHNIQUES - Provides a step-by-step outline of techniques of delivering a successful speech.

ORGANIZING A SPEECH - Stresses the importance of good organization and details. It details five organizational patterns.

USING LOGIC AND REASONING - Reviews four basic types of reasoning and how to employ them.

COMMUNICATION OR FRUSTRATION: MEN AND WOMEN IN DIALOGUE - A fascinating examination of the conflicts between the genders, and how to resolve them.

DYNAMIC BUSINESS PRESENTATIONS - Examines the most important communication skills in the business setting.

USING LANGUAGE SKILLFULLY - Considers the habits and devices that mar the message.

OVERCOMING BARRIERS TO INTERCULTURAL COMMUNICATION - Focuses on ways to break down the barriers and increase communication in the global community.
**#14045/0567 Nine 23 to 35 minute Programs
on 2 DVDs 2004 \$349.95**



HOW TO WRITE AND DELIVER GREAT SPEECHES: The Toastmasters International Guide to Public Speaking

Become a poised, confident and eloquent speaker! One of the most powerful skills you'll ever use is

your ability to inform, persuade and lead other people through public speaking. And the good news is... anyone can do it! This program teaches you how to write and deliver great speeches. Whether you'll be speaking to a large crowd in a huge auditorium, or to a select few in the confines of a business meeting or boardroom, you'll learn the techniques used by exceptional speakers. Techniques that will capture the attention and respect of your audience. You'll also learn how to overcome the all-too-common feelings of stage fright that might otherwise take the fun out of public speaking. Narrated by Ross Shafer, professional speaker and winner of six Emmy Awards, this program tells the personal stories of three different individuals, each faced with a challenging presentation. You'll follow along as they gain the confidence and skills that lead to great speeches.

*Includes 38-page Study Guide that expands on the concepts presented in the video, including researching, speech writing, practicing, and delivering your speech. A valuable takeaway for all training participants, guaranteed to help with the challenges of speech writing and delivery.

*A 60-page Instructor's Manual is available for purchase separately. **#10318-G \$16.95**

#10318/1005 35 minutes 2006 \$159

LISTEN AND WIN!

Believe it or not, listening is an active experience. Yes, active! We all think we listen rather well; however, how many times have you heard a name, date, address, or phone number, and if asked 30 seconds later would not be able to remember it? It's not the memory process that's at fault, it's the listening process! To succeed in business today you must become an effective communicator. Why then are some people better communicators

than others? In most cases the mastery of effective listening skills gives the best communicators the desired competitive edge. You'll learn: The basics of listening; How to tailor your listening skills to various situations; How to give and get good feedback and why it's important; How to identify "communication noise" and get rid of it; Why taking notes helps you become a better listener; How to ask the proper questions and be able to listen and remember the answers; What is important in what a speaker is saying; and, How to listen to learn, decide and enable! This complete training program comes complete with a DVD, CD audio and copy of the book "Effective Listening Skills" by Dennis M. Kratz and Abby Robinson Kratz, which is part of the Business Skills Express Series published by the McGraw-Hill Companies.
#13886/0960 30 minutes \$129.95

THE ART OF LISTENING

We spend more time listening than any activity except breathing, yet we listen at only a fraction of our potential. This engaging program teaches practical techniques to use immediately and presents listening as a skill your students can learn, practice, and perfect. Uses home and workplace situations to teach seven "Laws of Good Listening".

Illustrates the surprising value of attentive silence, the need to find something of interest in the person speaking, and the importance of staying out of the speaker's way. The techniques suggest how and when to take notes, the role of body language in listening, and the need to "listen between the words" for feelings. Explores how people use different "filtering systems" to give the same message completely different meanings. Each "law" is a key toward improved listening and communication.

**#10368/1120 27 minutes 2007
Includes Guide \$99.95 *CC**

SUCCEED BY LISTENING

An old philosopher once said: "One mouth, two ears," meaning (we think) that we should listen at least twice as much as we speak. It seems so easy to do and yet it can be oh so difficult! In this program you'll discover the basic principles and techniques needed to become an active listener and better communicator in both your business and personal life. You'll learn to handle the tough situations by really understanding what has been said. You'll have the confidence needed to solve the difficult problems and react without misunderstanding. Persuasion is also a part of listening and you will learn how to become even more persuasive just by listening correctly. You'll develop the skills necessary to become a level one listener (the best!) and an understanding communicator. This how-to training program comes with a DVD, CD audio CD and the book "Listening, The Forgotten Skill".

#11827/0960 35 minutes 2004 \$129.95 *CC



FIVE COMMUNICATION SECRETS THAT SWEEP OBAMA TO THE PRESIDENCY

World-renowned communication expert Richard Greene was called the "Master of Charisma" by the British press after he traveled to England to coach Princess Diana on how to be more effective in public appearances. Now he reveals the five communication skill secrets that ignited Barack Obama's campaign. In easy, step-by-step lessons, illustrated by videos of President Obama's own speeches, Greene shows how you can use these powerful techniques to transform your career and your personal relationships. Everyone can benefit from this program because everyone uses verbal and physical communication every day of their lives. Unleash your power of communication! Banish your fear of speaking forever! Discover the remarkable power of your voice and body language through simple, effective techniques you can begin applying immediately! Break down the wall between you and your listener so that they are already supporting you before you say a single word! Learn the secrets of the brain's Four Languages - and how you can impress and persuade anybody!

*Includes a 23-page PDF practical workbook
#12674/0133 48 minutes 2009 \$79.95

THE BODY LANGUAGE SERIES

Some of your students may be bilingual and some may have taken a course in Spanish, Latin, or Japanese. But are any of them fluent in Kinesics? Kinesics is the study of body language as a form of communication. When we read a billboard, its message is usually larger than life and quite clear. Is it possible to read people's thoughts and feelings just by looking at them? Well, we can get pretty close if we learn to identify the silent signals they send. These two programs go "beyond words" and help us "read people".

BODY LANGUAGE I: Beyond Words

People engaged in a conversation may exchange 200 words per minute, but more than half of their communication is nonverbal. We often use gestures, postures and eye contact without thinking twice about them, but these behaviors can communicate so much beyond the words that we use. The way we treat our personal space and that of others can send a message that is loud and clear, even if we never speak a word. This program is an informative look into the fascinating world of nonverbal communication and guides viewers through the land of space wars, tongue showing, mirrored postures and the many layers that make up unspoken communication. 22 minutes

BODY LANGUAGE II: Reading People

We send signals all the time and may not even be aware of it. Gestures we use and faces we make send signals. The volume, speed and inflections of our voices

communicate in ways that we many not intend.

Through the study of emblems, illustrators, affect displays and eye behavior, a student of body language can gain insight to what people express beyond the words that they use. When people do use words, students can learn to identify and interpret paralanguage. This program provides valuable information about interpreting body language by presenting fun, easy to understand and real life examples. If your students apply this information and do some intelligent people watching, they'll see a whole new world of communication they may never have noticed. 22 minutes

#11785/1120 Two 22-minute programs 2008
Includes Guides \$179.95 *CC

COMMUNICATION IN A WIRED WORLD: Be Smart, Be Safe

Online and mobile technologies profoundly influence how we read and write, learn and work. Online behavior follows us all through our schooling and careers. Explore skills for communicating smartly across many digital technologies; how multitasking affects learning and work; and how online posts can become skeletons in a digital closet causing school expulsions, destroying college admissions, and blowing job offers. Discover how to protect your privacy, reputation, and personal information.

#12630/1120 20 minutes 2009
Includes Guide \$99.95

HE SAID, SHE SAID: Gender, Language and Communication with Deborah Tannen, PhD

Renowned linguistic scholar and best-selling author Dr. Deborah Tannen is famous for her analysis of gender-based conversational styles and the problems in clear and meaningful communication that often result. Including video clips of children at play, Dr. Tannen illustrates her claim that these different ways of speaking can be traced to conversational styles learned as children growing up. Some of the old 'saws' covered: Who gets to the point first and when? Who talks more, women or men? Why are women so often told, "Don't apologize; it's not your fault"? "He doesn't talk to me and he doesn't listen" "She nags" "He/she takes this way too seriously!"
#8994/0920 50 minutes in 7 Parts 2001 \$275

DEBORAH TANNEN: In-Depth

Deborah Tannen goes into detail to address key implications, criticisms, and the most commonly asked questions raised by the main program. This program can only be purchased with HE SAID, SHE SAID.
#9583/0920 45 minutes \$89.95



THAT'S NOT WHAT I MEANT! Language, Culture and Meaning with Deborah Tannen

"Utterly fascinating."
San Francisco Chronicle

Often it's not what you say but how you said it.

The part of the country you come from, ethnic background, age, class, gender, and just individual personality result in different

ent conversational styles - different ways of saying the same thing. Deborah Tannen revolutionized our understanding of gender and communication. In this presentation, Tannen lays out and illustrates her linguistic approach to understanding how we use language to create meaning - and why communication so often goes awry. On a canvas of disciplines, from linguistics and psychology to anthropology and communication, Tannen paints a fascinating picture of how our everyday interactions are structured, how our conversational signals may be misunderstood, and how the various aspects of

conversational style must be understood relatively, not in isolation. Moving beyond analysis, she proposes how understanding conversational styles can lift the burden of pathology and personality judgments from communication gone awry.

*Includes downloadable Instructor's Package FREE!
 This package includes material outline,

section synopses, suggested exercises and discussion questions, as well as relevant articles written by Deborah Tannen which may be duplicated and assigned as outside reading.

#10537/0920
50 minutes 2004
\$275 *CC

DEBORAH TANNEN: One on One

This program is the optional companion to THAT'S NOT WHAT I MEANT! Deborah Tannen goes into detail to address key implications, criticisms, and the most commonly asked questions

raised by the main program. This program can only be purchased with THAT'S NOT WHAT I MEANT.
#10538/0920 25 minutes 2004 \$89.95



New! MEN AND WOMEN: TALKING TOGETHER with

Deborah Tannen and Robert Bly

This video presents two of the most popular and exciting people at the forefront of men's and women's issues talking to each other about gender styles. Each brings an informed perspective on how men and women approach each other and conversation itself. Bly and Tannen agree that it is crucial to describe both the differences and the similarities, so that men and women can respect each other, and in the process, present a model of how that is done.

#14046/0567 62 minutes 2006 \$79.95

JWA TRAINING SERIES

Three training programs designed to meet the needs of any manager or supervisor working in this ever-changing, fast business world.

COMMUNICATION SKILLS: What Everyone Needs to Know

Effective communication is the difference between productivity and chaos in the workplace. There are basic skills you must learn and apply to ensure your message is understood every time. But too often we forget the fundamentals as we rush to complete more work in less time. In this new training program you'll learn practical techniques to improve all your communication skills-written, oral, electronic, and face-to-face.

HOW TO BUILD A HIGH-PERFORMANCE WORKFORCE: The Keys to Effective Supervision

Whether it's your first day as a supervisor or you're a seasoned veteran, this training program will make you even better at your job. You'll learn to develop the critical skills you need to be a truly effective leader-communicate with clarity, make effective and timely decisions, recruit, train, motivate and retain a successful workforce! Even the busiest managers can apply the training techniques found in this new program.

THE BASICS OF HOW TO PLAN, WRITE AND GIVE A WINNING PRESENTATION

Be ready to anticipate the moment. Feel the goals and aspirations of your audience and make the presentation of your life! Divided into three sections-planning, writing and giving a presentation, this new training program will help you overcome the "presentation jitters" and deliver what the audience expects-a great speech!

*Each program includes a training DVD and a management book.

#8681/0960 Three programs 2005 \$149.95 each or Series \$299.95 *CC

HOW TO DEVELOP EFFECTIVE COMMUNICATION SKILLS

Communication is one of the most important words in any business. If you can communicate, you and your business will move forward and most likely thrive. If you can't, the road to success is blocked with numerous obstacles, many of which are too difficult to cross. This systematic, detailed training program gives you a blueprint for effective communication; a formula for understanding. You will learn the skills needed in order to compete in the worldwide marketplace to make you and your company successful. You'll learn to: Build trust so you can communicate openly and freely with others; Remove barriers to positive communication; Communicate nonverbally as

well as verbally; Develop better relationships through listening; Deal with conflict in the work place. Skills you can put to work immediately!

*This training program comes complete with a DVD, CD audio and copy of the book, "Effective Interpersonal Relationships" by Robert W. Lucas, which is part of the Business Skills Express Series published by The McGraw-Hill Companies.

#12330/0960 34 minutes 2004 \$129.95

THE INFLUENCE AND NEGOTIATION COLLECTION

Influence and negotiation are key elements in business. Whether negotiating a deal or managing your workload, the ability to get things done through others is what it's all about. And influence is not just for leaders - call it persuading, negotiating, or convincing - ethical influence is the foundation of powerful business relationships. Whether you're in sales, administration, support, customer relations, or a leadership role, your ability to influence others will be what gets the job done. Watch as our speakers describe their research and reveal powerful techniques that show clear paths to developing influence, and maintaining it once you have it. You'll see common fundamental themes emerging from these informative talks: The laws of reciprocity and the theories of exchange; empathy, ethics and credibility; understanding the motivators of others. These are but a few of the core elements of influence and negotiation that you will learn from this series. We've bundled together ten briefings into this collection that's sure to put you on the right track to developing behaviors that you can use to enhance your position of power and influence.

The bundle includes the following programs - detailed descriptions of each program are available:

BUILDING PERSONAL NETWORKS

BUILDING A WINNING TEAM

FEAR OF FEEDBACK

GETTING THE BEST FROM OTHERS

INFLUENCE AT WORK

LEADING IN A CONNECTED WORLD

POWER OF PERSUASION

PSYCHOLOGY OF POWER

SKILLS, TECHNIQUES & STRATEGIES

FOR EFFECTIVE NEGOTIATIONS

STRATEGIES FOR SELLING

#12413/1005 Ten programs \$159.95 each or Series \$695

NEGOTIATING FOR BUSINESS RESULTS

Negotiation takes place all the time. It plays a vital role in everyday business and personal life. Yet, many people view negotiation as an onerous exercise to be tolerated rather than enjoyed. By viewing this video training program viewers will develop the skills necessary to help them become a successful negotiator, and at the same time, learn to enjoy the process along the way. They'll learn: The fundamental elements of negotiations; How to prepare for nearly any kind of negotiation; How to outline negotiating goals; How to anticipate what the other side will do and how to react; and, Highly effective negotiation techniques; and, How to negotiate like a pro!

*Includes audiocassette and a copy of the book "Negotiation for Business Results" by Judith E. Fisher
#6247/0960 36 minutes 1995 \$129.95 *CC

SKILLS, TECHNIQUES AND STRATEGIES FOR EFFECTIVE NEGOTIATIONS

As a former federal mediator, Pat Cleary has been involved with just about every kind of negotiation. In this entertaining presentation, he shares gems of wisdom from his nearly 20 years of hands-on dispute resolution. Pat describes common negotiation mistakes that unnecessarily complicate solutions and can prevent you from getting what you want. He then provides practical, effective methods that you can use to sidestep the pitfalls and stay focused on getting the best deal possible. He explains how to test stakeholder commitment on the issues, what you should always take off the table, and when to recognize that "no" doesn't mean "no", and "final" doesn't mean "final". Program Highlights include: Nine rules for getting the best deal; How espionage and empathy get you prepared; and, How to gain credibility-and the most common way to lose it. Pat Cleary is the author of The Negotiation Handbook and former Chairman of the National Mediation Board. He is currently Senior Vice President of the National Association of Manufacturers, the largest industrial trade association in the United States.

#11108/1005 46 minutes 2006 \$95

THE WORKPLACE COMMUNICATION SERIES

This series of five programs addresses the learning outcomes of key modules in the National Communication Skills Curriculum. It deals with foundation communication skills required for successful operation in the workplace.

THE NATURE OF WORKPLACE COMMUNICATION

- This program looks at what communication means in a work context and the importance of good communications to the success of an organization and to the well being of the employees.

COMMUNICATION BREAKDOWN - looks at the nature of workplace conflict: what it is, how it occurs, why it happens and how to resolve conflict situations at work.

CUSTOMER SERVICE - focuses on the vital issue of successful communication with the organization's clients and customers. Looks at why customer service is important, who customers are, the customer transaction and how to handle difficult customers.

WORKPLACE NEGOTIATIONS - Examines the role of negotiations in a work context and takes a detailed look at the stages of successful negotiation.

WRITING IN THE WORKPLACE - provides an overview of the purposes and advantages of writing as a medium and the advantages and disadvantages of writing compared with speaking. By focusing on a melodramatic case study of a fictional restaurant and its staff, the program works through the steps to achieve success in workplace writing.

#13170/0545 Five programs 2006 \$129.95 each or Series \$429.95



THE WRITE STUFF

There is nothing like good writing. Good writing is the tool that can stretch our imaginations. And, yes it may be difficult and time consuming but the ability to communicate clearly and succinctly and have people understand what we are saying is critically important both in our business and personal lives. The "Write Stuff" training program provides a practical how-to guide to help you become a better writer-both professionally and personally. In this truly "non-threatening training program you'll learn: The two unbreakable rules of writing; Techniques needed to make reports, memos, letters, e-mails, and business presentations more understandable by your readers; How to eliminate writer's block; How to answer many of the tough grammar questions; and, How to truly reward yourself for completing your writing assignment. Don't let writing be a difficult experience. Make it an enjoyable opportunity to express yourself and communicate effectively with your audience! Comes complete with a DVD, CD audio and book and contains numerous vignettes and graphics to help you learn more quickly and easily. If you want to improve your writing, this program is a must!

#13979/0960 39 minutes \$129.95

WRITING FOR BUSINESS RESULTS

Unfortunately, writing skills seem to be disappearing from the workplace at the same rate as the typewriter. Grammar, punctuation, composition; what's that? Just for that reason, being able to write effectively for business is actually a skill that can only be more highly prized as time goes on. This instructional package is about effective business communication for letters, e-mails, memos, annual reports and more. The clear-cut, non-threatening approach gives viewers the principles needed to produce powerful, interesting writing that is relevant to the reader.

Viewers learn to improve all aspects of business writing step by step by learning how to:

Put the "Five C's" of effective writing to work; Create a plan for letters, memos and e-mail; Keep messages short and simple; Grab readers' attention with a strong opening line; Provide the required details for support; and, Apply the Six Principles of The Writer's Edge.

**Includes audio and copy of the book by Patricia E. Seraydarian.*

#4613/0960 20 minutes \$129.95

BE PREPARED FOR MEETINGS: How to Lead Productive Meetings

Why are time-consuming, disorganized, boring, out-of-control and non-productive meetings the norm? Productive meetings yield a jump in morale and profitability. Learn how to do it right! Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 34 page Study Guide. A Leader's Guide is also available*

#8846/1005 24 minutes 1994 \$95

**Also in Spanish*

BETTER MEETING MANAGEMENT

This excellent training program analyses the meeting process and offers clear and distinct techniques for organizing and holding effective, clear, efficient meetings that will make everyone participating sit up and take notice. They'll walk away with a feeling of accomplishment and time well spent wondering why this wasn't done years ago. Viewers learn to: Decide whether or not to hold a meeting by using a technique called A-C-T; Correctly distinguish who should be invited to a meeting; Set a clear, purposeful agenda; Crystallize the nature of the problems/issues and poignantly define objectives; Implement "Problem Re-formulation" to come up with workable ideas; Observe the three basic rules of brainstorming; and, Use "matching orders" to assign follow-up actions.

**Comes complete with DVD, CD audio and book.*

#10839/0960 22 minutes 2002 \$129.95

HOW TO HOLD SUCCESSFUL MEETINGS

When should a meeting be called and who should attend? Better yet, when should a meeting be avoided and who should not be invited? These questions and many more are answers in this program. You'll learn: How to develop a proper agenda; How to reinvigorate a stalled meeting; How to use brainstorming when creative ideas are needed; and, Why starting on time and a realistic schedule are critical. The 30 great tips suggested in this program can be put to use IMMEDIATELY!!

**Comes complete with DVD, CD audio and book.*

#10841/0960 29 minutes 2001 \$129.95

LEADING 20-MINUTE MEETINGS THAT MATTER

Chances are, you've been to a meaningless meeting and felt the frustration of wasted time and effort. What went wrong? How can you make sure your meetings stay productive, on topic and on time? In this program you will discover how to conduct effective and efficient 20-minute meetings that help you and your staff become more productive.

#14050/0277 20 minutes 2003 \$149.95

New!

THE WELL-MANAGED MEETING: How to Run Effective, Results-Oriented Business Meetings

How often have you asked someone how the meeting went, only to hear: a total waste of time! Yet meetings can be a powerful business tool, bringing people together to solve problems, share ideas, or focus everyone's efforts on a common goal. So how do you go from "total waste of time" to "powerful business tool"? By training your employees on proper techniques to prepare and run effective, focused and successful meetings. This program starts with the common pitfalls that often derail meetings. Then you'll see proven methods that can have a dramatic impact on the effectiveness of your organization's meetings. You'll learn how being properly prepared allows you to encourage engagement and teamwork while keeping the meeting on time and on track. And you'll see specific techniques for a variety of specialized situations, including web meetings. We're all busy these days and we can't afford to waste our time with nonproductive meetings. Use this new video to set a company-wide standard for meetings that reach their goals - and end on time.

**The 34-page guide goes over the different types of meetings covered in the video along with how to prepare for each of them. This booklet is good to use during and after watching the program. Questions are also provided to help figure out how to run your meeting more efficiently.*

#13925/1005 22 minutes 2010 \$179.95 *CC

TEAMWORK

EFFECTIVE COMMUNICATION IN TEAMS

This program teaches techniques for managing conflicts in high performance teams. Includes illustrative dramatizations of various types of team conflict for discussion and analysis. Features Conflict Management Consultant, Stephen Littlejohn and Communication Consultant, Kathy Domenici.

#13994/0567 35 minutes 2005 \$149.95



BUILDING TEAMS IN THE GLOBAL MARKETPLACE: Overcoming Cultural Conflicts in the European Community

When teams are comprised of people from different cultures, the opportunities for misunderstandings increase. This program shows how different approaches between French, British, American and German cultures can cause communication problems. When building high performance teams across cultures, it is vital that team members respect each others' differences, as well as being willing to

come to some common agreements on how they will cooperate. In this scenario, you will see how communication can break down and be misinterpreted among a cross-cultural team. Key learning points include: Understanding and appreciating differences in European cultures; Building effective teams globally; Understanding intercultural communication issues, including views of time, organizational structure, and decision-making processes; and, Developing skills to lead diverse employees. *Part of the series BUILDING A DIVERSE WORKFORCE IN THE GLOBAL MILLENNIUM

**Includes a comprehensive Facilitator's Guide*

**Education 20% Government and Non-Profit 10%*

#13992/0550 10 minutes 1999 \$319.95

ESSENTIALS OF TEAM BUILDING: Principles and Practices

Team building is a proven approach for helping people become respectful competitors, cooperative team members, and community leaders. Now you can help your students or group develop those same important skills with this DVD and BOOK set. The authors, with two successful books on team building and 30 years of team-building experience, offer a day-by-day guide for implementing activities and challenges for individual sessions, units, or an entire semester. The activities and challenges are geared to beginning through advanced participants in a variety of settings, and they help participants develop the following valuable skills: Problem solving; Appropriate risk taking; Building working relationships; Cooperation; Leadership and communication; Creative thinking; Building trust; Making decisions; Setting goals; and, Developing physical skills. The book also includes 58 activities and challenges for beginning through advanced teams; reproducible forms for organizing, presenting, and evaluating team-building challenges; ready-to-use unit and semester plans with evaluation tools for each activity; and a bound-in DVD with video clips of 25 challenge demonstrations and reproducible challenge and organizer cards.

#12982/0860 92 minutes 2005 \$89.95

TEAM BUILDING TECHNIQUES THAT WORK

Discover how to manage in a way that naturally motivates your staff to work as a team. This short video program offers sensible advice, including how to lead meetings that fire everybody up, plus two simple - and fun - exercises that help build team spirit.

#13993/0277 22 minutes 2002 \$149.95



EFFECTIVE TEAMWORK

When some people hear the word teamwork they immediately think of games - team sports - yet, teamwork is much more than this. In businesses today the teamwork concept, rather than the old pyramid-shaped organization-chart-process, is what makes them successful. Ideas and decisions are generated within teams and not from the top down as in the past. With this how-to video training program you'll learn: How to make the team concept work; Why teams are important to you and your organization; How to write a team constitution; How to develop ideas and make decisions that the team can stand behind; How to run a typical team meeting; and, How to deal with conflict and team problems. After watching this video, and completing the exercises both on the video and in the book, your entire work force will know how to maintain a cooperative, creative and highly productive team environment. The skills learned will lead to greater success for you and your organization.

**Includes audiocassette and a copy of the 100-page book "Effective Teamwork" by Michael D. Maginn*
#6060/0960 39 minutes \$129.95 *CC

THE TEAM APPROACH

Everyone talks teams but how many actually know why teams work and how to put one into action? After watching this excellent informative and motivating video viewers will be fully aware of how and why a team can be greater than the sum of its parts. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 24 page Study Guide. A Leader's Guide is also available*
#8927/1005 24 minutes \$95

THANK GOD IT'S MONDAY: Job Satisfaction through Teamwork

Take the dread out of Mondays with this DVD. Show people how they can work better together within and between teams. Team building is about relationship building and this program shows how to do it. Challenge people to be more aware of what makes them tick and how their values and beliefs affect their outlook, attitude and behavior. The program concentrates on three characteristics of successful teams:

ATTITUDE - Attitude and job satisfaction, Expectations of team members, Dealing with chronic complainers. 11 minutes

BEHAVIOUR - Understanding individual differences, Giving and receiving feedback, How to give an apology, Negotiation, Saying "No". 18 minutes

SENSE OF HUMOUR - There is a funny side to teams. A group of people trying to work together has great humour potential and paves the way for more fun at work. People have greater success when they have fun or enjoyment. The program has plenty of ideas to get you started. The program balances the serious side of teamwork with the fun side by including stories, humour and laughter. 11 minutes

SPECIAL FEATURE - This is a spontaneous question and answer session with the studio audience on teamwork issues. Follows the main program as a separate section. 22 minutes

**Includes comprehensive Guide*
#13612/0293 27 minutes \$195



YOUR SUMMIT AWAITS! with Jamie Clarke (Revised)

Revised to go direct to the message! This is the inspirational and dynamic training program by adventurer, author, and renowned Canadian speaker Jamie Clarke. Join Jamie as he shares with viewers his incredible

experience on Mount Everest. Clearly outlines that his greatest achievement was not about reaching the top of Mount Everest, but the journey it took to get there. Although climbing Everest isn't for everyone, this training program is. Jamie's messages about finding success in failure, building relationships, and giving strength are universal. Jamie's memorable stories, along with the beautiful location make this program a must-have for all organizations and audiences.

**Includes Leader's Guide and Workbook, Powerpoint Presentation on CD-ROM, Pocket Reminder Cards*
**Education, Government & Non-profit 25% discount, 2nd or more copies 50% off list!*
#10478/1943 21 minutes 2005 \$695

CUSTOMER SERVICE

New! CUSTOMER SERVICE BASICS: Service with a Smile

In this humorous video that is reminiscent of "The Office", join the employees of the fictitious Lucky Star Coffee Company as they learn about customer service. Mark, the manager of the store, thinks he'll be leading this seminar. And why wouldn't he, since he knows everything there is to know on the subject? Well, Mark and his crew quickly discover exactly why when they are shown security camera footage of their misguided (and hilarious!) interaction with customers. If the staff of Lucky Star can learn the three steps to good customer service including listening to the

customer, anticipating needs, and admitting mistakes, maybe we can too.

**Includes PDF Teaching Materials*
#14062/1290 20 minutes 2011 \$79.95 *CC

THE CUSTOMER SERVICE STARTER LIBRARY

Give your customer service people the head start they deserve with the new Customer Service Starter Set and save a lot of dollars at the same time! These training programs come with a total of 5 DVDs, 5 CD audios, and 5 books to give your customer service people the necessary tools to deal with the most important

person to your organization - THE CUSTOMER! This Special Collection includes the following programs. Detailed descriptions of each program are available:

- 50 WAYS TO KEEP YOUR CUSTOMERS
 - THE POWER OF CUSTOMER SERVICE
 - THE BASICS OF PROFITABLE CUSTOMER SERVICE
 - WINNING CUSTOMER LOYALTY Volume One - Eliminate Customer Turnoffs
 - WINNING CUSTOMER LOYALTY Volume Two - Exceed Customer Expectations
- #13130/0960 Five programs \$129.95 each or Series \$519**



COMMUNICATING WITH CUSTOMERS: An Entry Level Guide

On a first job, students suddenly find themselves "on the other side of the counter" dealing with customers who range from polite to puzzled, from indecisive to just plain ornery. This program teaches how to deal with "people" as customers. Viewers learn how to diffuse an angry customer, the importance of attitude and appearance, how to deal with customers on the telephone and how to serve "lemon aid".

#9428/1120 20 minutes 2005

Includes Guide \$95

CUSTOMER SERVICE: How to Make Customers Feel Good

This program shows how to treat customers in a way that makes them feel good by using the core Seven Service Skills - the basic courtesies and people skills that make customers feel important, appreciated and understood. They are comprehensive yet concise and to-the-point and can be used immediately to benefit customers and staff. Each Service Skill is demonstrated in real-life scenes which contrast poor service with good service. This approach makes people more aware of the little things they do and the messages they convey to customers. An insightful commentary is given with a studio audience. This includes a discussion of the importance of having a positive attitude and being imaginative in using the Service Skills.

BONUS FEATURES include:

- Internal Customers (4 minutes) - No one works alone. Satisfying internal customers is a vital link in the chain that leads to satisfying the "real" customer.
- Companion Selling (3 minutes) - Suggesting an additional product or service is easier using the Seven Service Skills.
- Telephone (2 minutes) - Making customers feel good on the telephone relies on the choice of words and tone of voice.
- Choice of words (3 minutes) - Most customers notice the way they are addressed. This feature challenges habits of language such as "You right there?" and "No worries/No Problem" and offers alternatives.

#13613/0293 21 minutes Includes Training Guide \$195

THE CUSTOMER SERVICE CONNECTION

Tact, consideration, and conflict management are skills traditionally recognized as necessary to providing great customer service. Viewers learn timeless, universal skills applicable to any kind of face-to-face or telephone relationships with customers in retail, service or business-to-business situations with special emphasis on information gathering. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 29-page Study Guide. A Leader's Guide is also available*

#8928/1005 26 minutes \$95



THE CUSTOMER SERVICE COLLECTION

Teach your staff how to impress customers with memorable service! Keeping your customers happy is one of the most important parts of running a business.

However, sometimes your employees may not have the skills necessary to provide the best service possible. This set of nine customer service training videos will help fix that!

Whether it's over the phone or in person, employees will learn to be attentive, listen to customers' needs, and handle tough situations in a professional manner. By the time your staff has seen everything these programs have to offer, they'll be more than prepared for any customer service situation that might arise.

This Special Collection includes the following programs.

Detailed descriptions of each program are available:

THE ART OF CUSTOMER SERVICE

COMEDY CENTRAL PRESENTS: The Essentials of Great Service

CUSTOMER SERVICE CONNECTION

DEALING WITH THE IRATE CUSTOMER II (see below)

LISTENING UNDER PRESSURE

SERVING CUSTOMERS - HELPING PEOPLE

TELEPHONE CUSTOMER SERVICE

WEDNESDAY'S TOUCH

WHEN THE PHONE RINGS

#13680/1005 Nine Programs 2009 \$989.95

New! DEALING WITH THE IRATE CUSTOMER II

It's hard to keep your cool when dealing with difficult customers. After all, it's only human to get defensive and fight back - or cave in and give them whatever they demand. What you need instead is a plan! The guidelines presented in this training video will help you calm angry customers. Once you bring them around, they're more likely to work with you to find a resolution that solves their complaint yet is fair to your organization. This training video includes valuable tactics, including: Connect with the angry customer; Show empathy or apologize if appropriate; Guide the customer's attention toward solving the problem; Use positive language; Have the customer make small decisions; Take a timeout or draw the line; and, Know what you can offer. Your employees will learn to stay professional and not take it personally when they have to deal with difficult customers, whether in retail, health care, government, or wherever. They'll learn that their basic customer service skills are a first line of defense-it's hard for customers to be mean to someone who's being nice to them. And they'll learn three powerful "breakthrough techniques" that can be used if the situation escalates and threatens to get out of hand.

#13052/1005 21 minutes 2010 \$159.95 *CC

***Also in Spanish**

New! WEDNESDAY'S TOUCH: Every Customer Has a Story

Customer service is an art as well as a science. Skills can be taught, but the right attitude is even more meaningful. This video tells a simple but moving story about the importance of one customer service rep in the eyes of her customer. It inspires viewers to see that customers are people, too - and to build relationships that keep customers coming back.

#13761/1005 6 minutes 2010 \$119.95

New! INSIDE A HOTEL: The People, The Jobs

The MacDonald chain of luxury hotels serves business and leisure customers across the UK. Their people are integral to their success. This VIDEO goes inside one of its hotels to discover what they do.

SERVICE IS EVERYTHING: Guests have to be greeted with a smile. Neil, the concierge, is virtually a "personal organiser" for everyone who visits the hotel. The receptionist is in the front line, too, checking people in and dealing with challenging customers. Giuseppe, the head waiter, has been in the restaurant business for over 30 years. Many guests do not achieve his personal standards!

CONFERENCE BUSINESS: Long gone are the days when big hotels relied on selling people a bed for the night to make their money. Now the big market is corporate and conferences. Recruitment, training and "mystery shoppers" like Colin and Wendy are all vital to keeping up standards of service. A lack of nibbles in the bar or newspapers which don't turn up mean Colin and Wendy mark the hotel down.

HIGHS AND LOWS: Working in a hotel is a bit like being on stage. The highs come when you meet your goals, the lows when you fail to make a customer happy. By no means do all hotel workers find their jobs satisfying. A foreign hotel worker (not employed in the MacDonald chain) describes experiences of outrageous sexual harassment and bullying. She says she would never let her child work in the industry.

**DVD EXTRA: Extended version of interview with a foreign hotel worker describing abusive practices in the hotel industry.*

#14031/2047 30 minutes 2008 \$249.95

SERVING CUSTOMERS, HELPING PEOPLE

This video shows your employees how being themselves will naturally lead to better customer service. The basis of great customer service is "people helping people".

Remember that the customer in front of you - or on the other end of the phone line - is a person just like yourself! Make your customers feel welcome; Ask and listen; Give your undivided attention; Go the extra mile; and, Show you appreciate your customers' business. You'll learn these five rules for better customer service by watching them in action within a dental office, an auto dealership, and a hardware store. You'll also view scenes in a medical practice and a utility company depicting do's and don'ts for great telephone customer service. Whatever business you're in, the same principles apply. Greet customers naturally. Listen carefully to understand their needs. And put some energy and enthusiasm into your work - you'll find this makes it more enjoyable for yourself as well as more effective for your business.

#12027/1005 16 minutes 2003 \$129



SERVE! Turn Customer Service into Unforgettable Customer Experiences

Today's customers are spoiled. But if you can wow them with an unforgettable experience, you'll win unprecedented loyalty. Using simple, universal examples, TOM PETERS tells you how to exceed expectations and make customers fall in love with your company. Key learning points include: Creating great customer experiences; and, Understanding your customer's needs.

**Education 20% Government & Non-Profit 10% discount
#13366/0550 2002 \$495*

EXCEEDING EXPECTATIONS: Service Tips and Techniques to Keep Your Customers Coming Back (for Food Service Professionals)

Industry surveys consistently show that service is the number one reason customers return to a restaurant. That means food service professionals must go beyond culinary excellence to ensure success. They must offer exceptional service, the type of service that makes guests feel comfortable, makes dining enjoyable, and creates customer loyalty. This program provides a comprehensive lesson in the principles, standards, and practices that define outstanding service. Whether you are a fine-dining, café, casual, or family-style restaurant, your wait staff will benefit from "Exceeding Expectations"!

#11414/0485 55 minutes 2007 \$99.95

THE EXCEPTIONAL RECEPTIONIST

This program turns receptionists into an organization's best public ambassadors! A dynamic program makes the most of the all-important role of receptionist: handling difficult people with skill and professionalism; learning to manage stress effectively; developing proven telephone techniques to save time and satisfy callers through the use of assertive (not aggressive) language. This program will improve communication skills and enhance customer service, as well as build a positive image for any organization.

*#13253/0380 Three 60-minute programs
\$129.95*

EVERY CALL COUNTS!

This program combines real-world workplace scenarios with up-to-date "how to" narratives to illustrate key concepts and skills for proper telephone techniques. A strong base of communication etiquette is developed through a series of telephone Dos and Don'ts. Viewers will learn how to deliver the perfect greeting, screen calls, handle irate callers, transfer callers, and use voice-mail. By viewing a wide variety of role-playing examples and behavior-modeling opportunities, students and professionals will gain a better understanding of the skills needed to communicate effectively over the phone.

*#7279/0405 35 minutes 2003
Includes Guide \$99.95*



LISTENING UNDER PRESSURE: The Customer Service Challenge

Life is full of distractions, and the work environment is no exception especially when you're dealing with customers. Good listening skills are essential for meeting cus-

tomers - and ensuring a positive experience with your organization. In three entertaining and informative stories, viewers learn the right and wrong ways to handle customer service challenges. Learn how three specific listening skills can soothe irate customers; help you get the information you need to solve their problems; and keep your focus in spite of interruptions. Once you've mastered these crucial skills, great customer service will be second nature. Learn three effective listening skills: Attentive - make the customer your first priority; Active - ask questions that address the clients' concerns; and, Objective - keep an open mind and avoid jumping to conclusions. Just as useful for long-term employees as for new hires, use this video to train your front-line customer service staff.

*#12302/1005 14 minutes 2007 \$149.95 *CC*

USE THE TELEPHONE THE RIGHT WAY

This training program provides viewers with key skills and strategies for effective telephone use. Good common sense telephone techniques and old-fashion courtesy, especially in today's digital age, often define crucial business moments. Poor telephone skills can cause customer dissatisfaction or loss of customers, damage the organizational image, and threaten overall caller goodwill. Employees will learn how to apply 14 key call-handling skills that will boost any organization's credibility (and bottom line) and also their own professionalism and value. Viewers also learn to: Provide great service, turning phone calls into relationship builders; De-magnify conflict over the phone through sensitivity; Overcome the two root causes of poor telephone communication; Vary timing, tone and word choice to enhance caller comfort; Apply voice mail etiquette that's also efficient; and, Check phone use attitude," follow the "two-ring rule" and more!

#5789/0960 24 minutes 2002 \$129.95

SEVEN THINGS NEVER TO SAY TO YOUR CUSTOMERS!

Seven deadly service statements ... they sound ominous, don't they? And for good reason. Some of these statements may seem perfectly innocent on the surface and there may be times when you're tempted to try using one or more other them to improve a difficult service situation. But more often than not, you'll find that you've unwittingly only made things worse. With the advice presented in this program, you'll learn to avoid these service killers and naturally end up providing customers with the care and professional service they deserve ... boosting customer loyalty to new heights!

**Includes a 12-page Program Guide - yours to copy and distribute at in-house training sessions.*

#13846/0277 21 minutes 2005 \$149.95

New! WHEN THE PHONE RINGS: Telephone Skills for Better Service

Great telephone service doesn't have to be a thing of the past. Even with the advent of email and the Internet, customers still want to be able to call sometimes and reach a live person. And how that call is handled still makes a huge difference to the success of your organization. When the phone rings, your employees have only a few seconds to set a tone. To communicate that your company listens to customers and gives them what they need every single time they call. Those who answer the phones are speaking for everyone in the company. Make sure they have training. Teach the ABC's of telephone courtesy: Customer service etiquette; Taking an accurate message; Handling transfers and multiple lines; Voice mail and leaving a message; and, Problem calls.

#13051/1005 20 minutes 2010 \$159.95

THE POWER OF CUSTOMER SERVICE

This training program with Dr. Paul R. Timm provides the basics needed in any organization to improve customer service. It's not just a lot of theory. In fact, it's the opposite. Loaded with do-it-now skills that can be put to work immediately. There is also a workbook and an audiocassette for additional reinforcement. Viewers learn that customer service comes from the inside. Also that the term customer can also refer to a co-worker, even a friend or relation. Using the "three C's" of good customer service - Concern, Communication, and Competence, leading customer service expert Dr. Paul Timm brings to life the skills needed to enrich any customer service relationship. To survive in the competitive market place means treating customers like they are members of the family. A positive customer relationship is the key at any level of any organization," says Dr. Timm.

*#6276/0960 45 minutes 2004 \$129.95 *CC*

TRICKY CUSTOMERS: How to Stay Cool Under Pressure

This program gives a simple plan for dealing with tricky customers. Many behaviours qualify as tricky. Customers may be impatient, rude, ungrateful, complaining or just hard to please. The behaviour that most people find hard to manage is the angry or irate customer. This program shows how easy it is for the service giver to be drawn into an argument. The focus then moves from the issue at hand to who is going to win or lose. Take the H.E.A.T. is a simple plan for dealing with angry or irate customers: Hear them out. Empathize. Apologize. Take action. Real-life scenes contrast ineffective behaviours with those used by people who can "take the H.E.A.T.". A commentary is given with a studio audience. BONUS FEATURE - The Manager and Tricky Customers (4 minutes) - Some managers are reluctant to get involved with tricky customers. A retail situation demonstrates the difference between the manager who just observes his staff member and the one who goes to her defense.

#13614/0293 17 minutes Includes Training Guide \$195

ETHICS, ETIQUETTE & ATTITUDE

New! ALVIN'S GUIDE TO GOOD BUSINESS: Case Studies in Social Entrepreneurship

Alvin Hall, a finance expert with 25 years of experience on Wall Street, travels the world meeting social entrepreneurs and business leaders who are just as interested in doing good as in making money. In this eight-part series, Hall advises socially conscious enterprises and organizations operating in the developing world about how to become more effective. From Africa to Asia to North America, Hall presents executives with specific challenges that will put each group on a track toward becoming the streamlined source of global improvement its founders intended it to be. *There are eight programs in the series - detailed descriptions of each are available.

RIDERS FOR HEALTH: Zambia

CAMFED: Zambia

APOPO VAPOR DETECTION TECHNOLOGY:

Tanzania and Mozambique

PARTNERS IN HEALTH: Malawi

INTERNATIONAL DEVELOPMENT ENTERPRISES: India

MARINE STEWARDSHIP COUNCIL: Japan

FRIENDS INTERNATIONAL: Cambodia

KIVA: U.S.A.

#13899/0635 Eight 22-minute programs 2010 \$129.95 each or Series \$979.95

ETIQUETTE HOT LINE: Table Manners

While teenagers face the etiquette traps of a formal restaurant, an "etiquette hotline" expert answers questions posed by youthful callers. Advice ranges from proper handling of eating utensils to how to manage spaghetti and finger foods. Presented from the student's point of view, this motivational and often amusing program emphasizes avoiding embarrassing mistakes in social and business situations, using a napkin, cutting food, proper posture and grooming, eating soup, checking the bill, and tipping.

*Includes Guide

#9799/1120 23 minutes 2004 \$99.95

MANNERS AT WORK Revised for the 21st Century Workplace

Why does etiquette matter in the dog-eat-dog world of business? Etiquette is the oil of social machinery that smoothes the rough edges of personal interaction, especially among near strangers. A worker who knows good manners at work has a real business advantage. It sets the worker apart from competitors who lack social or people skills. Good manners are good business, because they make people want to work with you. Etiquette isn't merely about being "nice" - it's about being effective in the corporate world. Learn: Making and acknowledging introductions; Proper etiquette up and down the organizational hierarchy; Cubicle courtesy; How to shake hands; Getting along with office co-workers; Electronic etiquette: using cell phones, camera phones, voicemail, and e-mail; and, Sharing office space and equipment.

#9719/1120 21 minutes 2005 \$99.95

COMPLIANCE IS JUST THE BEGINNING

****FOUR STAR RATING from TRAINING MEDIA REVIEW

"Provides the perfect backdrop to discuss company values, difficult decision making, and ethical issues affecting today's workers. The variety of scenarios and quality of the content will take the sting out of training such a touchy subject. As a facilitator, you will benefit from the structure and flexibility to pick and choose how to conduct discussions and exercises. Your audience will appreciate the credible expert opinions that they wouldn't get in a typical compliance meeting."

How do you make better ethical decisions at work? Just because a particular choice is legal does not make it right. Seeing legal compliance as the goal of ethics rather than the starting point can lead to poor decision making with disastrous consequences for the individuals involved and their organizations. Compliance is essential, but it's not enough. This series presents an easy-to-learn approach that will help employees at all levels make better ethical decisions. **THREE STEPS TO ETHICAL DECISIONS** - introduces the process. We hear from a former Enron executive as well as six ethics experts who discuss the pressures people can feel that may lead them to make poor decisions. We explore the importance of being aware of our core values as well as the standards of behavior expected by our organizations and our communities. Most importantly, we learn the 3 steps we can each take when faced with a tough ethical choice to help us make the best possible decision. These are: The Compliance Test; The Ripple Effect; and, The Gut Check. 24 minutes

ETHICAL SITUATIONS TO CONSIDER - presents us with eight dramatized scenarios. These stories represent familiar ethical issues most of us will face at some time. By discussing these situations and applying the 3 Steps process in each case, employees gain valuable practice and reinforcement. 32 minutes

The programs come with a comprehensive facilitation package that includes course outlines, training activities, reproducible handouts, and optional PowerPoint slides.

#9397/1780 Two programs 2005 \$595 each or Series \$995

ETHICS AT WORK: Doing the Right Thing on the Job

Is it okay to give your friends free food at the restaurant where you work? Or bring home supplies from the office? Are these practices just as wrong as stealing from the proverbial cash drawer? That's what this video explores, by looking at the ins and outs of ethical behavior in today's work environment. From extended lunches to computer hacking to sexual harassment, we discuss the fine lines of business ethics with employers, employees, and workplace professionals.

*Includes Guide

#9426/1280 20 minutes 2004 \$108



New! PROFESSIONAL EMAIL ETIQUETTE

Avoid embarrassing errors and make your best impression on customers and colleagues. Email is fast becoming the preferred

method of contact for sharing information and resolving problems. The impression you leave with others about the quality of your organization and your own personal competency is largely based on the courtesy and professionalism of your email correspondence. Learn about: Email etiquette and best practices; Openings and closings; Proper formatting and subject lines; Grammar and punctuation; Writing "bad news" emails; and, Email customer service. No matter how long you've been using email, you'll learn some very important guidelines in this video - guidelines that will protect you from catastrophes and ensure your messages are professional, every time.

#13757/1005 26 minutes 2010 \$129.95

THE BASICS OF BUSINESS ETIQUETTE

Viewers learn that the way they handle themselves in a business and social environment can reveal a lot about them and their position within an organization. From meetings with the boss or clients and customers, knowing the right things to do and say can make a tremendous difference in helping them and their organizations reach their goals. They'll learn: Why etiquette is important; Proper manners for meeting and greeting others; Spatial arrangements: How close to stand and why; Basic office equipment etiquette; Professional presence (what to wear and not to wear); The basics of how to act in both business and social situations; and, How to manage dining dilemmas. Includes audiocassette and copy of the book by Marjorie Brody and Barbara Pachter, which is part of the "Business Skills Express Series" published by the McGraw-Hill Companies.

#10333/0960 45 minutes 2001 \$129.95

ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS

Many businesses abide by a code of conduct, either company-specific or industry-wide. This timely program distinguishes between ethical behavior and social responsibility by spotlighting two well-known Australian businesses that exhibit both qualities. The Bendigo Bank and its Community Bank initiative, a cooperatively spirited venture, teaches solid commercial principles to franchisees. The Body Shop, the skin-care product provider, calls itself an activist organization committed to positive social and environmental change and a retailer committed to customer service excellence. The underlying message? Good community is good business.

#9874/0635 23 minutes 2003 \$99.95

PROFESSIONAL CONDUCT 101: Vital Skills for New Employees

Starting a new job always has its challenges, but new employees need to understand that success often hinges as much on projecting a professional image as on the quality of their work. Could your new employees use some help with the common ground rules of workplace behavior? Then this program is a must! They'll discover the vital skills needed in order to develop a professional image, and productive behavior.

**Includes 10-page Program Guide*
#14049/0277 16 minutes 2005 \$149.95

RESEARCH ETHICS

This program examines ethical issues in social, natural sciences, and health research. It covers such topics as plagiarism, crediting of sources, falsification of data, the use of human and animal subjects, informed consent, privacy, and conflicts of interest.

#12948/0880 21 minutes 2008 \$219.95

YES LIVES IN THE LAND OF NO!

It's no secret that we live in a world full of negativity. Negativity surrounds us - in our workplaces, in our communities, even in our families. But sometimes, it's our own negativity that stands between us and success. Understanding the sources of negativity; both our own and others', is essential for people to work together effectively. Yes Lives in the Land of NO will guide participants through their own journeys in the land of NO. This animated program will help viewers deal with negativity faster, more effectively, and with a lot less discouragement and despair. **Education, Government, Non-Profit 25% *Additional copies 50%*
#12085/1943 8 minutes 2007 \$495

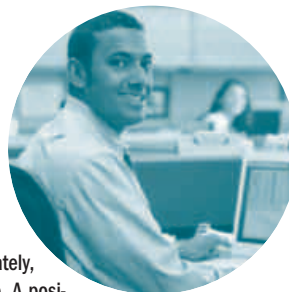
New! FOR EMPLOYEES: BEING POSITIVE IN THE WORKPLACE - Good Attitudes are Contagious!

Disagreements, complaints, criticisms ... they're going to happen. Negativity can get a stranglehold on a workplace. It spreads as quickly through an office as a computer virus. Fortunately, the flip side is true, too. A positive attitude is also contagious.

**Includes 10-page Program Guide*
#14047/0277 22 minutes 2004 \$149.95

THE POWER OF ATTITUDE: It DOES Make a Difference

"Positive attitude. Positive attitude. Positive attitude." ... A worn-out anthem? Or is there really power behind a positive attitude? This program shows that there IS, and most of what makes us positive is attributed to our own self-image. This video unfolds five steps for developing and projecting a positive attitude in the workplace, and beyond. You'll see how to determine the attitude types of co-workers, how to deal with them and how to keep the hard work of maintaining your own positive attitude in perspective. This also offers general strategies for defusing difficult attitudes before they cause injury to the big and little things we do all day long. **Includes Video, Audio and Book*
#10812/0960 19 minutes \$129.95



SEEING RED CARS

"We often place our focus on what we don't want. And since we get more of what we focus on, what really happens? We create more of what we don't want and don't even realize we're doing it." Laura Goodrich

How can you get more of what you want? This program encourages audiences to focus on what they DO want instead of focusing on what they don't! By having a positive attitude and taking action, viewers will be motivated to move in the right direction for themselves and for their organization. Hosted by Laura Goodrich, trainer and consultant, this unique and engaging program helps audiences make better decisions, combat negativity, and create a positive environment.

**Includes Training Guide, Self-study Guide, PowerPoint Presentation, Transcript, Printable Reminder Cards, Workshop invitation and Six speech tips.*

**Education, Government, Non-Profit 25% discount*
**2nd and additional copies 50% off full list!*
#12006/1943 10 minutes 2008 \$595 *CC

FIRST IMPRESSIONS: Etiquette and Work Habits for New Employees

A bad first impression is hard to shake! This video will save your students from common workplace blunders by showing them how to present a polished appearance, use positive body language, and demonstrate a can-do work ethic. A professional corporate image consultant shares her knowledge while the Wall of Wasted Opportunities - an animated rogues' gallery of employees who blew their first impression - memorably drives the program's message home.

#9447/0405 22 minutes 2005 \$99.95 *CC



THE DEWITT JONES COLLECTION

As one of America's top professional photographers Dewitt Jones has demonstrated his VISION in more ways than one. In a 20-year career with National Geographic, his ability to recognize what his camera could see, and capture it,

has developed alongside and re-enforced a personal vision of "celebrating what's right with the world". He found that the creative tools he employed as a photographer had an even deeper meaning when applied directly to his personal and professional life. His explanation of how these two types of vision have changed both his professional and personal life is both informative and inspirational as are the photographic works he uses to illustrate his key concepts.

1. CELEBRATE WHAT'S RIGHT WITH THE WORLD!

This program is about bringing a sense of personal creativity, of vision, perhaps even of art to the way viewers approach their everyday functions while working or in their private lives. Viewers learn what a powerful force having a vision of possibilities can be. They are asked to consider whether they have a vision for themselves and for the organization they work for... a

vision that gets them excited every morning and keeps them open to possibilities. **#7265/1943 22 minutes**

2. EVERYDAY CREATIVITY

"Everyday Creativity is one of the most empowering video's I have ever seen. It has the ability to go beyond today into the future." Dick Wills, UMC
 Getting creative juices flowing is essential to individuals as well as to organizations. But many people don't believe they are creative or have the 'talent' to be so. This video offers a surprising truth about creativity - that it's not a magical, mysterious occurrence, but a ready tool that enables people to look at the ordinary and see the ... extraordinary. In this program viewers share Jones' inspirational stories, memorable locations, and stunning examples of his work. They feel inspired and encouraged to apply his simple, yet powerful creativity techniques to all of their everyday challenges. And, without a doubt, these new solutions will mean the difference between just getting by and finding success and fulfillment. **#11051/1943 20 minutes**

3. FOCUS YOUR VISION

"Dream the dream, find that extraordinary vision, and keep it in focus." Dewitt Jones
 How can we find our direction, our purpose? When we combine our energy and passion with our focused visions, we give ourselves direction and power. Dewitt encourages us to develop our visions and turn them into reality. When

we connect with our visions, and in doing so, release our passion; we have a better understanding of who we are, what we stand for, and where we're going. Key Concepts: Keep Your Vision Focused; Stop, Look, and Listen; Hold On To The Best, Let The Rest Fall Away; Trust Your Intuition; It's Not Trespassing to Go Beyond Your Own Boundaries; Make Your Vision Big Enough; and, Do You Have Juice In Your Camera? **#11052/1943 20 minutes**

4. FOR THE LOVE OF IT

How can you find a way to love what you do? Every day? In this program, Dewitt discusses how we all have the ability to love what we do through honoring our passion, making a contribution to those around us, and expressing gratitude. When you work for the love of it, you will serve as an inspiration to yourself and to those around you. "You can't wait for it to come to you. You just have to fall in love with what you're doing, right now." **#10847/1943 25 minutes 2007**

**Each program Includes a comprehensive Leader's Guide, Participant Workbook, PowerPoint presentation on CD-ROM, and Pocket Reminder Cards - everything needed to begin training.*

Government 10% Education & Non-profit 25% discount
2nd or more copies 50% off list

****Each program is \$795 or Special Series Offer \$2,595 (save \$585!)***

STRESS, ANGER, CONFLICT, VIOLENCE

ALL ABOUT STRESS SERIES

The programs in this series feature Dr. David Katz, a medical consultant for ABC News. Includes a full PowerPoint presentation, the video, handouts and bonus materials like a special behavioral change module based on the stages of change model. It will help employees, clients and patients learn how to effectively deal with stress in their daily lives.

RECOGNIZING STRESS

Stress affects everyone. Yet most people fail to make the connection between their own stress and the onset of stress-related health problems like recurrent colds, high blood pressure, mood disorders and chronic pain. With the help of Dr. Katz your audiences will begin to make this connection. This program follows four people who describe their difficulties with mood swings, disorganization, anger and insomnia and eventually come to understand the importance of managing stress. If you want to start a dialog about stress in your organization this is a great place to start. #12858

MANAGING STRESS

Wouldn't you like to let stress just roll right off your back? Wouldn't it be empowering to take criticism without being bothered by it? Wouldn't it be great if you could communicate clearly in difficult situations without offending anyone? With help from Dr. Katz your audience will learn five resiliency skills that will help them deflect stress, handle criticism better and communicate more effectively. They'll follow four people as they learn how to adapt, stay flexible, accept change, be proactive and bounce back from adversity. If you want to help people make managing stress a lifelong habit, this video will get them started in the right direction. #12854

RESILIENCE: Mastering Stress

Learn how to tackle stress in five easy steps: Identify the source of your stress; Eliminate or avoid stress whenever possible; Rethink the stress you can't avoid; Cope with the stress you can't rethink; and, Seek support. With guidance from Dr. Katz, your audience will follow four people as they learn to use this simple formula to deal with credit card debt, traffic jams, depression and a difficult boss. If you want to motivate people into action this is the program to choose. #12855
#12860/0185 Three 15-minute programs 2009 \$189.95 or Series \$499.95

FROM STRESS TO STRENGTH

This best-selling video features Dr. Robert Eliot... one funny cardiologist! This program is loaded with jokes and great advice. The message he delivers in such an entertaining fashion is how to use stress reduction techniques to raise our personal and work productivity while maintaining health and resistance to disease.
#6959/0915 54 minutes 1994 \$129.95



GETTING HIGH:

Not in the Job Description

Whether the work is on an assembly line in a factory or writing computer programs for a company's accounting department, everyone has a right to a safe and drug-free work environment. Getting killed on the job or having the job disappear because of substance abuse related incompetence

are both to be avoided! Really!!! This program is designed to help viewers of all ages understand their rights and responsibilities on the job, to increase their protection from coworkers whose critical thinking and decision-making skills may be impaired through substance abuse. Doing something is critical!

#5431/1690 20 minutes 2001 \$89.95

ARREST THAT STRESS: How to Depressurize Your Work Life

Workplace stress runs high all too often. Those of us who suffer from it know - it can be painful. The costs are emotional, physical and financial. Don't despair; it's not hopeless. This video is for managers and employees who face stressful situations in the workplace. Demonstrates techniques for dealing with bosses, colleagues and customers.

#14052/0277 21 minutes 2003 \$149.95

THE EMERGENCY STRESS KIT with Loretta LaRoche

Loretta LaRoche shares her wacky and irreverent ways to discover the healing power of humor, and stop "global whining" in this collection. These three programs are great for raising the laughter level and bringing down the stress in almost any situation whether for individuals or in groups.

THE JOY OF STRESS - Deals with managing change through humor and choice. Clear instructions are provided on how to become crazed and humorless! Explore humorous options to reduce stressful situations. Guaranteed to provide a natural high that comes with a dose of laughter. 56 minutes
HUMOR YOUR STRESS - Faxing, phoning, whining, over-achieving, over-scheduling, and over-dressing have taken over... Watch out! Loretta's here to lead viewers back to a simpler and much funnier time. 56 minutes

LIFE IS SHORT! WEAR YOUR PARTY PANTS - Armed with some of the newest findings in the field of mind-body health, Loretta promises to show us how to bounce back every day with humor and sound psychological advice - along with making sure that we don't forget to wear our party pants. If you're not sure that you have party pants, this is the perfect opportunity to find out! 56 minutes
#1027/0890 Three DVDs & FREE Clown's Nose! \$69.95 *CC

A HEALTHY WORKLIFE

While young adults are at high risk for engaging in a variety of unhealthful behaviors with negative health consequences, most programs for young adults primarily target adolescents in school and miss a large segment of emerging adults who have left school and entered the workforce. This program fills this gap by helping them make the connection between personal health behavior choices and successful work life. Divided into four primary modules: Stress and Anger Management; Nutrition; Substance Abuse; and, Tobacco Use. Follows the lives of three young adults as they learn how personal choices, such as the way they handle stress, can affect their professional lives. *A User's Guide (for individual users) and Trainer's Guide are also included.

#4448/0885 62 minutes 2006 \$249.95

DON'T PANIC! A Recipe for Success in Times of Stress

Panics come in many shapes and sizes. Their common denominator is that they are never helpful. To panic is to lose perspective and succumb to fear. This often leads to poor decisions, lost focus, paralysis and a bad outcome. DON'T PANIC! was created to help people within organizations handle stressful situations in a way that is positive and productive. Presents five key elements of a constructive response to circumstances that might intimidate or frighten us. Designed to be used in a work or academic environment, the principles of this program can also be applied in our personal lives. In this entertaining and thoughtful video cooking serves as a metaphor for working through a challenge together, as nine fascinating people who have successfully navigated stressful situations at work come together to cook a meal. After the flames die down, the participants enjoy the meal they've created and share what they've learned from their dialogue.

*Includes comprehensive facilitation materials with course outlines, training activities, reproducible handouts, and PowerPoint slides.

*Discounts - Education, Non-Profit & Government 20%
#12987/1780 24 minutes 2009 \$695

STRESSBUSTERS: Ten Little Commitments to Reduce Stress

Loretta LaRoche just keeps getting better and better. She takes aim at stress at work and how it affects productivity and the general health of the workplace. Loretta brings the quirks and oddities, the personalities and characters, that are part of every work environment out into the open where she delivers a mirthful knockout blow by showing viewers how to LIGHTEN UP!!! An Action Guide to help viewers get their own 'stress relief through laughter' program moving is included.

*Discount of 20% to Education and 10% to Government and non-profit
#1083/0550 37 minutes 1999 \$595

BALANCING THE STRESS OF LIFE

Bringing stress from work to home or stress from home to work can often inflame situations in both places. Through this excellent dramatization viewers can see for themselves how this happens. They are also shown how to step back and look at their own attitudes and behaviors to stop stress from taking control of their lives. The comprehensive Guide and Handouts make this an excellent foundation for employee health and assistance programs while the entertaining dramatizations make it great for individual enlightenment.

#2256/0185 18 minutes 1998 \$149.95

LETTING GO OF STRESS: A Guide to Achieving Deep Relaxation

Viewers are shown quick, easy, and effective stress reduction techniques that will relax them and achieve a wonderful feeling of peace and well-being. The video offers practical tips on how to lead a simpler, lighter, and more restful style of life. This program will help relieve tension through practicing these techniques: Deep Breathing; Simple Stretches; Acupressure and Self-Massage; and, Progressive Relaxation.

#10712/0795 26 minutes \$29.95

LIVING WITH STRESS

This program gives strategies to help viewers reduce stress and feel more in control. Explains stress and how each person has a choice in how they respond to it. Demonstrates the mind-body connection and how your mood or the way you feel can lead to relaxation or stress. This fresh insight will challenge you to re-think habits of thought and action that may be creating stress in your life. A special feature is the inclusion of a prescription for good health to better withstand stress, recover from it quicker and have more energy. This is a useful program for people in challenging situations when they need to rise above their circumstances.

*See below for the companion program **STRESS AND HUMOUR**.

#13503/0293 28 minutes 2005 \$195

STRESS AND HUMOUR

This hilarious program explores the relationship between stress and humour. Stress and humour go well together. A sense of humour allows us to see the lighter side of life's problems, especially those we cannot change. As you laugh along with a studio audience, you'll discover for yourself the energizing and relaxing benefits of laughter. You'll learn where to find and use humour to develop a more playful disposition, boost your sense of humour and get other people laughing. The program is filled with funny stories, practical ideas and props to bring more humour into your life. Can be used as a 'fun break' at home and at work for meetings, training sessions and team building.

*See above for the companion program **LIVING WITH STRESS**

#13611/0293 27 minutes \$129.95



PREVENTING BURNOUT IN YOUR ORGANIZATION

What can be done about burnout and its high costs both to the employee and the organization? Professor Christina Maslach describes six contributing factors that increase the risk of burnout, and the human toll it takes on individuals and job performance. Dr. Maslach then suggests intervention strategies

that turn the multidimensional syndromes of exhaustion, cynicism and ineffectiveness into energy, involvement and achievement. Christina Maslach, Professor of Psychology at the University of California at Berkeley, is one of the pioneering researchers on job burnout. She holds an AB, magna cum laude, in Social Relations from Harvard-Radcliffe College, and a PhD in Psychology from Stanford University.

*This program is part of the **EXECUTIVE BRIEFINGS Series**.

#10037/1005 53 minutes 2001 \$99.95

RELAXING THROUGH THE SEASONS with Dr. Joan Borysenko

A compelling guide through five relaxation techniques developed by the Mind/Body Clinic of the New England Deaconess Hospital, Harvard Medical School. These techniques will help elicit the relaxation response - the body's own natural defense against stress-related illness and can actually boost the immune system, lower cholesterol and overcome pain. The five exercises are abdominal breathing, body-relaxers, progressive muscle relaxation, meditation and "10 to 1" countdown. The nature film footage, soothing music, rich environmental sounds and the gentle voice of Dr. Borysenko will guide you into a peaceful state of deep relaxation.

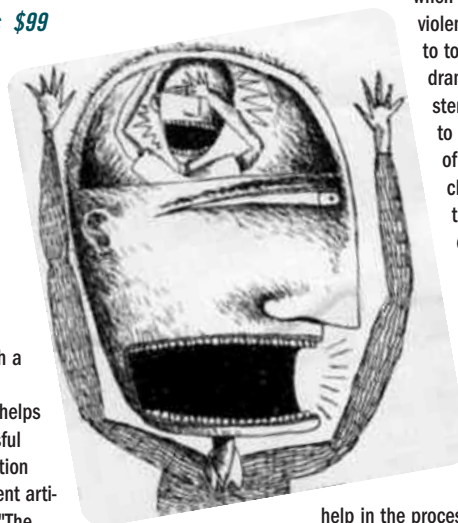
#3620/0185 33 minutes \$99

SHORT CIRCUITING STRESS Revised

Most people blame events and circumstances for their stress never realizing that it's their thoughts about these events and circumstances that is the true source of their distress. Reversing this tendency with a technique called cognitive restructuring, this program helps people "short-circuit" stressful emotions like anger, frustration and anxiety. To quote a recent article in The New York Times, "The one workplace stress-reduction technique that seems to outperform all others is cognitive restructuring." Contains all new scenes!

#9449/0185 17 minutes 2005

Includes Guide \$149



WELL, WELL, WELL: Nutrition, Exercise and Stress Management

Is it possible to create a comedy about the subject of wellness? It is if you've got three unhealthy characters like Jose, Latisha and Bill working for a company that sells health and wellness products. They've been given the assignment of organizing the annual company picnic. Jose, whose diet is atrocious, is put in charge of the food. Bill, who has never exercised a day in his life, is put in charge of the activities and the "fun run." Latisha, who is so disorganized and stressed that she has trouble sleeping, is given the job of coordinating the whole event. Their bumbling attempts at tackling their unlikely assignments is a formula for comedy until a magical character named "Auntie B" comes along and teaches them what they need to know about nutrition, exercise and stress management.

#1059/0185 24 minutes 2005 \$99.95

STRESS RELIEF! Healing with Dr. Russ Greenfield

Dr. Russ Greenfield is a nationally recognized expert in integrative medicine and in this program he explains what generates stress, how stress affects our families, and how to take positive steps to prevent and deal with stress. This comprehensive program consists of 23 chapters with recognized experts including chapters on Yoga, Tai Chi, Meditation and Cooking for Better Living. Designed to help provide support and relieve stress. Easy maneuvering from chapter to chapter.

#11124/0145 80 minutes 2006 \$149.95

FACING ANGER: Take Responsibility

From the producer of the best selling "Why Are You So Angry?", this is an examination of workplace anger. The headlines about murder and violence in the workplace get a lot of attention but the accumulation of destructive energy that results from anger even

when it doesn't find expression in violent behavior is extremely costly to today's workplace. Excellent dramatizations bring some stereo-typical characteristics to life for viewers in the form of the bully, the blamer, the chronic, the short fuse, and the camouflager. Traits are discussed and mechanisms for 'taking control' of our anger are demonstrated. Before any kind of resolution to on-going workplace conflicts can be initiated it is necessary for those involved to see themselves as others see them. This video can

help in the process a lot. Anger at work is destructive and expensive even when it doesn't lead to bloodshed and murder.

*Includes 21-page Leader's Guide

#11055/1835 20 minutes \$249.95

MANAGING CONFLICT AT WORK: The Art of Communication

Dealing with conflict of one kind or another is a significant part of today's fast-paced, high intensity work place. From small disagreements to policy battles, conflict is a normal part of most everyone's daily work life. This video shows how to keep it positive and turn workplace conflict into a learning experience - that's right, conflict, a positive, learning experience. The result will be a new atmosphere on the job, a feeling that problems are in fact solvable, and provide opportunities for everyone involved to grow and improve.

#10794/0960 20 minutes 2001 \$129.95

New!

CONFLICTS IN THE WORKPLACE: Sources and Solutions

Constructive disagreement can add value, as employees compromise and reach better decisions based on input from others. Conflict becomes destructive when anger, jealousy, and other strong emotions turn the focus away from problem solving and toward personal attacks. Destructive conflict can ruin relationships among workers, interfere with productivity, destroy teamwork, and contribute to employee absenteeism and turnover. While acknowledging common sources of conflict, this entertaining video provides eight specific, reliable solutions: skills that help you put aside your differences, control your emotions, and move forward. Now, it is true that there are many things you CAN'T control when you are dealing with your coworkers or colleagues. But there are skills you can learn to keep disagreements constructive and resolve conflicts in a positive way. The most important thing to keep in mind is that resolving conflict is not about one person proving the other person wrong. Resolving conflict is about working WITH the other person to solve the problem and maintain the relationship. Bottom line: there will always be conflict. The secret is learning to manage it successfully. Doing so empowers you to take control of your life - and career.

**Includes 50-page Study Guide that provides the opportunity to take a pre-test & post-test to evaluate knowledge of conflict resolution, understand common sources of workplace conflicts, grasp negative consequences, learn easy-to-use techniques, and much more!*

#13756/1005 17 minutes 2010 \$179.95 *CC

CRITICISM: Giving and Taking

Viewers learn that criticism is a necessary and constructive tool in every workplace. They also learn that it isn't a weapon and shouldn't be used as one. The video clearly demonstrates how to GIVE constructive criticism tactfully as well as how to TAKE it professionally, without defensiveness, and without feeling humiliated. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 35 page Study Guide. A Leader's Guide is also available.*

#11049/1005 21 minutes \$139

**Also in Spanish*



THE ART OF RESOLVING CONFLICTS IN THE WORKPLACE

** EMMY AWARD for outstanding cinematography*

This video shows viewers how unresolved workplace conflict causes stress, frustration and lost work time resulting in delayed decisions, increased mistakes, employee turnover, ill-

ness and absenteeism. Resolution techniques are presented. Part of the famous Toastmaster's Series of business videos that offer excellent production values, dramatizations, quality of information, all at great prices.

**Includes 38-page Guide. A comprehensive*

Leader's Manual is also available.

#10018/1005 37 minutes

\$99.95 **Also in Spanish*

WORKPLACE RELATIONSHIPS SERIES

This comprehensive video course contains six programs:

BUILDING A POSITIVE, PRODUCTIVE ENVIRONMENT

- Participants come to understand why negative attitudes develop in the workplace. They learn the importance of demonstrating personal leadership in building and maintaining a positive work environment and the specific skills needed to resolve complaints. They then formulate a personal plan for resolving complaints and making work more enjoyable and productive. 24 minutes

NEGOTIATING CONFLICT - This session helps participants understand why conflict occurs and how effective listening and communication skills are the key to achieving win-win solutions. Participants learn how to solve standoffs and how to take personal responsibility for resolving differences. 20 minutes

PREVENTING SEXUAL HARASSMENT - In this session, participants learn about the myths associated with sexual harassment and how the law defines it, including quid-pro-quo and hostile-environment situations. Participants then learn the skills to prevent it from happening and how to address it if it does occur. 28 minutes

ADDRESSING DIVERSITY - Building strength from employee differences is crucial to your bottom-line success. This session helps employees understand and appreciate diversity. Participants learn about the consequences of stereotyping, what to do if they suspect there is a diversity problem, and six techniques to encourage understanding and acceptance within the workplace. 20 minutes

WORKING WITH DIFFICULT PEOPLE - Difficult people are inevitable in the workplace, but the problems associated with working with them don't have to be. This session examines some of the reasons why people can be difficult to work with. Participants learn four skills for coping with difficult people and how to take responsibility for solving their interpersonal problems now and in the future. 18 minutes

MEETING THE CHALLENGE OF CHANGE - Whether your organization is downsizing, expanding, reorganizing, or merely experiencing growing pains, nothing has more effect on staff morale and productivity than change.

In this session, participants learn how change affects workplace relationships and how coworkers respond differently to change. They then explore ways to accept change and view it as an opportunity instead of a threat. Five strategies for coping with change equip employees with the skills they need to redefine roles, expectations, and relationships - and come out ahead. 23 minutes

**Each program includes a Leader's Guide to help you plan your workshop as well as five skill building Guides to help your audience assess their options and plan for change.*

#10855/2160 Six programs 2000 \$99 each or Series \$535



New! WORKPLACE VIOLENCE: The Early Warning Signs

Workplace violence.

It can happen in any size organization, in any industry. Much is now known about such

attacks, so that the vast majority

can be prevented by paying attention to the warning signs and responding with quick, decisive action.

These two dramatic programs are narrated by Stephen G. White, PhD - a leading expert on workplace violence who has consulted on thousands of threat cases for Fortune 500 companies and other organizations of all sizes, both public and private. In these programs, Dr. White draws from his experiences to dispel some of the common myths about workplace violence, while providing a better understanding of what you should be aware of to help keep your workplace safe.

EMPLOYEE VERSION - details the ten warning signs of workplace violence, as seen from the employee perspective. 17 minutes

MANAGER VERSION - provides supervisors with additional content, including guidelines for holding information-gathering meetings, confronting a bully, or terminating a problem employee. 24 minutes

**Includes a 34-page Study Guide*

#13760/1005 Two programs 2010 \$199.95 each or Series \$359.95 *CC **Also in Spanish*

SEXUAL HARASSMENT: Serious Business

Sexual harassment videos are tough to make: the acting can be forced, the scenarios unrealistic. This award-winner is the exception. Viewers observe five realistic story lines, four office scenarios and one plant scenario. Some problems solve themselves through communication, but others result in serious consequences. Viewers learn: Why preventing sexual harassment helps everyone; How to respond to quid pro quo harassment; How to confront harassers and tell them to stop unwelcome behaviors; The negative impacts of workplace flirtations; Proper procedures for reporting and investigating complaints; and, The consequences of false accusations.

**Includes 16-page Leader's Guide*

#4288/1005 25 minutes \$149

**Also in Spanish*

PREVENT SEXUAL HARASSMENT IN THE WORKPLACE

*Winner TOP TEN TRAINING PRODUCTS - Human Resource Executive Magazine

Sexual harassment is a complicated issue that unfortunately confronts



employers and employees on a far too regular basis. This new self-study training program helps both the employer and employee understand exactly what sexual

harassment is, what they should do if they encounter sexual harassment in the workplace, and how to exercise it from a corporate culture. Presents a systematic approach to a very difficult problem.

*Includes Audio and book "Prevent Sexual Harassment in the Workplace"

#4289/0960 27 minutes 2000 \$129.95

DIVERSITY IN THE WORKPLACE

CAREER OPTIONS FOR WOMEN: Emerging Opportunities

Women who have succeeded in historically male-dominated occupations - many of them in technology, transportation, and high-skilled labor - are spotlighted in this 35-part series. Revealing the personal experiences and insights of women in a wide range of cutting-edge fields, the series raises viewer awareness, confidence, and excitement about career opportunities. Young women who have not yet entered the workforce will see that the sky is the limit, and viewers in general will understand how companies and work environments are enriched by greater diversity. There are 35 programs in the series - detailed descriptions of each are available...

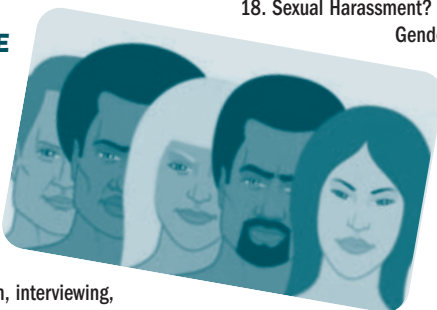
Automotive | Aviation | Construction | Culinary | Engineering | Entertainment | Information Technology | Manufacturing | Medical/Health | Protective Services | Rescue | Utilities | Agriculture | E-Commerce | Entrepreneurship | Film Production | Forestry | Marine Transportation | Mining | Oil and Gas Technologies | Robotics and Automation | Telecommunications | Video Games | Wood Products | Adventure Tourism | Aquaculture | Biotechnology | Finance and Investment | Gaming | Heavy Equipment Operation | Music | Rail Transportation | Rubber | Steel | Textiles

#12185/0635 Thirty-five 24-minute programs, 2006 \$99.95 each or Series \$3,249.95

BUILDING A DIVERSE WORKFORCE FOR THE GLOBAL MILLENNIUM

How do you promote, retain and encourage employees at the same time that you're dealing with workers from a multitude of different backgrounds? This series not only addresses important diversity issues, but also includes mentoring, teambuilding, communication, interviewing, change management, coaching, globalization, conflict resolution, and much more. Each program presents a dramatic interaction between two people. Well-written and beautifully produced, these programs are designed to engender group discussion around a variety of diversity and organizational issues that take place in both domestic and global settings.

1. Do We Speak the Same Language? Should Language and Cultural Style Impact Performance Evaluations?
2. Double Standards in Performance Appraisals. Balancing Work, Family and Global Travel



3. Why Can't We Attract and Keep People of Color? Recruiting and Retaining People of Color
4. Will My Mentor Make A Difference? Mentoring People of Color for Successful Careers
5. Is It the Cement Ceiling or Is It Me? Career Issues for Non-Management People Of Color
6. What about Me? Diversity's Impact on the Careers of Non-Management White Males
7. I Deserved It Didn't I? Diversity's Impact on the Careers of White Male Managers
8. Disbanding the "Good Old Boy Network" The Inclusive Vs. Non Inclusive Organization
9. Old School vs. New School: How Much Change Is Too Much, Too Fast?
10. But We've Always Done It That Way! How Much Change Is Too Much, Too Fast?
11. The Fatal Interview: Recruiting People of Color
12. The Balancing Act Gender Issues and Career Development ... Work versus Family
13. Worlds Apart: Building Effective Teams Globally
14. Making a Good Impression: Cross-Cultural Conflicts in Global Interviews and Recruitment
15. It's All in the Presentation: A Double Standard for Women?
16. You Don't Fit My Style: Cross-Cultural Challenges in Performance Evaluations
17. You're Making Me Uncomfortable: Gender Conflicts in Cross-Cultural Global Communications
18. Sexual Harassment? Are You Serious?:

Gender Issues in the Plant and in the Office

19. The Skip-Level Meeting: When You Want to Talk to the Manager's Manager
20. Building Teams in the Global Marketplace: Overcoming Cultural Conflicts in European Community

*Includes Leader's Guide for each program

*Education 20% Government and Non-Profit 10%
#4935/0550 Twenty 8 to 12-minute programs
1999 \$395 each or Series \$3,450

*** See also
CAREER COUNSELING: Multi-ethnic Demonstrations on Page 1

HARASSMENT AND DIVERSITY: Respecting Differences (Manager's Version)

Managing in a diverse workplace can be a challenge, but every manager has the responsibility to maintain a harassment-free workplace! While sexual harassment gets the bulk of the attention, there are other forms of workplace harassment that can be just as detrimental. Diversity in business should be celebrated, but unfortunately our differences carry the potential for harassment. Cultural backgrounds, age, religious beliefs, nationalities, and physical abilities are all targets for workplace discrimination, but they are also categories that are protected under law. Harassment can occur in any workplace where the diversity of employees might cause tension and difficult interactions. This dramatic story shows an all-too-common situation, where friction between employees grows from "just kidding around" into illegal harassment. It explains that your company should have a zero tolerance harassment policy that protects every employee, all the time. All employees have the right to work in an environment free of hostility, where courtesy and mutual respect are the dominant attitudes. Our narrator, Bruce Sarchet, an employment law attorney with Littler Mendelson PC, the National Employment and Labor Law Firm®, details the steps necessary to resolve harassment problems and protect both the company and the employees.

*There is also an EMPLOYEE VERSION of this program.

*Purchase includes a 23-page STUDY GUIDE that reinforces the definitions and topics covered in the video. Get examples of workplace harassment, learn about effective anti-harassment policies, and find out how to respond to and investigate a complaint.

#6916/1005 20 minutes 2005 \$169 *CC

*Also in Spanish

New! GENDER AND CONFLICT MANAGEMENT

It is well established that gender is a significant factor in perception and communication that impacts interpersonal relationships. We also know that conflict is inevitable in human interactions. This presentation reviews how conflict-management styles differ for women and men in professional settings. It also offers suggestions for positive responses given those gender differences. Understanding these differences and incorporating the suggested responses will give students the tools to resolve conflict in the business and professional setting.

#14043/0567 30 minutes 2008 \$79.95



HOW TO DEAL WITH CULTURAL DIVERSITY IN THE WORKPLACE

Different backgrounds result in different points of view... and doing things differently doesn't mean they're being done wrong. That's the reality of a diverse society. In this training program viewers learn to appreciate the real value of these differences in people and learn to put cultural diversity to work as a beneficial resource. The days of the insular marketplace are over. The worldwide economy is a fact. To compete requires creativity and openness to change. Cultural diversity brings fresh ideas and a variety of insight to any company or organization. Viewers learn how to: Communicate more effectively with individuals from diverse cultures; Mentor individuals from different backgrounds; Be sensitive to older employees within their organization - culture is not just race; Build foundations for teamwork; Deal with the varying perspectives of individuals from diverse cultures; and, Resolve conflicts by focusing on the common goal.

**The package includes the video, audiocassette and copy of the book "Cultural Diversity in the Work Place" by Sally J. Walton, which is part of the Business Skills Express Series published by The McGraw-Hill Companies.*

#5749/0960 30 minutes \$129.95

INVISIBLE RULES: Men, Women, and Teams (Revised Edition)

If, as Dr. Patricia Heim believes, men and women live in different cultures and if they have clashing opinions on what is "appropriate" adult behavior, how can they work together? How can they make the most of their differences and work as a team to the benefit of all? The differences are not right or wrong but they can result in confusion and conflict. By making these "Invisible Rules" visible, Dr. Heim provides the basis for better understanding, communication and teamwork.

**10% discount to Government, Education, Non-Profit*
#12994/0807 33 minutes 2005
Includes Guide \$495 *CC

***** See also
HE SAID, SHE SAID and THAT'S
NOT WHAT I MEANT with
Deborah Tannen on Page 23**

POWER DEAD-EVEN RULE AND OTHER GENDER DIFFERENCES IN THE WORKPLACE (Revised Edition)

Men and women live in different cultures?! They have different rules regarding what is considered "appropriate" adult behavior. Often neither gender is aware of these disparate norms and rules and often misread what is being communicated. This can be particularly problematic in the workplace. Women may see men as belligerent and insensitive. Men often see women as over-emotional. What they don't understand is that both men and women are doing what works in their own culture. Unfortunately, the same behavior can

backfire between the two. Consequently, what seems natural to one gender culture can seem mysterious and baffling to the other. In her thoughtful and lively presentation Dr. Heim will explain some of the different rules of the male and female cultures and help viewers understand and learn to improve workplace communication between men and women instead of placing the blame on either gender.

**10% discount to Government, Education, Non-Profit*
#12993/0807 43 minutes 2005
Includes Guide \$495 *CC

WE'RE ALL DIFFERENT: Diversity in the Workplace

Use this diversity awareness program to remind your employees of the importance of keeping an open mind and respecting each other, differences and all. Productivity is the name of the game these days, and most organizations can't afford to let that productivity slow down by the problems that can easily develop in today's multicultural workforce. Under pressure to get the job done better, cheaper and faster, it can be difficult for your employees to keep up. The challenge of getting along in a diverse work environment, with people of different backgrounds and cultures, can be the source of added anxiety - and the result can be a real pressure cooker. This diversity video helps relieve the pressure. Your employees will learn to identify and break through stereotypes and prejudices that can prevent them from accepting the differences they see around them.

#13086/1005 14 minutes 2009 \$159

WHAT YOU ARE IS WHERE YOU WERE WHEN - AGAIN!

**WINNER! Gold Aurora Award - Best Training Program and Bronze Telly Award!*
For over 30 years, MORRIS MASSEY addressed the issues of values, diversity, generational conflicts, and gender in his best selling videos. With a classic combination of humor, and no-nonsense directness, Morris has helped all of us all develop tools for working together. In particular, Morris has presented a framework for understanding all these differences. In this, his latest video, Massey takes on assumptions about race, religion, age, gender and will help you develop strategies to deal with your homegrown prejudices and acceptance of others. As he says in the program, "There's a reason we have two ears" but only one mouth. You want to know what people want? What people need? ASK them!"

**Includes a comprehensive Action Guide - four exercises, questions for discussion, training advice, a extensive glossary of terms and a full transcript of the program along with a PowerPoint presentation.*

**#11486/0550 Two parts on one DVD
(23 and 44 minutes) 2006 \$895 *CC**



A WOMAN'S PLACE IS IN THE BOARDROOM: Profiting from Equality

In 2002, the Norwegian government mandated that public companies must make their boardrooms 40 percent female - and the results have been nothing short of astonishing. With a spot-

light on landmark legislation in Europe and unequivocal statistics from both sides of the Atlantic, this program demonstrates that gender diversity in the boardroom is beneficial to the bottom line. Concerns over government intervention in a free market and the redistribution of power via quota are addressed, while an experiment conducted by social psychologist Peter Collett contrasting the work approaches of two teams of business school grads - one all-male, the other male and female - offers intriguing insights into the dynamics of gender in the workplace.

**Part of the series THINKING BIG*
#13484/0405 27 minutes 2009 \$129.95

PRINCIPLES AND PRACTICES OF BUILDING COMMUNITY

This is a series of compassionate, humorous and provocative training for service providers or undergraduate college level instruction providing skills and education on some of the most important concepts of community inclusion. Developed and presented by Dr. Thomas Pomeranz a nationally recognized authority, trainer, clinician and consultant in the field of services for people with disabilities. Dr. Pomeranz uses high quality graphics, humor and his 35 years of experience to engage his viewers. There are seven 50-minute volumes in the series - these are also available separately.

****Please note - detailed descriptions of each program are available on our website:*

Volume One - THE SKILLS OF COURTESY - Founded in the maxim "an institution is not a place; it is a state of mind".

Volume Two - AGE APPROPRIATENESS - Dr. Pomeranz decisively dispels the myth "they are children in adult bodies". The implications of developmental age and mental age are thoroughly explored.

Volume Three - SUPPORTED ROUTINES - The maxim that "without a presence, there is no future" serves as the foundation for this session.

Volume Four - POSITIVE BEHAVIORAL SUPPORTS - Dealing with anger and its consequences is one of the most difficult and important challenges we face in supporting people with developmental disabilities.

Volume Five - UNIVERSAL LANGUAGE - Heightens sensitivities to the impact of language in promoting respectful relationships.

Volume Six - INSTRUCTIONAL STRATEGIES - Dr. Pomeranz focuses on the fundamental strategies of promoting independence and self-determination.

Volume Seven - TRANSITION: From Consumer to Producer - Staff will learn 'Best Practice' approaches in transitioning classic day program services to a "work" oriented service model.

#14095/1615 Seven 50-minute programs

2005 \$79.95 each or Series \$449.95

TEN COMMANDMENTS: Communicating with People with Disabilities

This isn't about political correctness. It gives viewers who supervise, work with or provide any kind of customer service to people with disabilities a better grasp of how they can communicate better, more effectively and more sensitively. Viewers are treated to humorous vignettes to help explain the right and the wrong ways to go about it. *Includes 20 pages of camera ready reproducible resource guides, closed captioned version followed by a second version with open captioning and audio descriptor all on one video cassette.

#7430/1615 26 minutes 1994 \$199.95

WEALTH, INNOVATION AND DIVERSITY with Joel Barker

Joel Barker takes viewers on a visually-stunning world tour that delivers a powerful message showing how human diversity has historically, and still does generate innovations that lead directly to prosperity. This same pattern can be found in nations and in organizations of all kinds. The power of opening the minds of members to 'different' ideas and combining the diverse talents of individuals from different backgrounds is illustrated using science, history and business examples. This makes the program useful for a wide range of applications. Delivering this profound message while at the same time showing people how

diversity can benefit them and their organization makes the program invaluable.

*Includes Leader's Guide & Participant Workbook

*Government 10% Education & Non-profit discount 25%

*Additional copies 50% off list

#9553/1943 28 minutes 2000 \$695

***** Ask about our
easy email preview!!!**

FINANCIAL MELTDOWN & SHADY PRACTICES

BLACK MONEY

Investigate the invisible and shadowy world of international bribery. FRONTLINE reveals how multi-national companies create slush funds, set up front companies, and make secret payments, all to get billions in business. A small group of lawyers at the U.S. Justice Department is pursuing an aggressive crackdown against those business practices, which the World Bank says amount of almost a trillion dollars a year in payments. At the center of this is a controversial, ongoing investigation into the British-based multi-national BAE Systems and allegations about billion dollar bribes.

#13013/1725 60 minutes 2009 \$89.95 *CC

CAN CAPITALISM BE SAVED?

Veteran journalist David Brancaccio talks with a former Fortune 500 CEO who prescribes a cure for corporate leaders who abandon rules of right and wrong at great peril to their companies, their communities, and the environment. Bill George's book, "True North," provides insight and inspiration from 125 top U.S. business leaders. George says, "We choose people for their image, their charisma, their style and we should be choosing them for their integrity..."

#12689/1725 30 minutes
2007 \$89.95

CAN YOU BE SURE OF SHELL? Profile of a Multinational

Shell is one of the richest companies on earth.

It does business in 140 countries dealing with 25 million customers every day. It claims to be dedicated to renewable energy and sustainable development. But is Shell as green and clean as it claims? This film offers a profile of this famous multinational, explains its growth, and investigates the impact of its activities on countries throughout the world.

#14025/2047 30 minutes 2006 \$249.95



CAPITALISM HITS THE FAN: Richard Wolff on the Economic Meltdown

With breathtaking clarity, renowned University of Massachusetts Economics Professor Richard Wolff breaks down the root causes of today's economic crisis, showing how it was decades in the making and in fact reflects seismic failures within the structures of American-style capitalism itself. Wolff traces the source of the economic crisis to the 1970s, when wages began to stagnate and American workers were forced into a dysfunctional spiral of borrowing and debt that ultimately exploded in the mortgage meltdown. By placing the crisis within this larger historical and systemic frame, Wolff argues convincingly that the proposed government "bailouts," stimulus packages, and calls for increased market regulation will not be enough to address the real causes of the crisis, in the end suggesting that far more fundamental change will be necessary to avoid future catastrophes. Richly illustrated with motion graphics, this is a superb introduction designed to help ordinary citizens understand, and react to, the unraveling economic crisis.

*Two versions (57 and 34 minutes) on the same DVD
#12675/0685 57 minutes 2009 \$50
(Colleges and Universities \$125)

HOUSE OF CARDS: America's Mortgage Meltdown

What better way to understand a financial disaster than to meet the kind of people who created it? This CNBC Original documentary investigates the origins of the global economic crisis through eyewitness accounts from mortgage brokers, investment bankers, naive home buyers, and equally naive investors - as well as former Federal Reserve chairman Alan Greenspan, who encouraged shifts away from traditional lending during the early and mid-2000s. Viewers encounter ex-CEOs of companies that targeted subprime borrowers, credit rating officials who enthusiastically widened the definition of the AAA rating, and a hedge fund manager who profited from the housing crash by investing in credit protection.

#13578/0635 90 minutes 2009 \$179.95

SCAM OF THE CENTURY? Bernie Madoff and the \$50 Billion Heist

How did fraudulent investment manager Bernard Madoff get away with such an enormous scam for so many years? This CNBC Original program examines the bizarre details of Madoff's operation while exploring his motives and mind-set. Interviews feature expert guests and key players affected by the scandal, including publisher and investor Mort Zuckerman; Forbes editor Robert Lenzner; financial journalist Michael Ocrant, who confronted Madoff in 2001; and investor advocate Jacob Zamansky. Ordinary investors drawn into the Madoff scheme also share their stories. For insight into Madoff's criminal mind, the program offers profiles of fraud pioneer Charles Ponzi and student-turned-con artist Hakan Yalincak.

#13483/0405 44 minutes 2009 \$169.95

THE MADOFF AFFAIR

"...an excellent, level-headed look at what Bernie Madoff did and how he pulled off a massive scam."

- John Doyle, GLOBE AND MAIL

FRONTLINE producers Martin Smith and Marcela Gaviria unravel the story behind the world's first truly global Ponzi scheme - a deception that lasted longer, reached wider, and cut deeper than any other business scandal in history.

*This film contains strong language. Viewer discretion is advised

#12814/1725 60 minutes 2009 \$89.95 *CC

New! MIND OVER MONEY

Investigates the shattering impact the recent global financial meltdown had on how economists think. Why did so few of the brightest minds in finance not only fail to predict the crash but also argue that it was impossible? With insights from experts and scientific experiments that highlight the hidden money drives in us all, explores a seismic shift in our efforts to understand the marketplace.

#13857/1725 60 minutes 2010 \$89.95 *CC

New! **PLUNDER:** **The Crime of Our Time**

Exposing the forces responsible for the loss of trillions of dollars, millions of jobs, mas-

sive foreclosures and the disappearance of retirement funds, **PLUNDER** investigates the unregulated fraud and theft that led to the market's collapse in fall 2008. Filmmaker Danny Schechter, Emmy Award-winning former ABC News and CNN producer, explores the epidemic of subprime mortgages, predatory lending, insurance scams, and high-risk hedge funds that caused the collapse of the housing market and a full-scale economic meltdown. Schechter speaks to a range of analysts and insiders about the origins of the crisis: bankers, respected economists, insider experts, convicted white-collar criminal Sam Antar, and top journalists, including New York Times columnist Paul Krugman. In engaging and enraging detail, the film moves from the mysterious collapse of Bear Stearns, an 85-year-old investment firm that disappeared in a week, to the shadowy world of trillion-dollar hedge funds, delving into the complicity of major media outlets that failed to sound the alarm or investigate what was going on. In the end, **PLUNDER** lays bare the truth behind events that have affected billions of people. A must for economics, business, and sociology courses, as well as anyone who wants to understand the current financial situation.

#13431/0685 59 minutes 2010 \$150
(Colleges & Universities \$249.95)

THIS LAND IS OUR LAND: The Fight to Reclaim the Commons

For more than three decades, transnational corporations have been busy buying up what used to be known as the commons - everything from our forests and our oceans to our broadcast airwaves and our most important intellectual and cultural works. In this program - bestselling author David Bollier, a leading figure in the global movement to reclaim the commons - bucks the rising tide of anti-government extremism and free market ideology to show how commercial interests are undermining our collective interests. Placing the commons squarely within the American tradition of community engagement and the free exchange of ideas and information, Bollier shows how a bold new international movement steeped in democratic principles is trying to reclaim our common wealth by modeling practical alternatives to the restrictive monopoly powers of corporate elites.

#13797/0685 46 minutes 2007 \$125
(Colleges & Universities \$249.95)

THE TRANSFORMATION AGE: Surviving a Technology Revolution

**Features Robert X. Cringely*

An economy in which the office is a thing of the past - a sensor system that tracks and identifies goods in transit - a camera that records every life experience in minute detail. If these sound like dreams of a distant future, think again. This program examines the boundless opportunities and staggering challenges of the digital era, presenting concise case studies of 21st-century companies, entrepreneurs, and advances. Google's business applications, Kodak's digital ventures, Microsoft's Sensecam, Hewlett-Packard's high-def teleconferencing interface, Linden Labs' Second Life universe, and Craigslist's immensely popular classified ads are among the developments and strategies in the spotlight.

**Includes PDF Instructor's Guide*
#14205/0635 58 minutes 2008 \$149.95

OCTOBER 87: Crash and Comeback

In the mid-1980s, the markets were soaring with no end in sight; then came October 19th, 1987. This CNBC Original documentary examines the biggest stock market crash in U.S. history, as told through firsthand accounts from traders, reporters who covered the story, and such power brokers as former Federal Reserve chairman Alan Greenspan, former NYSE chairman John Phelan, and Leo Melamed, legendary trader and former head of the Chicago Mercantile Exchange. Viewers are guided moment-by-moment through the plunge and are also shown resulting safeguards implemented over the following 20 years. In addition, the program shows how the crisis gave way to the greatest bull market of all time.

#13814/0405 46 minutes 2009 \$169.95

WHO OWNS AMERICA? Economic Crisis in the United States

The United States, the world's strongest economic power, is also the world's largest debtor nation. Will America's ever-increasing trade imbalance and economic deficit trigger a global economic calamity? This program travels from East Coast to West via the Rust Belt to check the financial pulse of the nation - and to capture in images the reality of an economic system spinning out of control. Nobel Laureate Joseph Stiglitz, economists Paul Krugman and Mark Brenner, and Harvard's Kenneth Rogoff as well as students buried in debt and skilled laborers who have lost their pensions give their points of view on topics such as the pernicious use of government debt to pay for tax cuts; the \$4-billion-per-week war in Iraq; the off-shoring of mortgage debt to China; Wall Street's love of lean production and its negative impact on the manufacturing sector; the unwelcome necessity of student loans in the face of a faltering job market; consumerism based on overextended lines of credit; and the steadily falling median income.

#12336/0635 52 minutes 2007 \$169.95

ICT COMPUTER & RELATED SKILLS

New! ICT AND BUSINESS: The Great Revolution

How has information and communications technology changed the world of commerce and industry? This wide-ranging film tells a remarkable story of our times.

IMPACT ON WORK: In the 1970s office work was done with typewriters and paper and correcting fluid. Computers were giant devices in air-conditioned rooms. Then in the 1980s computers got smaller and began to appear on people's desks. Whole industries and professions vanished. Simon Steele, a sub-editor on the Independent, describes how computers have changed his working life.

THE INTERNET: In a short time the internet became the world wide web connecting computers across the globe. The "dot-com bubble" burst - but e-commerce

took off. A travel agent demonstrates the massive impact ICT has had on his business. The internet

has also led to the creation of millions of new businesses. Twenty-year old Kadriye Balic now sells fair-traded products all over the world from home via an internet-only business.

WHO BENEFITS?

Automated factories have destroyed millions of jobs - but at the same time companies are using cheap labour in countries like China. The technology means more data about us is recorded than in the past - but how safe is that data? The ICT industry has to continually sell us newer and newer technology and we're becoming more and more dependent on it. So who's really benefiting?



**DVD EXTRAS cover a wealth of topics in greater depth including: data security, computer disasters, the impact on jobs, the newspaper industry, and the "dot-com bubble".*

#14021/2047 30 minutes 2009 \$249.95

DRIVING TRAFFIC TO YOUR WEBSITE

Ulla McGee covers a range of Web marketing options, including the pros and cons of buying keywords, and the advantages of barter deals and offline promotional efforts. She describes successful email campaigns that include meaningful content along with double opt-in, easy unsubscribe, and an up-front privacy policy. Whether your site's purpose is to sell products or market your firm, Ulla McGee's real-world experience lends proven methods for increasing traffic to your website.

#13542/1005 30 minutes 2003 \$89.95

New! ICT AND SOCIETY: Technology's Children

How is information and communications technology changing society? What should make us hopeful? What should make us fearful? This wide ranging documentary explores a world of threats and opportunities.

RAISED ONLINE: Children are spending more and more time on computers - being "raised online". What impact is this having on family life? What impact is it having on their minds? Does our increased use of computers threaten our ability to empathise with other people? And what about problems like cyber-bullying, violent computer games, and the "dark side" of the internet?

LIBERATION TECHNOLOGY: Many are benefiting from the increased access of information the internet brings. Grandmother Joan Barker is a "silver surfer". To her the technology has been a godsend, helping her keep in touch with her family wherever they are. Kirsty Palmer is visually handicapped. Computer technology has changed her life making her more independent than ever before.

THE DIGITAL DIVIDE: Many poorer people still don't have access to the technology - and suffer because of it. Huge numbers of people in the world haven't even made a phone call, let alone used the internet. Meanwhile, more information about us is being held by government and big companies than ever before. Is personal privacy under threat?

**DVD EXTRAS provide a wealth of additional material on the above topics, including extended interviews with ICT users, both young and old, as well as expert commentators.*

#14022/2047 30 minutes 2009 \$249.95

New! 20,000 CABLES UNDER THE SEA: The Internet and the Physics of Fiber Optics

The Internet's mind-boggling flow of data that circulates so freely "in the cloud" does much of its real-world traveling beneath the sea in bundles of fiber optic cable. This program sets sail on the Leon Thevenin as a repair team identifies a damaged length of cable on the floor of the North Sea and then painstakingly splices in a new section. In addition, the program discusses high-bandwidth digital developments such as naked-eye 3-D video and describes the principles of applied fiber optic physics, cable-manufacturing processes, and cable-laying techniques that are making such advanced Internet technology a reality.

#13863/0635 46 minutes 2010 \$169.95

CYBERCRIME: World Wide War 3.0

The tools required to fight Internet-based offenses must constantly evolve and adapt. Unfortunately, so do the criminals. This program examines several forms of cyber-crime and their impact on law enforcement, national security, the corporate world, and society at large. Taking a global approach, the film presents interviews with American and European experts on cyber-terrorism, identity theft, child pornography, and other disturbing crimes. Frank Cilluffo, director of The George Washington University's Homeland Security Policy Institute, focuses on the terrorism issue, while case studies shed light on recent high-tech assaults originating in Russia and China.

#12878/0635 55 minutes 2008 \$169.95

AN INTRODUCTION TO WEBSITE DESIGN

What do online retail outlets, electronic newspapers, blogs, and search engines have in common? They're all Web sites! This video

gives viewers a comprehensive introduction to the basic principles of Web site design - a great first step toward becoming a webmaster or an interactive media designer. It explains how to identify the target audience, determine the site's core purpose, apply Ben Schneiderman's eight golden rules of GUI design, address technological issues and matters of visual appeal, and carry out an ongoing test / evaluation / update cycle. Interviews with two successful Web site designers are also included, to illustrate how it all comes together in the real world.

#10449/0635 25 minutes 2004 \$89.95 *CC

BEST PRACTICES FOR YOUR WEBSITE COLLECTION

Learn from the experts what you need to know about what's happening right now on the Web and E-Commerce.

1. BEHIND THE BROWSER - with Matt Cohen, CEO and Founder, OneSpot. In easy-to-understand lay terms, Matt Cohen explains the key applications at work behind a web page. You'll see how a page is generated from file downloads and links, how traffic to the page is tracked, what cookies are and how they are used, and more.

2. BROADCASTING YOUR BRAND - with Cody Simms, Senior Director of Product Management, Yahoo! Inc. A primer on ways to sprinkle your brand and your content throughout the Web using on-demand methods such as RSS, activity streaming through social channels such as Twitter and FriendFeed, widget embedded content, and shared application platforms.

3. HARNESSING THE POWER OF BLOGS - with Scott Karp, Editor and Publisher, Publishing 2.0 Blog. As a platform for daily online publishing, blogs can dynamically connect your site to the larger online ecosystem and draw people to your site. The more readers that link to your blog, the higher your search engine ranking. Learn how blogging can expand your editorial mission.

4. HOW TO PULL OFF A SUCCESSFUL REDESIGN - with Michael Gold, West Gold, Editorial Consulting. Redesigning your Website starts with preplanning, goal setting, and getting early buy-in from stakeholders. Nine key steps are outlined, including developing a redesign blueprint, creating mockups to communicate to developers, and conducting user testing.

5. MOBILE STRATEGIES - with Sabina Shnapek, Director of Advertising Sales, Ad Infuse. Mobile content usage is rapidly expanding, offering opportunities for content owners and advertisers to deliver content to mobile devices. Here's how to get started, from market assessment and business case planning to partnering, distribution and revenue strategies.

6. SECRETS OF SEARCH ENGINE OPTIMIZATION - with Rand Fishkin, Founder and CEO, SEOmoz. Search engines present both challenges and opportunities for site designers and developers. Learn how search engines judge a Web page's relevance and importance, how to improve your site's ranking, and what

it takes to draw more visitors from search engines.

7. STAYING OUT OF LEGAL TROUBLE - Jon Hart Partner, Dow Lohnes and Albertson, PLLC. Protect your content and your brand - and stay out of hot water at your site. Know your risk of liability for defamation or copyright infringement, particularly in user-generated content. Privacy policy requirements and other privacy issues are also covered.

8. SMARTER STRATEGIES FOR ENEWSLETTERS - Loren McDonald, Vice President, Industry Relations, SilverPOP. Spam complaints. Blocked images. Mobile devices. List churn and more. Learn practical Enewsletter optimization tips that improve deliverability and readability. Gain insights on how to develop revenue streams as well as how to attract and keep subscribers.

9. TEN MISTAKES WEB SITES STILL MAKE - AND HOW TO FIX THEM - Michael Gold, West Gold Editorial

Consulting, Susan West, West Gold Editorial

Consulting. Strategies for demystifying baffling navigation, maximizing use of space, improving search tools, unearthing buried treasure, translating "site speak" into your target's language, and revving up flat content by making use of the Web's special powers.

10. USER-GENERATED CONTENT - GROWING IT, CONTROLLING IT - Kevin McKean, Vice President and Editorial

Director, Consumer Reports. Use social media to engage your readers in repurposing and integrating your Web content in ways that serve your mutual goals. Learn commonsense principles for encouraging your users to build out your site through blogs, reviews, viral marketing, and more.

11. USING WEB METRICS STRATEGICALLY - Shari Cleary, Director of Digital Entertainment and Games Research, MTV Networks. We all have technology in place to track Web statistics. But interpreting the data and acting on it to improve our sites is challenging. Learn what Key Performance Indicators you should track, who should see the data, and how to analyze it against your performance goals.

12. VIDEO STRATEGIES - WHAT'S WORKING TODAY - Sean Nolan, Director, Men's Health Online and Molly Wood Executive Editor, CNET.com. Whether you're a novice and learning how to cost effectively build the infrastructure for video capability at your site, or you're experienced and exploring new strategies such as video distribution, get tips on new practices that draw and engage more users. **#6550/1005 Twelve programs 2009 \$99 each or series \$795**

COMPUTER WORMS AND VIRUSES

Computer bugs are no mere prank. A disruption of global communications networks by today's sophisticated worms and viruses is costing companies billions and can do lasting damage to the world's economic health. This News Hour program begins by defining these binary invaders and then examines the escalating security challenges of keeping networks free of infection. Members of the Computer Emergency Response Team at Carnegie Mellon University and other white hats discuss proactive ways to detect and then block electronic intruders through single-user protocols and enterprise-wide defenses.

#10542/0635 10 minutes 2003 \$49.95 *CC



ENTREPRENEURSHIP

New! **YOU'RE THE BOSS! Starting and Running Your Own Business**

Designed for anyone currently weighing the decision to launch a business as well as those who want to push full-steam ahead, this series provides inspiration, insight, and nuts-and-bolts guidance on building a thriving company. Eye-opening video, graphics, and narration lay out the basic concepts while business experts and entrepreneurs who have carved their own paths to success shed light on a wide range of issues - from branding and marketing to the hurdles of government paperwork to the people-smarts needed to manage and motivate employees. To expand viewer awareness of long-term objectives and strategy, an episode on closing or selling a business is also included.

**Detailed descriptions of each program are available:*

PLANNING YOUR BUSINESS: Research, Goals, and Business Plans

STARTING YOUR BUSINESS: Financing, Branding, and Regulations

FINDING YOUR CUSTOMERS: Marketing and Advertising Your Business

MANAGING YOUR BUSINESS: Prices, Finances, and Staffing

LOOKING AHEAD: Exiting Your Business

**#14120/0635 Five 25 to 30-minute programs
2011 \$99.95 each or Series \$449.95**

AGAINST THE ODDS

**Winner of GOLD Cindy Award 2001!!*

A compelling documentary that encourages young women in the areas of science and technology to get into entrepreneurial endeavors. Profiles the personal quests of three Canadian women minority entrepreneurs - Aboriginal, Francophone and Immigrant, who have succeeded in traditionally male-dominated fields related to science and internet technology. In addition to gender, these women have overcome the further challenges of economic disparity, culture, and age and their success stands out both at home and abroad. Tough-minded, tenacious, smart, capable and educated, they have ambition to become leaders in their respective fields.
**#11239/1770 23 minutes 2000 \$99.95
Grades 7 to 12**

THE POWDER AND THE GLORY

Madame Helena Rubinstein and Miss Elizabeth Arden - two women from meager means who immigrated to the U.S. nearly a hundred years ago, reinvented themselves and ultimately created the cosmetics, health, and beauty industry we know today. This film focuses on their lives, their times and their rivalry.
#13003/1725 90 minutes 2007 \$89.95 *CC



BUSINESS STUDIES: Enterprise and Entrepreneurs

The "eureka moment", the ups and downs of starting a business, where to get advice - in this four-segment program, Freeserve founder Ajaz Ahmed, a shop owner, a software developer, an inventor of a better children's toothbrush, and others share their experiences and insights. Motives and Traits describes what makes an

entrepreneur; Risks and Rewards tells how entrepreneurs find balance amidst the chaos of a startup; Developing Business Plans explains key elements such as the market profile, sales forecast, and income and cost statement; and Sources of Information and Guidance discusses who to turn to for help.

#12777/0635 40 minutes 2008 \$169.95

New! **FRANCHISING**

Discusses the franchising industry structures of product-trade name and business-format franchises. Outlines both the advantages and disadvantages of an entrepreneur going into business as a franchise compared to being an independent operation. Includes in-store footage and interviews with franchisors as to why they elected to expand operations through franchising rather than internally financed growth. Special sections on franchisee qualifications and the importance of due diligence in buying a franchise. Includes some lists such as the fastest-growing and lowest-cost franchises; sources of franchise information such as the IFA, Internet, and franchise expos; special programs for minorities and veterans; and current trends in franchising.
#13191/0495 23 minutes 2010 \$159.95

KEYS TO SUCCESS IN BUSINESS

Starting a business is like learning a musical instrument - certain steps and practices are required, or you just make noise. This video shows aspiring entrepreneurs ten principles for creating a solid, profitable company. Developing a realistic plan, seeking guidance from experienced mentors, building rapport with suppliers, and maintaining client relationships are a few of the subjects covered. With in-depth interviews featuring young owner/managers of recent computer gaming and graphics start-ups, this program provides specific advice on recognizing, enhancing, and fine-tuning company strengths, and on increasing harmony among partners.
**#10128/0635 30 minutes 2004
Includes PDF Guide \$89.95**



SMALL BUSINESS CASE STUDIES: Evaluating Business Performance

How well is your business running? Evaluating Business Performance helps us to answer this question and make decisions that will improve future performance. In this program the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability. Key concepts are explained and students will gain an understanding of the accounting processes required to evaluate the business performance.

#13163/0545 32 minutes 2006 \$129.95

HOW I MADE MY MILLIONS

In ten concise entrepreneurship case studies, CNBC profiles successful companies and product lines that began with nothing but a great idea. Among the innovators featured are Lonnie Johnson, inventor of the Super Soaker water gun; Jim McCann, founder of 1-800-FLOWERS; Brian Scudamore, founder of 1-800-GOTJUNK; Roxanne Quimby, the struggling artist who co-created the Burt's Bees product line; Tom Garnier, whose obsession with industrial shredders led to SSI Shredding Systems; David and Shari Gold, the husband-and-wife team at the helm of the 99 Cent Only Stores retail chain; and Todd Greene, inventor of the user-friendly HeadBlade.

#12643/0635 44 minutes 2008 \$169.95

PROMOTIONAL STRATEGY FOR SMALL BUSINESS

A comprehensive strategy for attracting customers may be the most important element of the business plan. Leads entrepreneurs through the promotion plan of target-market identification, setting communication objectives, setting the appropriation, selecting communication vehicles, and evaluation. Many helpful suggestions to aid the entrepreneur in gaining maximum results from small ad budgets. Special emphasis is placed on a good web site that is linked to ancillary organizations, personalized-direct mail, efficient yellow-page advertising, and new cable TV advertising technology tailored for small businesses.

#12655/0495 26 minutes 2008 \$159.95

RETAIL SITE SELECTION

Discusses the important considerations for entrepreneurs in selecting retail locations. Covers freestanding sites, business-associated sites, renovated CBDs, and planned shopping centers. Special topics include the principle of cumulative attraction, vacant stores, parking, visibility, negotiating leases, and lease restrictive covenants. A new section shows how to use the Internet for site-selection data such as Census Bureau demographics, state transportation department traffic counts, and computer-modeling location consulting firms. Examples include a clothing-store chain, a home-furnishing store chain, two fast-food chains, an equipment-rental chain, and specialty stores.
#12642/0495 23 minutes 2009 \$149.95

MASTERS OF BEAUTY

"Recommended! This beautifully filmed series documents six of the most famous names in the luxury goods business."
Library Journal

This series takes a close look at the beauty and fashion industry, spotlighting its most interesting personalities and showing how these people live and work. Viewers are taken backstage to view this mysterious world and to examine the marriage between artistic genius and multi-million dollar business interests.

Businesses covered are: BENETTON, CARTIER, DIOR, VERSACE, GUERLAIN and UNGARO.
#13585/0450 Six 30-minute programs 2009
\$149.95 each or series \$799.95

WOMEN ENTREPRENEURS

**Winner!* COLUMBUS, CINDY and AMERICAN NATIONAL MEDIA

A compelling look at four women who dispel one of the fundamental myths that have dogged women entrepreneurs: the myth that they are only involved in

retail operations, cottage industries, or home-based businesses. Each of these women is self-made and started with very little of anything.

#2881/1770 24 minutes
Includes Guide \$149.95



INNOVATION & CHANGE MANAGEMENT

New! BOTTOM-UP INNOVATION: Unleash the Creative Intelligence of Everyone in Your Organization

If innovation stalls within your organization, you can't be competitive in today's ever-changing business world. This training resource teaches you the four-step IDEA process, a strategy you can use to increase creativity at every level in your organization. The VIDEO shows how to: Boost the flow of ideas from front-line employees; Encourage problem solving at every level; Take calculated risk; Increase outside-the-box thinking; Acknowledge ideas that work; and more! The CD-ROM includes comprehensive TRAINER and VIEWER Guides:

TRAINER'S GUIDE - The Training Session Format prepares you for running your training session, walking you through each step, from writing the meeting agenda to handing out certificates of completion. The Video Guide outlines the video and includes discussion points you can use to spark conversations among your trainees. The Group Exercise is a team-building activity that will energize your trainees and reinforce the lessons presented in the video. Customize and award a Certificate of Completion to everyone who completes your training session!

VIEWER'S GUIDE - The Video Guide outlines the video and provides extra tips trainees can put to use immediately. It's a reference tool they can turn to again and again—long after the training session is over. The Practice Exercises encourage trainees to continue to develop their skills. By taking the Assessment Quiz, trainees discover their weakness so that they can focus on improving in those areas.

**Customizable and Print-Ready Forms: Quiz and answer key, certificate of completion, training session format, print-ready Viewer's and Trainer's Guides.*
#14034/0277 17 minutes 2011 \$389.95

CHANGE MANAGEMENT AND STRATEGIC PLANNING

Features ROBERTA KATZ Associate Vice President of Strategic Planning, Stanford University
Strategic planning is the process of creating a wave of change while gaining commitment from your employees and other stakeholders necessary to make it happen. Yet, change inevitably engenders resistance. Even the best strategic plans can fail if this resistance is not met and overcome. Dr. Katz explains six principles for effective implementation: leadership, a clear vision or goal, a comprehensive perspective, a process for

adverse opinions, persistence, and flexibility. She then provides examples of each of these components, and discusses current efforts within Stanford University that provide a model for successful change.

#12389/1005 47 minutes 2006 \$95

THE STRATEGY AND CHANGE COLLECTION

In today's competitive business environments, we must be ready to change, and change frequently. Change is not a variation, it's the norm, and one of the most critical challenges for modern managers. Our organization must be nimble and alert; if we miss a trend, there may be no catching up. We must continuously and effectively innovate in the face of demanding customers who insist: "better, faster, cheaper". In this ten part series you will learn techniques that you can put straight to work. Learn how to keep your organization aligned with your strategy while harnessing the power of change. These are but a few of the compelling questions this series will answer: How do you successfully implement change initiatives and keep your organization flexible and adaptive? What can be done to manage your project portfolio to keep your change initiatives aligned with your business strategy? Why are employees and other stakeholders skeptical of change, and what can be done to gain their commitment? How do some companies defeat more powerful rivals while others fail? What cultural components will lead to an environment in which innovation will flourish? Why should innovation become deeply embedded into your organization, and how can you make that happen? There are ten programs in the bundle - detailed descriptions of each program are available:

BUILT TO CHANGE

CHANGE MANAGEMENT & STRATEGIC PLANNING
CREATING THE FUTURE
EXECUTING YOUR STRATEGY
HOW TO MANAGE PEOPLE THRU CONTINUOUS CHANGE
IMPLEMENTING STRATEGY
JUDO STRATEGY
NURTURING INNOVATION
OVERCOMING BARRIERS TO STRATEGIC CHANGE
RED QUEEN COMPETITION

**Each program can also be purchased separately.*
#12414/1005 Ten programs \$695



BUSINESS OF INNOVATION 2

Innovation is the lifeblood of any business. This CNBC series hosted by award-winning journalist Maria Bartiromo, explores the need for constant innovation and the best ways to build creative thinking and bold action into an organization. Featuring a bevy of management and marketing experts - including former

General Electric CEO Jack Welch, Starbucks CEO

Howard Schultz, Kodak CEO Antonio Perez, and many others - the series sheds light on tools and strategies for business innovation while illuminating the pitfalls awaiting companies that don't innovate.

**Detailed descriptions of each program are available.*

THE HUMAN ELEMENT: Business Innovation Basics INNOVATE OR DIE: The High Stakes of 21st-Century

Business

REDEFINING INNOVATION: Shaping a Successful Company

THE RESPONSIBILITY REVOLUTION: Going Green as a Business Strategy

THE EXECUTION PLAN: Translating Innovation into Action

#12559/0635 Five 47-minute programs 2008
\$169.95 each or Series \$789.95

TACTICS OF INNOVATION with Joel Barker

As a self-defined futurist, Joel Barker wants change, loves change, thrives on change but, of course, only if it's change for the better! In this video he explores one of the biggest impediments to change that plagues organizations of all kinds who are trying to improve, i.e. "Why do smart people reject good ideas?" His answer to the question is that those ideas are not presented to them properly and the purpose of this video is to tell viewers what they can do to get those good ideas accepted. It's all about presenting ideas from the user's point of view. Joel Barker is concerned with expanding consciousness; about making oneself aware of the needs of others in order to deal with their resistance in a constructive manner. He presents a ten step strategy for getting new ideas accepted.

**Includes Leader's Guide & Participant Workbook*
**Education, Government & Non-profit 25% discount*
**2nd or more copies available at 50% off list!*

#2435/1943 22 minutes 1998 \$695



BOOM OR BUST: Thriving Through Major Business Cycles

Voted the Number 1 company to work for in 2009 by Fortune magazine, NetApp has successfully navigated through every major cycle in business: from the frenetic mentality of a startup, through the tumultuous period of the dot-com boom and bust, and finally to the relative stability of a mature enterprise organization. The company's core values of candor, integrity, teamwork, and simplicity not only contributed to Fortune's ranking, notes Dave Hitz, but also helped it transition through these growth phases - and thrive. To survive and grow through business cycles, NetApp transformed itself from a technology startup into an enterprise vendor, diversifying in both products and customers. Now, in setting a strategic course and planning for future growth, Hitz uses a habit he developed of visualizing "the future as history". Describing the future in the past tense, including the real steps needed to get there, helps prepare the company and employees for the inevitable transformations to come. This program highlights: How to recognize and exploit opportunity in a downturn; The role values play in successful transitions; and, How visualizing the future helps formulate strategy. **#13852/1005 54 minutes 2009 \$99.95**



MAKING CHANGE HAPPEN: A Tale of Two Bank Mergers

Before any strategic vision can be realized - whether a reorganization, merger, or acquisition - it must be shared with employees. This requires a sophisticated understanding of how to communicate major changes quickly and effectively, and align a disparate workforce. Following two high-profile bank mergers, Sweden's Margareta Barchan shares innovative ways to implement a strategic vision so that employees understand their individual roles in making change happen. Highlights include: Why communication of change usually comes too little, too late; How to enhance the feeling of unity and involvement; and, The need to stimulate dialogue and allow for discovery. Margareta Barchan is cofounder and CEO of Celemi, a global consulting firm with clients that include IKEA, GE, Motorola, Siemens, IBM, BP, HP and Pfizer. **#10570/1005 38 minutes 2005 \$95**

SUCCEEDING IN A CHANGING WORLD with John K. Kotter

Are you facing change in your industry? Do some of the members of your team resist change? How can your organization deal with the increasing pace of change? In this video, bestselling business author and Harvard Business School Professor John Kotter will help you understand change - and succeed in a changing world.

Professor Kotter has studied and helped thousands of individuals and organizations understand and implement change. By using examples of specific organizations, he will explain why it is critical to be open to change. He will show you how change efforts can be effective. Finally, he will outline his eight-step plan of action for leaping boldly forward in a turbulent world. **Includes a 30-page Leader's Guide, 10 Reminder Cards, and a copy of John Kotter's latest book OUR ICEBERG IS MELTING.*

**Discounts - 20% education, 10% Non-profit and Government*

#11253/0550 24 minutes 2007 \$795

BUILT TO CHANGE: How to Achieve Sustained Organizational Effectiveness

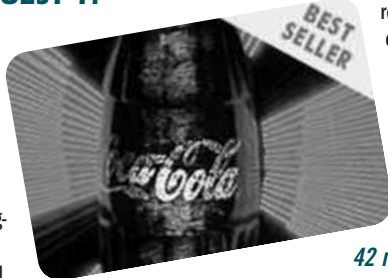
Organizations are built for stability, not for change. But in today's highly competitive business environment, organizations must be ready to change - and change frequently. They need to replace long-term planning with a succession of short-term advantages. They must increase their "surface area" with the outside world; drive leadership to lower levels in the company; and reward decision makers for change management as well as results. Edward Lawler and Christopher Worley discuss methods for creating strategies, structures, communication processes, and human resource management practices that are designed to facilitate an organization's ability to change. **#13461/1005 54 minutes 2006 \$99.95**

STRUCTURE & STRATEGIC ADVANTAGE

New! COLA CONQUEST 1: A Classic Marketing Story

This award-winning documentary explores the advertising and marketing techniques behind Coca-Cola's historic success. Drawing on a wealth of archive material and interviews with key industry figures, the film offers a powerful insight into Coke's commercial and social impact.

BIRTH OF MODERN ADVERTISING: Coke begins life as a "brain tonic" for business people. But the secret of the new drink's success lie in its marketing. Revolutionary mass advertising techniques are used to sell it as a refreshing drink for everyone. Images of Coke appear everywhere. Coca-Cola spends an unheard of 20% of its revenue on advertising. **BATTLE OF THE BRANDS:** Integral to the Coke story is its long-running battle with Pepsi. A wealth of marketing and advertising imagination is employed on both sides. Coke is the "real thing", but drinking Pepsi makes you part of the "Pepsi generation" - as promoted by superstar singer Michael Jackson. **A NEW RELIGION:** Market researchers examine the responses of people to Pepsi and Coke, trying to work out why we choose one over the other - even though there's almost no difference in the taste. And what about their social impact? Is Coke part of a new,



fantasy-driven, consumerist religion in which what we buy defines who we are?

**DVD EXTRAS provide a wealth of additional material including Coke In Britain, Virgin Cola, Coke and the colour bar, and why Coke changed its formula.*

#14016/2047

42 minutes 2008 \$249.95

New! COLA CONQUEST 2 UPDATE: How Coca-Cola Took Over the World

This award-winning film tells the story of how Coca-Cola became the world's most famous multinational company and follows its quest to be the globe's number one beverage.

HOW IT STARTS: The Second World War prompts Coke's global expansion as every US soldier gets a bottle of Coke for five cents. Bottling plants are shifted overseas. Coca-Cola becomes a worldwide symbol of the American way of life. In the 1960s Coke is boycotted by the US civil rights movement for racist policies. By the 1980s Coca-Cola is top of the world's soft drinks - and then aims higher.



GLOBAL TAKEOVER: In France people resist "coca-colonisation", denouncing the drink as a threat to their identity. In China Coke builds up a bottling network which spans the country - but is up against a long history of tea drinking. In Mexico for many people Coke and Pepsi become a kind of holy water.

OUTRAGES: Coke claims not to interfere with local politics - but in Guatemala the activities of one of its bottlers cause a scandal when employees trying to start a union are murdered. Outrages in other countries - most notoriously Colombia - also blacken the company's name.

THE BATTLE GOES ON: Coke's quest for world domination goes on. Coke's priority is

the emerging markets - countries like China and India. But critics claim the costs to local people are too high and press for government action against the company.

**DVD EXTRAS provide a wealth of additional material expanding on the*

subject and bringing it up to date. They include: Coke in developing countries, corporations and world poverty, cola wars in Russia, Coke and the Cold War.

#14017/2047 35 minutes 2008 \$249.95

EXPLAINING GLOBALIZATION

Everyone talks about globalization, but what does it really mean? And what are its implications for the average person? In this compilation of NewsHour segments, experts from the U.S. and abroad speak their minds on a shrinking world and an expanding global economy. Episodes include:

Globophobia - One World, One Market: Is globalization good or bad for Americans? Paul Solman takes a walk around his neighborhood with Harvard University's Robert Lawrence, one of the world's top trade economists, to think it through.

Gergen Dialogue - Thomas L. Friedman and the World Market: David Gergen, editor-at-large of U.S. News & World Report, talks with New York Times columnist Thomas L. Friedman, author of *The Lexus and the Olive Tree: Understanding Globalization*.

Conversation - The Mystery of Capital: Elizabeth Farnsworth and Peruvian economist Hernando de Soto discuss his book *The Mystery of Capital: Why Capitalism Triumphs in the West and Fails Everywhere Else*. Segment also sold as a part of *Microeconomics in the Global Marketplace*.

A World Without Borders - Ray Suarez is joined by Thomas L. Friedman, author of *The World Is Flat*, and Moisés Naim, author of *Illicit: How Smugglers, Traffickers, and Copycats Are Hijacking the Global Economy*, to examine globalization and resulting changes in economics.

Conversation - The Effects of Globalization: Jeffrey Brown moderates a debate between Senator Byron Dorgan (D-ND), author of *Take This Job and Ship It: How Corporate Greed and Brain-Dead Politics Are Selling Out America*, and Thomas L. Friedman, author of *The World Is Flat*, on the effects of a globalized economy.

#12308/0635 56 minutes 2006 \$169.95

New! FAIR TRADE AND CHOCOLATE: The Divine Story

Buy a bar of fair trade chocolate and help people in the developing world, too. This is the unique selling point of Divine Chocolate - but is it too good to be true?

SOCIAL ENTERPRISE: Divine was set up a co-op of cocoa farmers in Ghana to give them a share in the profits from their cocoa beans. Divine is a social enterprise and claims its ethical motivation shapes everything it does. But it's had to fight a major marketing battle to find a place in the cutthroat confectionery market.

MARKETING MIX: The big chocolate companies spend millions promoting their brands - by comparison Divine can spend almost nothing. Instead it makes creative use of the internet, public relations and its ethical back story. Divine's had to work hard to get onto the super-market shelves and now wants to get its product to the other outlets where people buy their chocolate.

BUT IS IT ENOUGH? As well as more money, fair trade has brought real benefits to the African farmers who own Divine. Women get a better deal. Villages get badly needed facilities like wells. But fair trade has its limitations. What about people working in poor conditions in the developing world who aren't in the fair trade loop?

**DVD EXTRAS include items on product development, the role of the marketing manager and the importance of Divine's brand. Also: ethical trading - what is it and how does it benefit the developing world?*

#14023/2047 30 minutes 2010 \$249.95

THE AGE OF WAL-MART: Inside America's Most Powerful Company

In this Peabody Award-winning program, CNBC's David Faber scrutinizes Wal-Mart as he seeks to understand how the company has ascended to the heights of power it has come to occupy - and whether this juggernaut can continue to succeed in the face of increased opposition. Given unprecedented access, Faber takes viewers from an annual managers' meeting that resembles an evangelical revival to the opening of a new store in China, where Wal-Mart is one of the country's leading importers. Faber also sits down for a one-on-one with CEO Lee Scott, who addresses criticisms over outsourcing, community friction, lawsuits, and other issues.

#12262/0635 82 minutes 2004 \$179.95 *CC

BIG MAC: Inside the McDonald's Empire

Despite the low-wage, low-prestige reputation of the typical "McJob", a McDonald's franchise owner often manages budgets and income in the millions of dollars. This NBC News program looks at the history and working philosophy behind the world's largest food-service corporation, featuring a number of interviews and concise case studies. Operations manager Tyrone Davis runs six Connecticut restaurants and hopes to become an owner. A once-struggling store in the same state has built newfound profitability on frequent tour bus crowds. And former Four Seasons chef Dan Coudreaux talks about his mid-career move to the McDonald's test kitchen, while the company's future in China and nutrition-conscious America is also explored.

#11679/0635 60 minutes 2007 \$169.95

CHINA OR BUST: Chasing Success in the World's Fastest-Growing Economy

There are fortunes to be made in China today - but fortune-seekers from overseas face immense challenges. This program offers three engaging business case studies, each following a Western entrepreneur who grapples with Chinese business practices and culture. Tony Caldera's cushion business has been ruined by Chinese imports, but he hopes for a turnaround by building a factory here. Peter Williams is about to embark on the toughest challenge of his life: selling an energy-saving device to the Chinese. Finally, there's Vance Miller, who gained notoriety for selling cheap Chinese kitchens in Britain. Now he's in China, determined to overcome setbacks. All three studies are ideal for sparking discussion and analysis in international business courses.

#12055/0635 60 minutes 2008 \$169.95

FAIR TRADE IN ACTION: Fashion Firm Case Study

What is fair trade? How does it work in practice? What difference is it making to people in the developing world? This is the story of the British fair trade fashion company People Tree.

SWEATSHOP LABOUR: The fashion business is worth many billions. But beneath the industry's glamorous façade, there's an inconvenient truth: most of the clothes are made in the developing world using sweatshop labour. People Tree set out to make a difference, by selling well-designed clothes produced in the developing world for a fair price. They're now selling through Top Shop and

working with 50 producer groups in 15 different countries. **HAND-MADE:** All People Tree's garments are hand-made. This means it is all much more labour intensive and slower than in factories. But that's the whole point: to create as much employment as possible. Care for the environment is also part of People Tree's plan. They use natural dyes and avoid toxic or synthetic raw materials. They use organic cotton which means not relying on harmful pesticides - but they're not totally organic yet.

BANGLADESH: One woman working on People Tree's clothes in Bangladesh does seem to be benefiting from fair trade. She tells how working on producing fair trade clothes has improved her life, brought her more money and freed her from being stuck at home. But fair trade isn't an easy option. People Tree has little money for advertising and marketing and every day is a struggle. Fair trade is still only a small fraction of the fashion business - can it ever go mainstream?

**DVD EXTRAS include interviews with a fair trade sceptic, a fair trade supporter and a fair trade fashion shop owner.*

#14028/2047 29 minutes 2008 \$249.95

SUPERFREAKONOMICS WITH LEVITT AND DUBNER

In this ABC News program, SuperFreakonomics authors Steven D. Levitt and Stephen J. Dubner give the concept of cause and effect a whack on the head! In a whirlwind round of 20 questions, Levitt and Dubner make forays into the worlds of business, education, health care, environmental science, and psychology to shed light on how a doctor's necktie can harm patients, why emergency rooms should be located at airports, how lasers could reduce the spread of malaria, a connection between the birth control pill and fewer teachers in America's public schools, a disconnect between locally grown produce and carbon emissions, how a garden hose to the stratosphere could cool down the Earth, the enticing economics of being a high-end call girl, and much, much more.

#13485/0405 41 minutes 2009 \$169.95

WIKINOMICS: How Mass Collaboration Changes Everything

Interactive web technologies, in the form of self-organizing Internet communities, are driving a social revolution. This Age of Collaboration is also creating an economic revolution that is changing the architecture of the corporation in how we create goods and services. Using the findings of a \$9-million research project, Don Tapscott describes how companies innovate using the knowledge, resources, and computing power of millions of people organizing into a massive collective force. These innovative companies are challenging our assumptions about business and competitiveness. They are doing this by leveraging networks of peers, using operational transparency to their advantage, sharing intellectual property, and thinking and acting globally. Don Tapscott is the author of 11 widely read books about information technology, including "Paradigm Shift," "Growing Up Digital," and "The Naked Corporation." Tapscott is adjunct professor of management at the Joseph L. Rotman School of Management, University of Toronto. He holds an MA in Research Methodology from the University of Alberta and two Doctor of Laws (Hon).

#12616/1005 49 minutes 2008 \$99.95





FINDING UNTAPPED GROWTH IN EXISTING MARKETS

In order to win in the marketplace, it is essential to understand which customer behaviors make money (and lose money) for your organization. Next, it is important to segment customer groups in a way that allows you to explain those behaviors and find the actual customers in the real world. Then you can identify the drivers and barriers to influencing the particular behavior you want to motivate. By doing so, your marketing efforts can be focused on the critical specifics, early in the process. Dr. Jim Hollingshead provides insights on these principles, and offers specific tools for seeing existing markets differently and uncovering hidden opportunities for growth. Jim Hollingshead heads the Monitor Group's strategic marketing arm. He led Monitor's offices in London and Istanbul before relocating to San Francisco.

#12614/1005 53 minutes 2007 \$95

BUSINESS AND EXTERNAL FACTORS: Case Studies in PEST

Much of what businesses do is influenced by forces outside their control - external factors. What are these external factors and how do they affect businesses? This film uses real business case studies to demonstrate the importance of P-E-S-T - political, economic, social and technological factors.

POLITICAL & ECONOMIC: People often complain about the big government but money from government stimulus packages can keep businesses alive and even make them prosperous in the longer term. They benefit from a political factor in the shape of a grant designed to help areas of high unemployment. Meanwhile, economic factors cause other businesses to abandon their traditional workforce in order to lessen labour costs and move manufacturing to China. Many such companies thrive but what about the social costs of their move?

SOCIAL & TECHNOLOGICAL: Learn how businesses can (sometimes inadvertently) take advantage of and prosper from social trends such as NEW AGE thinking. On the other hand, times have been hard on many traditional businesses but technological factors like the internet and social media are helping them gain new customers.

THE RETAIL PARK: External factors are rarely clear-cut. How will a big new, out-of-town shopping centre affect the main street shops? A local politician argues it will create employment and prosperity. But existing retailers fear the new development will take away their business and create a ghost town.

#14029/2047 25 minutes 2005 \$249.95

HUMAN RESOURCE FUNCTION

'Human Resources' refers to all the employees working for an organization. Those resources are pivotal to the success of any organization as they are the direct point of contact with the customer, product or service provided. This program explores the Human Resource Management (HRM) function of an organization. It explores the relationship between employees and employers and the methods used by organizations to manage people and strive to achieve a motivated and productive workforce.

#13162/0545 30 minutes 2008 \$95.00

KEY FUNCTIONS OF BUSINESS:

A Case Study

Which part of a company has the most impact on product design? On employee training? On forming relationships with customers? This business case study addresses those questions by examining the needs, strategies, and goals of a major corporation's departments. Going behind the scenes at Holden, a thriving General Motors subsidiary, the program features interviews with managers and directors in Finance, Human Resources, Manufacturing, and Sales and Marketing. From the challenges of efficient assembly to the demands of accurate budget forecasting, a dynamic portrait of the company emerges, emphasizing dependence on teamwork as well as on expertise.

#10541/0635 29 minutes 2005
Includes PDF Guide \$79.95 *CC

LIFE IS GOOD!

And Work Can Be Too!!

Can you imagine a workplace where people really want to come into work every day? How about working in an organization where employees are optimistic and motivated and deliver great customer service? Imagine that you can bring these ideas to your workplace? You can! This training program profiles the apparel company "Life is Good", which was founded in 1994 by two brothers, Bert and John Jacobs. Today, this company is a leader in their field with thousands of products sold worldwide while remaining committed to the positive, optimistic vision of its founders. You'll hear from employees, managers, and customers. They'll talk about the quality of their products and services and how their philosophy provides opportunities for everyone to do what they like and like what they do! Filmed on location in stores, factories, trade shows, and festivals across the country. Watch and see how the positive attitude of the employees translates into a happier and more productive workplace... and great customer service!

*The Training Package also includes Leader's Guide, Participant's Guide, 10 Pocket Reminder Cards, Life is good Coffee Mug and Magnet

*Discounts - 20% Education, 10% Non-Profit and Government

#11191/0550 24 minutes 2007 \$595 *CC

NINE TO FIVE NO LONGER

"Working at home is more than just outsourcing. It's an alternative business model that is emerging and growing."

CEO Chris Carrington

A demographic change is affecting people wherever they work and live: the rise of the flexible workforce. The global economy, increasing numbers of two-income families and the need for businesses to retain talent both in the executive suite and among low-paid workers are all having an impact on the way we work. This documentary, hosted by Bonnie Erbe, explores the latest innovations in workplace flexibility.

#12665/1725 60 minutes 2008 \$89.95

A PASSION FOR SUSTAINABILITY

"The documentary may well spark discussions and perhaps inspire others to consider adopting a more sustainable and environmentally-friendly approach in their business plans." Video

Librarian, May/June 2008

Envision a society where economic opportunity, social justice and sustainable culture all depend on environmental stewardship. Imagine a world where nurturing the health of the planet is the catalyst for global financial success and social stability. Can you? Ten years ago, 14 business owners in Portland, Oregon did. Using a sustainability tool called The Natural Step, these 14 business owners looked at their business plans through the lens of environmental sustainability and began the journey to create businesses that would be responsible for Earth's natural systems while building economic growth. Along the way, all 14 developed A Passion for Sustainability. Join these inspiring pioneers as they describe the journeys they have taken, the challenges and unseen rewards they have experienced and their ultimate vision of a sustainable culture. Prepare to be inspired, motivated and energized to begin your journey and find your own Passion for Sustainability.

*Also included - 25 minutes of Special Features on DVD menu - Interview with Natural Step Founder, Dr. Kark Hendrik Robert, plus a 10 minute Natural Step 10 year Anniversary Video

#12998/1287 56 minutes 2008 \$129.95

THE VALUE OF BRAND NAMES

In the consumer goods industry, branding is crucial to market penetration. Using Alessi's superlative line of home furnishings and Nestlé's well-known Nescafé coffee as examples, modules one and two of this program seek to understand the cachet that surrounds brand names, which gives the products associated with them an added appeal. Module three goes inside the U.K. offices of advertising giant Young & Rubicam to investigate how brands are developed and maintained.

*Part of the Series GLOBAL BUSINESS: New Ways to Improve the Bottom Line

#6395/0635 29 minutes 2000 \$149.95

HEALTHY WORKPLACE & CRISIS MANAGEMENT

New! KEEPING YOUR WORKPLACE SAFE SERIES

This new series covers critical safety topics that will keep your employees safe on the job in both office and industrial settings.

SLIPS, TRIPS AND FALLS - Slips, trips and falls are among the leading causes of disabling accidents in the workplace. Yet the vast majority of these injuries can be prevented with a commitment to certain basic but very important principles. These principles start with awareness: reminding employees simply to pay more attention and consider the consequences if they don't. But there's more to it than that. This video shows specific procedures that can raise safety awareness throughout your organization and help prevent accidents. 21 minutes

PROPER LIFTING TECHNIQUES - You can't rely on instinct when it comes to lifting properly. If you don't stop and think before you grab that heavy crate or unwieldy piece of plywood, you can get seriously hurt. In fact, 8 out of 10 of us will end up suffering some kind of back injury in our lifetimes. But much of this can be prevented with the use of specific lifting techniques that maintain proper alignment and support the back throughout the lifting process. 15 minutes

FIRE SAFETY AND EVACUATION - It's one thing to understand the importance of fire safety and another to be prepared when a fire emergency strikes. Knowing how to prevent fires, keep a clear head during an evacuation - even put out a small fire using a fire extinguisher - can save lives and property. Fire safety is the collective responsibility of every employee. Unsafe behavior by just one individual can put everyone in the building at risk. Use this video to raise awareness and teach essential fire safety skills. 16 minutes

FORKLIFT OPERATION AND SAFETY - Every driver of a powered industrial truck needs to understand certain mechanical truths, including the vehicle's center of gravity, balancing the load properly, and special driving requirements on inclines or into confined spaces. Equally important is the driver's focus on safety first. This video emphasizes an awareness of forklift driving hazards and promotes best-practices that help maintain your workplace accident-free. 14 minutes

#13060/1005 Four programs 2010 \$129 each or series \$489

RESISTING THE FLU: How to Minimize Your Risk

Reduce infection rates in your workplace by training your employees to follow a few simple habits that stop them from spreading sickness to their coworkers - and help them avoid getting sick in the first place. Some of these habits are just common sense but how do you get people to remember and actually do these things, day after day? This practical advice extends to taking care of sick family members in ways that protect the caregiver and stop the spread within households.

#13123/1005 13 minutes 2009 \$95

THE COMPLETE FIRE PREVENTION LIBRARY

**WINNER of over 24 international awards of excellence!*

FIRE IN THE WORKPLACE - Offers an excellent overview of the primary causes of workplace fires. 25 minutes

GETTING OUT ALIVE - Shows employees how to create and test their fire evacuation plan. 15 minutes

PUBLIC ASSEMBLY FIRE SAFETY - Step-by-step guidelines show employees how to assist customers and visitors at facilities where the public gathers - movie theaters, hotels, stadiums, schools, churches, civic centers, libraries, department stores, shopping malls, etc. 15 minutes

WHEN FIRE STRIKES - Helps reach commercial kitchen employees with a strong fire safety message they'll remember. 15 minutes

PORTABLE FIRE EXTINGUISHERS - How to select and safely use. 10 minutes

ASSISTED LIVING EMERGENCY GUIDE, 12 minutes

**Includes Teaching Materials and Reproducible*

Reference guides

#6507/0940 2003 \$195 each or Series \$499.95



CLASSES OF FIRES AND EXTINGUISHERS Cd-Rom

Used to train professionals in the manufacturing and industrial sectors, this informative, interactive CD-ROM combines video demonstrations, easy-to-use navigation, pop-quizzes, and tests to give students a general understanding of the basic principles of fire, the types of fire extinguishers and their applications, and ways to identify different types of fire extinguishers. Students can check their basic knowledge by taking an interactive pre-test or move directly to the units of instruction where they can view numerous video clips and examples. Learning objectives are stated at the beginning of each section, such as: *Elements of Combustion: Oxygen; Fuel; and, Heat; Classes of Fires: Class A - ash-yielding, e.g., wood, paper, fibers; Class B - flammable liquids; Class C - electrical; Class D - metal fires; Fire Extinguishers: Water; Multipurpose dry chemical; Carbon dioxide; Foam; and, Class D agents. A handy reference section can be accessed at any time containing Key points, a Glossary of Terms and OSHA regulations and comprehensive, interactive post-test lets students assess their work.

#7990/0405 Windows CD-ROM 2002 \$99.95

CLEANING AND SANITATION IN THE FOOD INDUSTRY

Proper sanitation procedures are essential to the management of food safety for business operators. Poor sanitation can result in loss of customers, low employee morale, and of course bad quality food. This program highlights some of the issues related to cleaning and sanitation in the food industry and how to ensure proper procedures are followed allowing successful management of food safety.

#13769/0545 25 minutes 2009 \$149.95



Brand New! DROP, COVER AND HOLD: Earthquake Preparedness Training

Think your immune? Think again! Scientists place the chances of having a magnitude 6.7 or larger earthquake at more than 99% over the next 30 years. This research-based earthquake training video, produced by a major corporate insurer, teaches employees how to react during an earthquake emergency, whether indoors, out doors, in a stairwell, driving a car, or in a restroom. But there's more. This video also illustrates what should be done to prepare before a natural disaster strikes: removing hazards from offices and work areas, making contingency plans, and gathering supplies. And it shows how to stay safe in the aftermath of a major event. Whether or not you live and work in a known earthquake zone - not to mention when you travel - the unthinkable can strike out of the blue. In a major quake, the choices you make in an instant can change your reality forever. Make sure you and your workforce know your best options so you'll be ready when the next earthquake strikes.

#14206/1005 10 minutes 2010 \$129.95

IT WON'T HAPPEN HERE: Business Continuity and Crisis Planning

Business continuity planning doesn't really capture people's attention. Getting people in the workplace to think about and plan for events that are NOT meant to happen, like floods, fires, accidents is often a low priority. Many a business continuity plan fails because employees were not committed to learning their role ahead of time, and ended up being unaware of the details of the plan. In this dynamic program, we watch what happens in the hours and days after a major fire threatens a company's ability to do business. Emphasizing the importance of people first, property second, this video presents in straightforward terms the types of decisions that need to be made in the event of crisis. Using back-up systems and working out of a pre-arranged partner office, the company in our story is able to spring back quickly and resume its business activities. In this day and age, we all know we need to plan ahead. This video provides guidance not only on what to do, but also on how to be ready for the unexpected. Shows employees the importance of knowing their role in the company's disaster preparedness plan.

#6216/1005 21 minutes 2002 \$95



PROFESSIONAL DRIVER TRAINING

*** ASK FOR OUR "COACHING SYSTEMS" PROFESSIONAL DRIVER TRAINING CATALOGUE!!!

Coaching Systems®, LLC specializes in the production of professional driver safety programs. Comprehensive, flexible, reasonably priced, and easy-to-present, CS's Coaching Series® has gained acceptance as the standard for vehicle-specific training, and its programs are used and recommended by safety, loss control and risk management professionals nationwide. Since the first Coaching® program was

introduced in 1983, over 30 million operators/drivers have been trained in CS's non-lecture coaching presentation style - an approach proven ideal for adult, experienced drivers.

CS' Coaching Series® features programs for drivers/ operators of lift trucks, cars, vans, buses (school, transit & motor coach), trucks (18-wheel, straight, pick-up, utility, tow, beverage, pest control, route sales, ready-mixed concrete, snowplow, & refuse), and public works, police, fire and ambulance vehicles. It also includes single-topic videos on specific driving issues such as backing, parking, low visibility, road rage, car-jacking and winter driving.

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SAFE WINTER DRIVING CONSIDERATIONS
SNOWPLOW SAFETY: On Road
SNOWPLOW SAFETY: Parking Lots



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