

Media Resource Center Catalogue



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MEDIA RESOURCE CENTER CATALOGUE

Introduction

WELCOME

The Media Resource Center (MRC) is a self-supporting operation administered by the Navy Personnel Command Morale, Welfare and Recreation Training Branch (PERS-654), Millington, Tennessee.

The mission of MRC is to provide professionally produced and up-to-date technical management, leadership, and motivational videos to supplement the training programs of Navy morale, welfare and recreation (MWR) departments. MRC services are open to all Navy MWR departments.

What does membership mean? First, it means continued availability of these excellent training videos; but more importantly, membership means:

- Federal Express, insured service to requester
- More copies of the high demand videos
- Unlimited videos throughout the year
- Up-to-date videos

We want the MRC to be the best it can be for you. If you have suggestions/comments, please use the MRC evaluation form located in the back of this catalogue or simply call your MRC Manager to let us know what we did and didn't do-your comments are very important!

Thanks, and again -- ***WELCOME!***

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MEDIA RESOURCE CENTER CATALOGUE

Operating Procedures

STEPS TO BECOME A MRC MEMBER

1. Identify a member of your staff to be your single point of contact that will order, receive, and return the MRC training materials and who will communicate with Navy Personnel Command MWR Training Branch's MRC Manager.
2. Fill out the MRC membership application form located in the back of this catalogue. Submit your membership application form

Mail to: Navy Personnel Command
MWR Training Branch PERS-654
Attn: Media Resource Center
5720 Integrity Drive
Millington, TN 38055-6540

3. Review and widely distribute the MRC Catalogue. Additional copies may be obtained by contacting your MRC Manager.
 4. Encourage use of the MRC training materials in your training and individual professional development activities.
-

STEPS TO ORDER TRAINING MATERIALS

The steps to order MRC training materials are just as easy:

1. Decide which training materials you would like to use.
2. Complete the request form included in the back of this catalogue.

**STEPS TO
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TRAINING
MATERIALS
(cont.)**

3. Submit your request form by one of the following:

Mail to: Navy Personnel Command
MWR Training Branch PERS-654
Attn: Media Resource Center
5720 Integrity Drive
Millington, TN 38055-6540

Fax to: Commercial: (901) 874-6847
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If immediate need arises, you may call your MRC Manager at Commercial (901) 874-6737 or DSN 882-6737.

4. Maximum request per order: 4 titles.

5. Return time limits:

CONUS: Within 15 days of receipt

OCONUS: Within 30 days of receipt

To ship materials, use insured, priority mail, or return by FedEx or other traceable shipping method.

6. Your requests will be expressed as soon as available. Your point of contact will be notified of any delays-we know how important your training schedules are!
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MEDIA RESOURCE CENTER CATALOGUE

Auto Hobby

AH 001 Overview of ASE

This video prepares the student for the ASE Automotive Technician and Parts Specialist Tests. The video looks at the ASE Certification program and the preparation required to take the tests.

The “Overview of ASE” video differs from the test-specific videos in that it concentrates on how to best prepare for taking the test, what types of questions are used on the test, and how to increase the odds of selecting the correct answers by paying attention to the type of question you are asked to answer and eliminating the unlikely answers.

Performance Objectives

After viewing this presentation the student should be able to:

- Identify the benefits of ASE certification.
- Identify the different types of questions found on the ASE tests.
- Develop a test preparation strategy.
- Develop a strategy to take the Certification Tests.

VHS

AH 002 Engine Repair (Test A1)

This video prepares the student for the “ASE Engine Repair Test (A1)”. The video follows the ASE A1 Task List and looks at the topics that are included in the A1 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Use a variety of tests to determine the cause of various engine malfunctions including external fluid leaks, engine noise, excessive oil, fuel or coolant consumption and lack of power.
 - Disassemble, clean and prepare cylinder heads and valve train components for inspection.
 - Use a variety of precision measuring devices to inspect and test cylinder heads and valve train components.
 - Perform pressure tests of cooling systems.
 - Disassemble, clean and inspect engine block and rotating parts.
 - Test engine blocks and rotating assemblies using precision measuring devices.
- VHS

AH 003 Automatic Transmission and Transaxles (Test A2)

This video prepares the student for the “ASE Automatic Transmissions and Transaxles Test (A2)”. The video follows the ASE A2 Task List and looks at the topics that are included in the A2 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Determine a diagnostic strategy for troubleshooting automatic transmission and transaxles
 - Diagnose automatic transmission vibrations and noises
 - Perform critical measurements and tests required to diagnose automatic transmissions and transaxles
 - Diagnose automatic transmission hydraulic problems
 - Diagnose the causes of automatic transmission mechanical problems
 - Determine the root cause of problems
- VHS

AH004 Manual Drive Trains and Axles (Test A3)

This video prepares the student for the “ASE Manual Drive Trains and Axles Test (A3)”. The video follows the ASE A3 Task List and looks at the topics that are included in the A3 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Determine a diagnostic strategy for troubleshooting drive train noises and vibrations
 - Diagnose clutch system vibrations and noises
 - Perform critical measurements required to rebuild manual transmissions and transaxles
 - Diagnose differential noises and perform adjustments or repairs to correct them
 - Diagnose the causes of drive (half) shaft noises
 - Diagnose transfer cases and drive axles to determine the root cause of problems
- VHS

AH005 Steering and System Diagnosis and Repair (Test A4)

This video prepares the student for the “ASE Steering and Suspension System Diagnosis and Repair Test (A4)”. The video follows the ASE A4 Task List and looks at the topics that are included in the A4 test.

Performance Objectives

After viewing this presentation the student should be able to:

- Use a variety of tests to isolate problems in the conventional manual steering systems and rack and pinion steering systems
 - Determine necessary adjustments on steering gears
 - Perform tests to determine the operating condition of the power assist systems
 - Determine the causes of common concerns of loose or hard steering
 - Use a variety of precision measurements to determine the causes of four wheel alignment concerns
 - Diagnose front and rear suspension noises
 - Inspect and service tires and wheels
- VHS

AH 006 Brake System Diagnosis and Repair (Test A5)

This video prepares the student for the “ASE Brake System Diagnosis and Repair Test (A5)”. The video follows the ASE A5 Task List and looks at the topics that are included in the A5 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Use a variety of tests to isolate problems in the hydraulic portion of the brake systems
 - Test for both hydraulic and mechanical problems with the master cylinder
 - Perform tests to determine the operating condition of the power assist boosters
 - Determine the mechanical causes of drum and disc brake performance problems
 - Use a variety of precision measuring tools to determine repairs on brake drums and disc rotors
 - Determine whether a cause of an ABS problem is electrical or hydraulic in nature
 - Inspect and service wheel bearings
- VHS

AH 007 Electrical/Electronic Systems (Test A6)

This video prepares the student for the “ASE Electrical/Electronic Systems Test (A6)”. The video follows the ASE A6 Task List and looks at the topics that are included in the A6 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Determine a diagnostic strategy for troubleshooting electrical and electronic systems problems
 - Use diagnostic equipment, such as multimeters, oscilloscopes and scan tools to determine the root cause of an engine performance problem
 - Diagnose Battery and Charging Systems
 - Diagnose Starting systems
 - Diagnose Lighting Systems
 - Use Wiring diagrams and Schematics to troubleshoot electrical problems
 - Understand the non-electrical problems that can cause poor system operation
- VHS

AH 008 Heating and Air Conditioning System Diagnosis and Repair (Test A7)

This video prepares the student for the “ASE Heating and Air Conditioning System Diagnosis and Repair Test (A7)”. The video follows the ASE A7 Task List and looks at the topics that are included in the A7 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Use a performance test to isolate problems in the air conditioning and ventilation systems
 - Identify different types of air conditioning systems
 - Perform air conditioning leak tests using electronic leak detectors
 - Perform pressure tests of air conditioning systems
 - Use a variety of tests to diagnose noise and odor problems
 - Recover, evacuate and recharge air conditioning systems
- VHS

AH 009 Engine Performance (Test A8)

This video prepares the student for the “ASE Engine Performance (Test A8)”. The video follows the ASE A8 Task List and looks at the topics that are included in the A8 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Determine a diagnostic strategy for troubleshooting engine performance problems
 - Diagnose Ignition System problems
 - Diagnose Fuel System problems
 - Use diagnostic equipment, such as multimeters, oscilloscopes and scan tools to determine the root cause of an engine performance problem
 - Diagnose Emissions Systems problems
 - Diagnose Computerized Engine Control Systems
- VHS

AH 010 Advanced Engine Performance (Test L1, Part One)

This video is the first of a two-part set that prepares the student for the “ASE Advanced Engine Performance (Test L1, Part One)”. The videos follow the ASE L1 Task List and looks at the topics that are included in the L1 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Understand the operation of the catalytic converter
 - Understand the relationships of various exhaust gasses
 - Perform various tests using multimeters, oscilloscopes and scan tools to determine performance problems on OBD II systems
 - Identify the different tests used by OBD II systems to validate the proper operation of input sensors and output actuators and solenoids
- VHS

AH O11 Advanced Engine Performance (Test L1, Part Two)

This video is the second of a two-part set that prepares the student for the “ASE Advanced Engine Performance (Test L1, Part Two)”. The videos follow the ASE L1 Task List and looks at the topics that are included in the L1 test.

Performance Objectives

After viewing this presentation the student should be able to:

- Understand the operation of the catalytic converter
 - Understand the relationships of various exhaust gasses
 - Perform various tests using multimeters, oscilloscopes and scan tools to determine performance problems on OBD II systems
 - Identify the different tests used by OBD II systems to validate the proper operation of input sensors and output actuators and solenoids
- VHS

AH 012 Parts Specialist (Test P2)

This video prepares the student for the “ASE Parts Specialist (Test P2)”. The video follows the ASE P2 Task List and looks at the topics that are included in the P2 Test.

Performance Objectives

After viewing this presentation the student should be able to:

- Use communication skills and techniques for greeting customers, identifying customer needs and handle telephone customers
- Use available vehicle data to get the information necessary to locate the proper parts application
- Perform calculations for discounts and mark-up
- Use cataloging skills to look up part numbers using interchange lists and references
- Identify opportunities for additional sales
- Provide product and warranty information to customers

VHS

MEDIA RESOURCE CENTER CATALOGUE

Beverage Service

BS 001 Selling Wine And Liquor (1984)

Encourages wine and liquor sales by all waiters and waitresses. Suggestive selling is demonstrated and instructions are given for keeping guests happy while enlarging size of check and tip. Teaches those troubled by the complexities of wine service how easy it can be when basic rules are followed.

VHS - 10 minutes

BS 002 Bartending (1978)

An absorbing presentation of the professional bartender's responsibilities. This powerful, concise film covers every essential step: preparation before opening the bar, key elements of customer relations, valuable techniques for efficient service and for mixing eye-appealing drinks. Demonstrates the proper relationship between a bartender and fellow employees.

VHS - 14 minutes

BS 003 Bar Management: Internal Controls (1979)

Film distills the bar manager's job into three primary day-to-day functions: managing inventory, money and employees. They add up to internal controls to minimize loss or waste, to measure performance of the bar as a profit center and to plan ahead.

VHS - 17 minutes

BS 004 Alcohol Server Responsibility (1987)

Shows a basic job responsibility of servers of alcoholic beverages to prevent customer intoxication. A three step approach is presented: first, to observe-developing skills of observation to determine alcohol tolerance level, awareness of physical condition (signs of depression, illness, etc.), monitoring behavior (loss of inhibitions, slurred speech, etc.); second, to intervene-slow down service, delay repeat orders, offer non-alcoholic substitutes (coffee, food, etc.); third, to cutoff-refuse further service, avoid embarrassment, remain non-judgmental, be firm, use backup help, team effort.

VHS - 18 minutes

BS 005 Seagrams: Basics Of Suggesting, Selling, And Serving Wines (1986)

Wine is a natural pleasure...it is fun. And the more you know about wine, the more fun you will have, the more fun your guest will have, and the better off everyone's going to be.

VHS - 30 minutes

BS 006 Wine Means Bigger Tips (1973)

This video deals with when to suggest a certain kind of wine and why it is important to know what kind of wines goes with certain meals. By selecting and serving wines, this will mean a bigger tip for the server.

VHS - 25 minutes

BS 007 Serving Beer (1973)

This video talks about the different kinds of beer and knowing when to suggest and the proper way to serve different kinds of beer.

VHS - 15 minutes

BS 008 The Power Of Positive Drinking (1987)

Advice for managers on how to pull in higher profits while encouraging responsible drinking. Also, how to earn more on non-alcohol drinks, and methods for teaching staff to deal safely with intoxicated and intrusive patrons.

VHS - 45 minutes

BS 009 Responsible Alcohol Management For Private Clubs (1986)

Responsible alcohol management and responsible cocktail service.

VHS - 35 minutes

BS 010 Beer Clean Glass (1980)

This video deals in humorous detail with matters such as the proper storage of glassware, how to pour a glass of beer, and the profit per keg by adhering to a few easy steps of glassware scare.

VHS - 18 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Childcare

CC 001 How Young Children Learn To Think (1985)

A discussion with Constance Kamie. Caregivers learn about the important role they play in developing the child's thinking process. It explains how children learn the number concept by thinking logically.

VHS - 15 minutes

CC 003 1985 NAEYC Conference - Millie Almy

Caregivers are encouraged to know the developmental stages of their children and to set their class environment to promote self-directed learning experiences.

VHS - 30 minutes

CC 004 The New Room Arrangement As A Teaching Strategy (1992)

Excellent for teacher training workshops. Shows the effect of room arrangement and the display of materials on children's behavior and how the physical environment can be organized to emphasize certain skill areas and concepts.

VHS - 16 minutes

CC 005 Day Care Environment (1984)

Covers the four major characteristics of nurturing day care environments illustrated through viewing children ages infancy to five years: predictable--environment enables children to be comfortable/competent; supportive--environment promotes social/emotional development; reflective--environment is suitable for age/interests/abilities; varied--environment has a wide range of stimulating activities.

Filmstrip - 30 minutes

CC 006 Bank Street's Family Day Care With Health And Safety Booklet (1986)

This unit contains six segments on three 30-minute audiocassettes and an accompanying 20-page booklet.

Highlights health and safety issues on:

- Playing Inside (Safety)
- Playing Outside (Safety)
- A Healthy Environment
- Sickness and Emergencies
- Healthy Routines

Audio Cassettes - 90 minutes

CC 007 For Those Who Care: Beginning Infants (1986)

This video provides information on the developmental stages of infants' four weeks to twelve months old. There is guidance on how to set up learning/activity centers to promote creativity, language development, and social interaction. Techniques are provided on child-initiated activities and communicating with parents and children.

VHS - 13 minutes

CC 008 For Those Who Care: Ready, Set, Go! Preschoolers: (1986)

This video provides information on the developmental stages of three to five-year-olds. There is guidance on how to set up learning/activity centers to promote creativity, language development, and social interaction. Techniques are provided on child-initiated activities and communicating with parents and children.

VHS - 16 minutes

CC 009 For Those Who Care: Stepping Out/Toddlers (1986)

This video provides information on the developmental stages of children twelve months to three years. There is guidance on how to set up learning/activity centers to promote creativity, language development, and social interaction. Techniques are provided on child-initiated activities and communicating with parents and children.

VHS - 14 minutes

CC 010 Bank Street's Family Day Care With Food And Nutrition Booklet (1990)

This unit contains six segments on three 30-minute audiocassettes, and an accompanying 17-page booklet.

Highlights food and nutrition issues on:

- Childcare Food Program
- General Nutrition
- Menu Planning and Shopping
- What To Do When Kids Won't Eat
- Getting Kids To Help
- Reducing Stress at Mealtimes

Audio Cassettes - 90 minutes

CC 011 Life's First Feelings (1986)

This video surveys studies by researchers and psychologists which looks at how new insights can aide parents in child rearing and approaching problems of mental health.

VHS - 58 minutes

CC 012 Who Cares For The Children? (1988)

Broadcast on PBS April 13, 1988 by the Public Television Outreach Alliance as part of its Childcare American project. Highlights areas of quality childcare and what to look for when exploring childcare alternatives.

VHS - 60 minutes

CC 013 A Good Beginning Has No Ending (1988)

Explains and shows children having hands-on experiences to process every day challenges. Highlights child development appropriates practices. Narrated by Capt. Kangaroo.

VHS - 60 minutes

CC 014 Creative Curriculum (1988)

Discusses the importance of setting up a rich and cooperative environment for children. It depicts the caregiver's role as one of a facilitator to encourage language, exploration, self-help skills, and self discipline. It shows how to set up the following learning/activity centers to encourage learning in each: blocks, house comer, art, sand/water, table toys, library, and outdoor space.

VHS - 45 minutes

CC 015 Celebrating Early Childhood Teachers (1986)

This video discusses how the quality of the early childhood program is directly related to the caregiver. It discusses that special skills, training, and types of people are an integral ingredient to a quality caregiver and how this impacts on the family and child.

VHS - 15 minutes

CC 016 Appropriate Guidance Of Young Children (1988)

This shows how positive guidance of young children toward healthy social and emotional development is the foundation of a good early childhood program. It also shows some ways to handle the difficult situation--hitting, tattling, not taking turns, temper tantrums--that inevitably arise among preschool children in early childhood centers and family home care.

VHS - 28 minutes

CC 017 Developmentally Appropriate Practice: Ages Birth To Five (1989)

This videotape illustrates how age appropriate practices enhance the total development of children. How understanding the relationship between the age of the child, stage of development a child is in and their individual differences combined with adult/child interaction promote a quality child development program.

VHS - 35 minutes

CC 018 Child's Play (1977)

Explore the value of play for mental, physical, emotional, and social development of children. It shows us that children really learn many things from playing: to develop their own abilities, to understand and manipulate their environment and to develop problem-solving skills.

VHS - 20 minutes

CC 019 The Child: The First 2 Months (Part 1) (1974)

A close-up view of the growth and development of three infants from the time of their birth to the time they are two months old. This offers a rare opportunity for the viewer to observe, without lecture and in intimate detail, what transpires in the lives of the children and their parents in the course of the first eight weeks after birth.

VHS - 26 minutes

CC 020 The Child: 2-14 Months (Part 2) (1974)

This video traces the development of three children from two months to fourteen months old. It reveals a world of unfolding, learning, and change--the world in which babies first begin to make important discoveries about themselves and their immediate environment.

VHS - 29 minutes

CC 021 The Child: 12-24 Months (Part 3) (1974)

At the age of twelve months Debbie and Robert are still preoccupied with the mastery of physical skills, but as these skills become less of a problem for them, the acquisition of language starts to play a major role in their lives. There are also clear signs that the children are developing new social skills.

VHS - 28 minutes

CC 022 Child Molestation: Breaking The Silence (1984)

A tool to educate us about child sexual abuse answering some important questions such as: What are the symptoms of sexual abuse? Who is the abuser and why does he/she abuse? The video also suggests that we need to intervene in two other areas: preventive education of children and reporting.

VHS - 20 minutes

CC 023 Listen To Me: Physical Child Abuse (1987)

What kind of a parent beats his own child? There is no simple answer. Even "nice" people cross the line between discipline and abuse. Physical child abuse is not just a private family matter, but a social problem that requires intervention. This video explores the problem of physical abuse from a child's perspective. It shows that abuse can happen in any family and empowers children who witness abuse to seek help.

VHS - 17 minutes

CC 024 More Than Love (Part I)

This program emphasized the importance of daily caregiving routines in the infant's development of trust. It illustrates the many opportunities for caregivers to support learning during feeding, eating, diapering and toileting.

VHS - 30 minutes

CC 025 More Than Love (Part 2) (1987)

Life through a child's eyes. At a Child's Pace and In a Child's Place are presented.

VHS - 30 minutes

CC 026 More Than Love (Part 3) (1987)

Talk to me, listen to me...

VHS - 30 minutes

CC 027 Child Protection: Everybody's Business (1987)

Provides guidance to caregivers on how to arrange their classroom environment and personal actions they can take to protect themselves against allegations of child abuse.

VHS - 12 minutes

CC 028 The High/Scope Curriculum: Its Implementation In Family Childcare Homes (1989)

A look at arranging one's home in the most optimum manner to allow for children to make their own choices. Looks at turning routine times into learning experiences.

VHS - 20 minutes

CC 029 Supporting Children's Active Learning: Teaching Strategies For Diverse Settings (1989)

Examine setting up an environment that encourages children to actively participate. Highlights the areas of environmental, verbal, nonverbal, and how to be supportive in these areas.

VHS - 15 minutes

CC 030 The Plan-Do-Review Process: The High/Scope Curriculum (1987)

Children are encouraged to make plans/decisions on a daily basis, carry out their plan, then share their results during the end of day recall time. An excellent suggestion on setting up planning boards, what your role is, and how to conduct recall time.

VHS - 25 minutes

CC 031 Lessons That Last: High/Scope Press (1987)

What makes a good Early Childhood Environment? Curriculum is based on appropriate early childhood practices, administration is supportive, staff is well trained and parents are involved. The children are allowed to learn for themselves. This video gives guidance towards accomplishing this type of environment.

VHS - 10 minutes

CC 032 Working In The Childcare Center: Your Role (1989)

An overview of a childcare center for children ages three to five years. It depicts the physical setup, various activity areas, ways adults and children act and interact, and the role of staff members. Important guidelines are presented which will help new staff members as they begin to work with young children and help current staff members become more effective.

VHS - 10 minutes

CC 033 Environments For Young Children (1985)

Two childcare professionals from Pacific Oaks College discuss how it is easier to change the environment than people. Program goals must be established, then environments set up to support those goals. Gives examples to expand play and opportunities to make choices.

VHS - 15 minutes

CC 034 Using The Early Childhood Classroom Observation (1985)

This video goes into great depth to explain how one is to use the classroom observation tool that is the major part of the Accreditation Self-Study. The classroom observation is broken into the following parts: interaction amongst children and teacher, curriculum, physical environment, health and safety, and nutrition.

VHS - 30 minutes

CC 035 How To Do A Self-Study For Accreditation (1986)

What and how to do a self-study for accreditation. The four parts of the self-study are: classroom observation, staff questionnaire, administration report and parent questionnaire.

VHS - 10 minutes

CC 036 Partnerships With Parents (1989)

This video distinguishes and defines the important ingredients of parents and teachers working together to benefit their shared interest...the child. Three areas are discussed: establishing the relationship, building partnerships with parents and resolving problems. Helpful hints are given for each of the above areas.

VHS - 30 minutes

CC 037 Floor Time: Tuning In To Each Child (1990)

Illustrates techniques for engaging and encouraging two-way communication between the adult and the child. This videotape places great emphasis on how emotional development relates to learning and also demonstrates how to make special time with young children really work.

VHS - 35 minutes

CC 038 The Thirteenth Annual Family Day Care Technical Assistance Conference, April 1990 - Keynote

Keynote given by Barbara Reisman, Childcare Action Campaign, who discussed where we have come in the last several years and where we need to go. She stressed the need to put our interest into action and be an advocate for the children in our programs.

Audio Cassette - 30 minutes

CC 039 The Market For Family Day Care: Myths And Realities (1990)

Parents and family day care providers have had to make uneasy choices between the cost and quality of care. This workshop examines the changes that have taken place over the last 10 years in the market for family day care as parents and providers try to balance the trade off between the cost and quality of care.

Audio Cassette - 30 minutes

CC 040 Developing Resources For Providers Using Community Volunteers (1990)

This session highlights several projects initiated by the National Council of Jewish Women's National Family Day Care Project. Featured projects will include: small grants for providers, resource rooms, and provider recognition activities.

Audio Cassette - 30 minutes

CC 041 Provider Training: An Interactive Process (Part 2) (1990)

An effective provider-training program requires the involvement of both trainer and providers working toward a common goal. To aid participants in designing more effective provider training programs, this workshop will examine factors that affect adult learning, training content, teaching techniques and provider contribution/participation.

Audio Cassette - 30 minutes

CC 042 Educating Parents About Quality Childcare: Lessons From The Mervyn's Family To Family Project (1990)

As childcare consumers, parents can effect the quality of care their children receive. But often parents lack the knowledge necessary to be an advocate for quality childcare. This workshop offers a panel of representatives from Family to Family projects discussing the challenge and complexities of educating parents.

Audio Cassette - 30 minutes

CC 043 Let's Associate: The Whys And How's Of Family Childcare Associations (1990)

Family childcare providers often express a need to talk to others who care for children or to have a place to learn new ideas to use with their children. Associations may be a way to meet these needs. This discussion focuses on the benefits of associations and explores how to build effective associations by getting members involved.

Audio Cassette - 30 minutes

CC 044 What Is Quality In Family Day Care? (1990)

Quality is defined based on competency standards from the CDA National Credentialing Program. This workshop gives the framework for evaluating and improving your family childcare program. Discussion includes ways quality home-care is different from center-based care and takes advantage of those differences.

Audio Cassette - 30 minutes

CC 045 How To Win Respect As A Provider (1990)

Often the childcare provider is not looked at as a professional. Learn how to demand respect and be seen as a valuable asset in the community for the 90s. Whether the respect comes from the child, the parent, other childcare providers, or society in general, the fact remains the same--the fight for that respect must come from within.

Audio Cassette - 30 minutes

CC 046 Creative, Yet Inexpensive Support Services To Family Day Care Providers (1990)

Many small to medium-size family day care network programs do not have the resources or funds to provide expensive services either for family day care providers or for children enrolled in their program. Learn a variety of ideas regarding services that can be offered at little or no cost, yet which are very supportive.

- Audio Cassette - 30 minutes

CC 048 Infant Health Care (1987)

Designed to increase your confidence and enhance the parenting experience during that important first year. Now you can learn from experts, right in your own home, through actual demonstrations.

- VHS - 54 minutes

CC 049 Infant Development (1987)

Designed to increase your confidence and make caring for your newborn more fun and fulfilling. It will help you to enrich your baby's development during the first year of life. You will learn from experts, right in your own home, through actual demonstrations.

- VHS - 43 minutes

CC 050 Anti-Bias Curriculum (1988)

A new approach for integrating education about diversity into early childhood classrooms. It shows how to help young children develop positive self-concept and attitudes about gender, race/ethnicity and disabilities, critical thinking and skills for challenging bias.

- VHS - 30 minutes

CC 051 My Kind Of Place (1990)

This is a work-family resource video. It gives parents and those who work with parents an excellent overview of the issues faced by parents when they begin their search for high quality childcare.

VHS - 24 minutes

CC 052 Self-Esteem And The Child (1991)

This in-depth video workshop is designed to help parents create a more positive environment in the home and to help teachers create more positive and successful classrooms.

VHS - 45 minutes

CC 053 Introduction To The Early Childhood Environment Rating Scale (1983)

Provides an introduction to the use of the Environment Rating Scale as a self-assessment for childcare center surroundings. Seven basic areas are covered in separate sub-scales. The scale can be used by people playing various roles related to early childhood settings. It can be used by directors, teachers, caregivers and other professionals as a basis for evaluation and planning.

Filmstrip - 20 minutes

CC 054 Educating Inattentive Children (1990)

Attention deficit results in behavior, which causes some of the most common and complex problems of childhood. Those problems have a frequent negative impact on a child's ability to succeed in school. This video is ideal for in-service training for regular and special education teachers for both elementary and secondary students.

VHS - 2 hours

CC 055 Spanking: What To Do Instead (1990)

This video shows parents how they can handle the following scenarios: infant's crying, toddler's exploring, child's opposition when the parent is busy. It explains how prevention, understanding the child, thinking ahead, and keeping conflicts from escalating can help their parenting skills.

VHS - 30 minutes

CC 056 Curiosity Without Tears: Childproofing Your Home (1990)

This video discusses the importance of childproofing your home. It states that 50-90% of accidents could have been prevented if parents took precautions in their homes. The video also looks at all aspects of one's home and gives helpful hints.

VHS - 20 minutes

CC 057 Characteristics Of Preschoolers - Volume 1: Ages Birth Through Two Years (1989)

This video captures the significance of body movements. What captures a baby's attention...how to foster a newborn's trust...and methods to enhance newborn development? Older infants learn the challenges of expanded mobility...a child's growing curiosity...the emergence of temper...and the kinds of interaction that can help enhance continued development.

VHS - 30 minutes

CC 058 Hooray For Handwashing (1990)

The ABC's of clean--discusses the common ways germs are spread. Gives helpful hints on how to cut down on the spread of germs. Good to use with the children. Over half the infections could be prevented by proper handwashing of staff and children.

VHS - 15 minutes

CC 059 See How They Move (1989)

This video shows the importance of letting children move naturally and freely. Discusses the gross motor, play, social/emotional development of children five weeks to 20 months of age based on the experiences and expertise of Magda Gerber.

VHS - 28 minutes

CC 060 Food For Learning - Nutrition Education (1989)

This video focuses on the importance of building positive and healthy habits in children. It gives excellent examples of how good nutrition crosses over into each learning activity (i.e., science, math, language development and cultural awareness). Stresses the importance of involving children in mealtime/food preparation.

VHS - 15 minutes

CC 061 Working In The Childcare Center - Part I: Your Role (1989)

This video presents a center in action, showing the physical arrangement, various activities/activity areas and the role of the staff for working with children age's three to five years. The video can be used on an individual basis or for group discussion.

VHS - 20 minutes

CC 062 It Can't Happen To My Child: Understanding And Preventing Childhood (1991)

This video was created by the National Institute of Child/Health and Human Development. It highlights five states that have developed programs to protect children. This video discusses the four childhood injuries that are preventable. They are: drowning, burns, protection while in a vehicle and riding bicycles. This is an excellent video to use in parent workshops.

VHS - 23 minutes

CC 064 Conversation With Ellen Galinsky And The National Association - Family Day Care (1992)

The individuals on this cassette discuss how family day care plays a major part in the childcare field. Research studies are shared and national viewpoints are given.

Audio Cassette - 90 minutes

CC 065 Legislative Issues On Food, Nutrition, And Childcare (1992)

The individuals on this cassette share and discuss The American Food School Service Association goals for the year 2000. The goals are: good nutrition is the right of every child no matter what the income, reduce the amount of paperwork, eliminate the welfare stigma and go from a defensive to an offensive approach.

Audio Cassette - 90 minutes

CC 066 Making The Family Day Care Home Free Of Injury Hazards (1992)

This cassette discusses the importance of taking safety precautions indoors and outdoors. Accidents are preventable and predictable by childproofing the home/yard and providing essential supervision. Helpful hints are provided to accomplish a safe environment for children.

Audio Cassette - 90 minutes

CC 067 The Making Of A Training Video (1992)

The individuals on this cassette share their lessons learned in making/marketing a training video. They found training videos to be the best way to reach a large population of providers and support those who do not come to training meetings.

Audio Cassette - 90 minutes

CC 068 Avoid Burnout By Reducing Your Stressors (1992)

There are five segments discussed in this cassette: prepare yourself, set up your home, build your knowledge, identify your policies and plan your time. Each will be discussed and helpful hints will be given on how to achieve these goals.

Audio Cassette - 90 minutes

CC 069 Promoting Positive Self-Concept In Children (1992)

This cassette discusses the major influences that families have on their children's lives and what role the provider has in this triangle. It also discusses the importance of working in partnerships with parents to provide the best possible childcare program.

Audio Cassette - 90 minutes

CC 070 Shaping Research About Quality Care (1992)

This cassette is one of the keynote sessions at the 1992 Save the Children, Family Day Care Technical Assistance Conference. Ellen Galinsky discusses the research provided on quality care and the impact family day care has today and in the future.

Audio Cassette - 90 minutes

CC 071 Diet And Exercise For The Professional (1992)

The individual on this cassette discusses the importance of taking care of one's self through diet/exercise. Also how diet/exercise relate to your professional self.

Audio Cassette - 90 minutes

CC 072 Building Quality Childcare: Independence (1992)

This video focuses on the developmental stage of independence and the importance of adults recognizing and working through this stage with young children. The video explores the aspects of independence in children's behavior, the design and setup of the classroom, curriculum building and the role of the teacher.

VHS - 18 minutes

CC 073 Toddler Curriculum: Making Connections (1991)

This video examines how toddlers, 12 to 36 months of age, develop and learn. It depicts developmentally appropriate curriculum in the toddler classroom.

VHS - 19 minutes

CC 074 Building Quality Childcare: Relationships (1991)

This program focuses on the essential ingredient of quality childcare--the importance of relationships, especially the teacher-child relationship, to the learning process. The program also addresses different temperaments and styles in infancy.

VHS - 15 minutes

CC 075 Building Quality Childcare: Health And Safety (1990)

This video focuses on standard health and safety practices in a group childcare setting. Reviews procedures for hand washing, diapering, toileting, food serving and the integration of these practices into the daily curriculum. Based on standards set by the Centers for Disease Control and the American Academy of Pediatrics, this program is geared to CDA competencies and NAEYC's accreditation criteria.

VHS - 20 minutes

CC 076 Appropriate Curriculum For Young Children: The Role Of The Teacher (1988)

This video depicts developmentally appropriate practices in programs for young children, illustrating the important role of the adult in helping children learn in a play-oriented environment and showing the adult's role in child-initiated activity. NAEYC gratefully acknowledges the support of the American Express Company.

☐ VHS - 28 minutes

MEDIA RESOURCE CENTER CATALOGUE

Communications

CM 001 Managing Crisis Communications

An effective instructional program about how to set up a Crisis Management Team and how to provide responsive communication. A timely, content-heavy and well-produced video. There is a management version and a 5-minute employee version.

VHS - 32 minutes

CM 002 Speaking Effectively to One or One Thousand

In a well-known study 3,000 people were asked what frightened them most. The number one answer was -- public speaking. This entertaining film gives viewers the skills so needed for confident communication with audiences of one or one thousand.

Host Steve Landesberg, of the "Barney Miller" TV show, and a team of actors show the most common ways speakers can botch a presentation. Then they show the four main components of effective speaking for an audience of any size.

Participants will learn:

- What causes public-speaking fear and how to avoid it
- The roles of appearance and body language
- How to most effectively communicate your message

VHS - 24 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Customer Service

CS 001 Food Service Courtesy (1987)

Demonstrates basic rules and techniques that keep guests returning. Designed for waiters, waitresses and all other foodservice personnel who deal directly with customers.

VHS - 15 minutes

CS 002 Customer Service: It's Everyone's Job (1985)

The basis for the two-hour Patron Service Orientation developed by Navy Personnel Command, MWR Training Branch (PERS-654). It stresses the importance of providing good patron service and shows ways staff members can improve the service at your activity.

VHS - 32 minutes

CS 003 Dealing With Difficult Customers (1988)

This video teaches how to effectively handle angry customers. By taking appropriate steps, customer service representatives can resolve customer problems, turning dissatisfied customers into satisfied ones.

VHS - 13 minutes

CS 004 Customer Service: Strategy For Success (1988)

This video explores the subject of customer service by focusing on customer service representatives who must handle customer problems on the phone, in the field and in over-the-counter transactions. While observing their actions in a variety of customer situations, a four-step model for customer service transactions is outlined. This serves as a systematic approach for consistently providing quality service.

VHS - 13 minutes

CS 005 More Cash In Your Pocket (1985)

No matter what kind of operation your restaurant is, this video will show every server and bartender how to improve service and increase sales. With suggestive selling and service excellence skills all of your servers will receive the same clear, concise and consistent instruction, whether they've been with you for two days or two years.

VHS - 20 minutes

CS 006 Prescription For Complaints (1975)

A patient taking a complaint to a doctor or a customer taking a complaint to a supplier, the principles are the same. This video uses these two types of situations to show what can happen when a complaint is raised and what should happen if it is to be dealt with effectively.

VHS - 21 minutes

CS 007 The Customer Is Always Dwight (1988)

This video is about achieving 100% quality in all areas and in doing things properly. It explains how you can achieve 100% quality by using "Process Management". This is simply a way to prevent things going wrong by thinking and working together with everyone else.

VHS - 22 minutes

CS 008 Remember Me (1981)

This video is a fast bare bones look at several typical examples of salesperson--customer interface. Without embellishments, the video illustrates this fundamental fact: it is not even whether or not the customer's desired service can be fulfilled that is most important--what really counts is the attitude with which the customer is treated.

VHS - 10 minutes

CS 009 The Hidden Customer: Internal Customer Service (1989)

“Internal customer service” means treating your colleagues like they're your customers--delivering competent, quality work in a courteous, helpful manner. It is doing something extra for your colleagues--taking that extra time or expending that extra energy!

VHS - 10 minutes

CS 010 Wishing Won't Make It So (1990)

This video stresses that management must understand what it takes to have a winning customer service program--constant attention and an ongoing program of rewarding those who reward the customers. This video is Part One of a two-part program. Part Two is listed as CS 011, “How to Win Customers and Keep Them for Life”.

VHS - 29 minutes

CS 011 How To Win Customers And Keep Them For Life (1990)

How to manage customer driven systems by rewarding those who reward the customers. It tells us how to measure the success of our customer service programs. This video is Part Two of a two-part program. The first part is listed as CS 010, “Wishing Won't Make It So”.

VHS - 26 minutes

CS 012 Proactive Customer Service (1991)

This video illustrates the contrast between the usually average level of treatment most consumers are used to experiencing and the extraordinary and rare proactive way. Points covered include the value of building rapport in a business relationship offering the customer additional choices and turning the buyer--seller relationship into a friendship.

VHS - 20 minutes

CS 013 A Passion For Customers (1987)

Tom Peters takes you on a guided tour of five extremely profitable organizations. No matter how different, the nature of their businesses, their successes are strikingly similar. Without exception, their prosperity can be traced directly to their dedication to serving customers.

VHS - 67 minutes

CS 014 GUNG HO! Succeeding In A Changing World with Ken Blanchard

Ken Blanchard, co-author of “The One Minute Manager”, has earned an international reputation for helping businesses reach their full potential. While he’s been successful with corporations, his principles also can be applied to motivate people in a variety of situations.

“Gung Ho!” Based on the best-selling book of the same title, is a seminar on how to use these management techniques in business as well as everyday life. Ken’s recipe for success draws on three simple principles; relate the work to how it makes the world a better place, let team members take control of achieving their goals and encourage the people working with you to cheer each other on. Whether you’re self-employed, the head of a major corporation or the coach of your daughter’s soccer team, Ken’s system can help inspire individuals as well as groups of people.

VHS - 60 minutes

CS 015 GUNG HO! The Dramatic Version

The story of Andy Longclaw and Peggy Sinclair and how they saved their business from closure. “There is much to be done. Too many toil alone. They are unhappy. Their spirits die at the office door.” Because of those words from Andy, Peggy made a promise to tell the “Gung Ho” story. “The Spirit of the Squirrel, The Way of the Beaver, The Gift of the Goose.”

These three cornerstones of “Gung Ho” are surprisingly simple and yet amazingly powerful. Peggy learns “Gung Ho” from Andy as she struggles to keep her plant from being shut down...and it works!

VHS - 29 minutes

CS 016 How To Keep Your Customers And Build Your Business With Roger Dow (1991)

America's most requested speaker on customer service and quality captured on tape--in a most powerful presentation! In “Service”, Roger Dow builds a complete customer service strategy using multiple examples which can be implemented in your organization. Roger outlines and discusses his seven steps for keeping your customers and building your business.

VHS - 39 minutes

CS 017 Basic, Basic Telephone Skills (1992)

This training video addresses the very foundation of answering the telephone in a professional environment. Since most customer service is done over the phone, The Telephone “Doctor” identifies 10 telephone “musts” that everyone answering a phone needs to be familiar with. These techniques can help anyone feel more confident on the job, which translates to a job well done.

VHS - 18 minutes

CS 018 Quality Service In The Public Sector

Many people have a misconception that customer service is less important in public sector organizations than it is in private organizations.

Customer service is expected as much from public sector organizations as it is from private organizations. “Quality Service in the Public Sector” can help you communicate the importance of customer service in public service organizations and can provide your participants the tools to help them provide quality customer service.

How-to Training Points:

- Shift the focus to what can be done for the customer.
- Positively help the customer let off steam.
- Skillfully use questions to find individual customer needs.
- Give your customers undivided attention.
- Calm and defuse irate, angry customers and clients by working with facts.

VHS - 24 minutes

CS 019 Service Is Inside Out (1991)

Emphasizes servicing “internal customers” as part of the external service system.

VHS - 21 minutes

CS 020 Create Uniqueness: Be Better, Faster And Different (1991)

Points out that you must strive to exceed the customer's expectations; impressing them in ways they perceive as being difficult.

VHS - 21 minutes

CS 021 Pay Attention: The Customer's Perception Counts (1991)

Points out that you must see the world from the point of view of the customers.

VHS - 27 minutes

CS 022 Recovery: Handling Complaints (1991)

Shows how to turn the customer's bad experiences into memorable ones.

VHS - 25 minutes

CS 023 Everyone's Public Relations Role (1992)

With this concise video, every person in your organization can contribute to the public relations effort. Viewers discover how: first impressions with clients and prospects can make or break public relations efforts, the look of your workplace says a lot about you and your organization and complaints and criticisms when properly directed can strengthen any organization.

VHS - 15 minutes

CS 024 Communicating With Customers (1992)

The best customer service training programs will fail if your organization's front-line people can not communicate effectively with customers. This video offers valuable tips, such as: how you can delight rather than anger people, how you can avoid damaging your organization with the ripple effect, why even the most efficient service you can offer sometimes is not enough and how you can correct customers without embarrassing them.

VHS - 17 minutes

CS 025 How To Make Quality...Fail

You're about to experience a very funny story about the sad facts behind many quality initiatives that haven't fulfilled their promise. But dreams of higher productivity, reduced costs, a more wonderful workplace and happier customers as a result of effective quality programs can indeed come true--once people see that commitment is everything and quality isn't just one more passing fad! So, switch on the VCR and be entertained by hilarious scenes of exaggerated fact in military and government settings. The outrageous actions of both quality cynics and quality zealots make quality fail...then redeem themselves to make it succeed.

VHS - 18 minutes

CS 026 Quality Service In The Public Sector (1993)

Do employees in your agency give excellent quality service to both customers and coworkers? "Quality Service In The Public Sector" can help employees improve their customer service skills and create satisfied customers with every encounter.

VHS - 24 minutes

CS 027 Good Old Days of Quality Service (1992)

This is a narrated musical video that takes the viewer back to old familiar scenes where quality service is demonstrated.

VHS - 4 minutes

CS 028 Dealing With People On The Telephone (1986)

Get maximum results over the phone. Show your callers you really care by using the "mirroring" method. All employees, from the customer service desk to the accounting department, can benefit by using the techniques in this video.

VHS - 17 minutes

CS 029 Now Serving Every Customer (1993)

Learn how to increase business by serving every customer. Treat customers with disabilities as you would any other customer. Eliminate physical, attitudinal and communication barriers. Adapt to each individual's needs. Familiarize yourself with the accessibility of your facility. Ask customers how you may help them.

VHS - 23 minutes

CS 030 Customer Service Team - Lane Waitress (1985)

The lane waitress is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your lane waitress acquires the skills and knowledge needed to perform the job effectively.

VHS - 35 minutes

CS 031 Customer Service Team - Counter Control Attendant (1985)

The counter control attendant is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your counter control attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 70 minutes

CS 032 Customer Service Team - Snack Bar Attendant (1985)

The snack bar attendant is of vital importance to the overall success of the bowling center. This video-training program will help ensure that your snack bar attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 45 minutes

CS 033 Customer Service Team - Playroom Attendant (1985)

The playroom attendant is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your playroom attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 60 minutes

CS 034 Customer Service Team - Bartender (1985)

The bartender is of vital importance to the overall success of a bowling center. This video-training program will help to ensure that your bartender acquires the skills and knowledge needed to perform the job effectively.

VHS - 60 minutes

CS 035 Customer Service Team - Concourse Attendant (1985)

The concourse attendant is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your concourse attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 35 minutes

CS 036 Customer Service Team - Manager's introduction (1985)

The customer service team-training program was originally developed by Brunswick Recreation Centers (BRC) as a tool for training their employees. BRC later donated it to the Vincennes University Foundation with the intent that Vincennes made it available to the entire bowling industry.

Audio Cassette - 13 minutes

CS 037 The Guest (1994)

Great customer service is no great secret. That's the idea behind this hilarious customer service film. Our hapless hero takes us on a tour of his imagination to prove that everything we need to learn about great customer service, we already know.

VHS - 4 minutes

CS 038 An Invisible Man Meets the Mummy

This entertaining CRM video is for every government employee who makes or does something a customer needs. But who really is the customer? "Many people think it's the boss," says the host, "but often it's someone else". He reminds viewers that all people have customers--whether co-workers or the public--yet it is so easy to overlook this fact. To illustrate the point, we've cast the customer as "an invisible man". The employee is wrapped in red tape like a mummy and focused on processes instead of people. But it is all quite temporary as the eight skills for excellent customer service unfold!

VHS - 19 minutes

CS 039 Total Service Experience Vol. 1

You have a choice. You can deliver excellent service. Or you can watch your customers--and prospects--flock to a competitor who does.

Now, more than ever, excellent customer service is critical to the success of your organization. CareerTrack's newly revised video program, "How To Give Exceptional Customer Service", will show you the latest proven service strategies and give you the understanding you need to use them effectively.

As you listen and watch Lisa Ford, you will learn that in the customer's eyes, service not only represents your organization, it "IS" the organization.

In this first volume, you will look at the big picture. You will see why customer service has become such a central focus in virtually every organization today.

You will see how your performance as a service professional makes a difference. You will discover specific ways to make an even greater positive impact on your customers and within your organization.

VHS

CS 040 Delivering Service with Heart Vol. 2

Most customer service training focuses on what happens after the customer contact is made. But exceptional customer service really starts before that. It starts with you, the service representative. Your skills, your attitudes and your follow-through. So that's where this second volume of "How To Give Exceptional Customer Service" begins.

First you will learn how to get into the exceptional service mindset. Then you will start building the core communication skills every top-performing customer rep must have.

Skills Like:

- Building rapport and establishing trust.
- Controlling your tone of voice.
- Using proper body language.
- Listening carefully.

You will also discover high-impact techniques for service customers over the phone.

You will see lively dramatizations of the right and wrong ways to serve customers. That way you will understand how each skill applies to real-life situations. And you will remember more because you will see exceptional service in action.

VHS

CS 041 The Challenge Customer Vol. 3

Tough customers. They make your job a challenge. Fortunately, they also give you a chance to make a big difference in your organization. With the right skills, you can turn fretful, frustrated, even fuming customers into satisfied, loyal clients.

This third volume of “How To Give Exceptional Customer Service” will teach you those valuable skills.

You will learn how to...

- Build rapport with difficult customers.
- Work with them to resolve thorny problems.
- And leave them feeling great (and you will feel the same way, too).

Knowing how to handle angry customers will make your job much more pleasant and satisfying. You will feel a sense of accomplishment when you defuse an explosive situation, tame a hot temper or smooth ruffled feathers.

Your work will be a lot less stressful. And your manager will appreciate your service smarts. Best of all, your company will build business faster than ever and keep customers coming back.

VHS

CS 042 Food Service Excellence: Customer Service Skills (1986)

This humorous video offers valuable tips on waiter/waitress attitude, customer tableside satisfaction, handling customer complaints and host/hosting.

VHS - 60 minutes

CS 043 No Thanks, Just Looking

Demonstrates effective retail selling techniques using customer service skills.

VHS - 24 minutes

CS 044 The C.A.R.E. Principle

Improve Customer satisfaction. One of the leading customer relations training programs in the retail industry. Set in a variety of retail locations, this program will teach your employees that customers “Are Really Everything”.

VHS - 21 minutes

CS 045 The Power of Suggestion

This video goes beyond basic selling skills training and concentrates on suggestive selling skills to enhance and build sales volume. Associates will learn when to make suggestions as well as what suggestions to make.

VHS - 20 minutes

CS 046 The New Retail Supervisor

Start your retail supervisors with solid skills in five key areas:

1. Time management.
2. Delegation.
3. Motivation.
4. Communication.
5. Coaching/discipline.

VHS - 32 minutes

CS 047 Help Wanted

The dynamic retail environment, with part-time positions, seasonal work and often-high turnover rates makes it important to select the best people for the job.

VHS - 26 minutes

CS 048 The Best Defense

For any loss prevention program. In a seminar on “how to prevent shoplifting”, a group of retail associates relate specific ideas on how to observe and deter shoplifters.

VHS - 22 minutes

CS 049 The Right Start

Learn how to orient new retail sales associates and other entry-level employees the right way. Reduce turnover and build a more effective team.

VHS - 22 minutes

CS 050 Choices

Film follows careers of two new employees--one conscientious, the other gives in “TO” temptation. Film gives definition and causes of shrink, solutions to internal cause of shrink, be conscientious, know the rules and follow them, avoid temptation yourself.

VHS - 18 minutes

CS 051 Take This Job and Love It

A fast-paced informative video designed to introduce new sales associates to the benefits and responsibilities of a position in retail.

Key training points:

- Appearance and attitude.
- Responsibility.

VHS - 8 minutes

CS 052 An Inside Job

Inspector Dapper “of the Yard” finds severe breakdowns in the customer service linkage within an organization. He shows that each internal customer must be served as well as external customers. Preview Combination with: “Case of the Vanishing Customers”.

VHS - 23 minutes

CS 053 The Case of The Vanishing Customer

This humorous video demonstrates that helping staff manage their own emotions when facing customers can benefit all. By preventing unwanted emotions and actively promoting positive emotions you can transform the behavior of even the most difficult customer. Can be used for conflict management and internal customer service.

VHS - 28 minutes

CS 054 Five Forbidden Phrases

The Telephone “Doctor” has collected comments from her appearances on various TV and radio programs and shares the five most frustrating phrases to which the public objects. Whether it is a telephone conversation or a face-to-face situation, this dynamic film offers the recommended cures to help eliminate these turn-offs. If your people are using even one of these five forbidden phrases, this video will pay for itself quickly. All industries benefit.

VHS - 18 minutes

CS 055 How to Handle an Irate Caller

No one enjoys receiving a barrage of complaints from unhappy customers, but for many people it is a routine part of their day. In the customer service field it sometimes “comes with the territory”.

Finally, a comprehensive training video that reveals tips and ideas on how to handle the irate, angry, rude and sometimes abrasive caller.

Included are The Telephone “Doctor’s” ASAP techniques plus why it is a good idea to make excuses and what to do if a customer starts swearing.

This video is intended for anyone who handles complaint calls and contains practical and common sense methods to show the caller you’re on their side and you’re there to help.

VHS - 9 minutes

CS 056 Six Cardinal Rules for Customer Service

There's the Baseball Hall of Fame in Cooperstown, New York and the Football Hall of Fame in Canton, Ohio. Now, welcome to The Telephone "Doctor" Hall of Shame.

Included in the Hall of Shame are those people who originated customer service blunders that plague the world. Meet the men and women who are responsible for poor customer service treatment both on the phone and in person.

Guaranteed to help fight mediocrity in the workplace.

VHS - 20 minutes

CS 057 Determining Caller Needs

Effective listening skills and questioning techniques are key to delivering top-notch customer service. Equip your employees with the tools they need to determine exactly what your customers are requesting.

This dynamic program is perfect for Administrative Staff, Support, Customer Service and all employees who interact with callers.

Includes the six steps to becoming a more effective listener on the telephone.

Also identifies six effective questioning techniques, plus how and when to use them.

VHS

CS 058 But I Don't Have Customers

How-to Training Points:

- Recognize that you do have internal customers.
 - Care and respect internal customers.
 - Identify internal customers who have priority situations.
 - Ask questions and listen.
 - Focus on internal customers' needs and expectations.
 - Keep commitments and deadlines.
 - Communicate with angry internal customers.
 - Review policies and procedures which may inhibit serving customers.
- VHS - 21 minutes

CS 059 The Difficult Guest

“The Difficult Guest” is a program designed to accommodate different learning styles, different learning environments and different time constraints.

When you have successfully completed this program you will be able to:

- State the key reasons why customer service counts.
- Describe the distracted guests and the baggage he/she carries.
- Welcome distracted guests and take care of their needs quickly.
- Practice empathy with your clients, customers and guests.
- Describe the disappointed guest and the baggage he/she carries.
- Realize your own negative responses and work through them.
- Define and put into practice the **L.A.S.T.** technique:

L ISTEN to your guest carefully.

A POLOGIZE for their inconvenience.

S OLVE their problems quickly and efficiently.

T HANK them and invite them back.

- ☐ VHS - 24 minutes

CS 060 I'll Be Back

Customer Service with Bob Farrell

Why do customers take their business elsewhere? 68% do so because of poor service! Using a combination of motivational and heartwarming stories with just the right mix of humor, Bob Farrell shares the principles that will get each customer to utter the three most important words in the business, "I'll be back".

For 30 years restaurateur Bob Farrell excelled in an industry with an 80% failure rate. Opening over 150 restaurants without a single failure, including the enormously popular "Farrells Ice Cream Parlor" of the 1970's, Farrell is a master of serving the customer.

Called by many the most impassioned customer service speaker in the business, Farrell shares his unique insights with heart felt conviction.

As an added feature, Farrell interviews his good friend Jack McMillan, co-chairman of Nordstrom, a company cited more than any other as the standard for customer service. Mr. McMillan talks about Nordstrom's customer service roots and how they motivate their sales staff to legendary customer service.

"The customer tells us everything we need to know to succeed and they give us everything we have, so who is the customer...The Boss!"

"After all we've done to get the customer in our door and take care of them, we're back to square one if they do not say those three magic words...I'll Be Back."

Learn the 4 essential ingredients to bringing the customer back:

1. Service.
2. Consistency.
3. Attitude.
4. Teamwork.

VHS - 25 minutes

CS 061 Exceeding Expectations

Great customer service is what it is all about. Harry Anderson, star of Night Court and Dave's World goes to his favorite retail store to buy a birthday present for his wife. Harry not only buys the perfect gift, he also gets a very valuable lesson from the sales person on how to create a customer for life!

"Exceeding Expectations!" Is extremely humorous, fast paced and above all, educational.

"Exceeding Expectations!" Will teach you and your organization how to:

- Create a relationship-not just a sale.
- Really listen to the customer.
- Respond quickly.
- Avoid ***"I don't know"***.
- Truly exceed expectations.
- Create true customer loyalty.

VHS - 14 minutes

CS 062 What's Wrong With This Picture

A discussion catalyst program. Ten powerful vignettes put the class in charge of identifying various customer service blunders and suggesting appropriate improvements. Since people learn the best by hearing, seeing and doing, this program will challenge your participants to think about the root causes of poor service situations as well as brainstorm the solutions.

VHS - 16 minutes

CS 063 How to Deal With Foreign Accents

Very few Americans can claim themselves as natives. Most of us trace our roots back to immigrant grandparents and great-grandparents--people who came from all over the globe in search of a better life. Our country's success is due in a large part to its great ethnic diversity.

More and more today there seems to be an intolerant attitude toward the newcomers in our country whose English is less than perfect and hard to understand.

Citizens from Mexico, Russia, Vietnam, etc. deserve the same high level of customer service as any other customer. Yet too often they're mistreated because they're difficult to understand.

VHS - 10 minutes

CS 064 On Incoming Calls

Outstanding for new employee orientation and indispensable for ongoing refresher courses. This classic video (used by more than 8,000 organizations) covers the basic of telephone skills. Energetic-enthusiastic-very funny. A strong delivery makes this film a winner. The one video needed by everyone who uses a telephone!

VHS - 18 minutes

CS 065 From Curt to Courteous

Viewers will learn the skill of non-visual communication, understanding and being understood. The program explains how words, voice tone and the listener's imagination create an instant image for the caller. Second half of this program applies these ideas with a concept known as "Business Friendly". "Business Friendly" is the middle ground between being too cold and impersonal and the other extreme of being too familiar. New version of our classic program!

VHS - 25 minutes

CS 066 It Starts at the Top

A motivational visit to a seminar presented by Nancy Friedman, The Telephone “Doctor”. Viewers are treated to a unique combination of humor, energy, anecdotes and ideas that constantly earn a perfect score when rated by attendees. The camera also goes backstage in an interview-style setting featuring Nancy addressing issues vital to great customer service. This program is a perfect intro platform for the complete library or any customer service training class.

VHS - 29 minutes

CS 067 Telemarketing From A to Z

A culmination of over 30 years of telesales experience in one video! This alphabet soup of ideas and techniques will improve the performance of inbound and outbound telephone sales representative. Features twenty-six tips, which will be of immediate use to anyone who uses the phone as a presentation platform. This program is a catalyst to promote discussions about the causes of success and failure in the world of telemarketing.

VHS - 33 minutes

CS 068 Proactive Customer Service

This program illustrates the contrast between the usually average level of treatment most consumers are used to experiencing and the extraordinary and rare proactive way. Points covered include the value of building rapport in a business relationship, offering the customer additional choices, and turning the buyer-seller relationship into a friendship.

VHS - 20 minutes

CS 069 How to Avoid Emotional Leakage

Observing “Emotional Leakage” from a third party point of view helps employees realize how unfair this treatment really is.

VHS - 9 minutes

CS 070 How to Treat Every Caller as a Welcome Guest

Have you ever heard a frontline staff member described as “just the switchboard operator” or “just the receptionist”?

Do not belittle the company ambassador. We’re pleased to present a program designed to meet the specific needs of the frontline staff.

How important is the first impression your company makes? Face it-- whoever answers the telephone “IS” the company. The company greeter should be put on a pedestal.

Loaded with fresh tips and suggestions, this “how to” program will immediately improve the performance of your staff and make it easy to do business with your organization.

VHS - 9 minutes

CS 071 We Are Customers to Each Other

Most everyone is aware of the importance of providing good service to clients, customers and the public. But why is there a distinction between internal and external customer service? Shouldn’t the engineering department treat the data processing department the same way customer service treats your best customers? This is the premise for--“We Are Customers to Each Other”.

This dynamic new training video increases the level of service inside the walls of your organization by showing the importance of internal customer service. The telephone “Doctor” asks, “If good service doesn’t start within the organization, how can we expect it to get out of the organization”?

This program fully complements existing customer service training videos you’re already using. Perfect for industry, government, health care, education, etc.

VHS - 9 minutes

CS 072 Voice Mail, Curse or Cure

This 27-minute training video shows several compelling examples of how business problems can be avoided by proper use of voice messaging systems, whether inbound or outbound.

Viewers will see that leaving a detailed message is time well spent. The telephone “Doctor” shows how voice messaging is a major productivity enhancer in these busier-than-ever times.

Included are tips on recording an outgoing message, as well as ideas to help new users overcome “voice phobia”.

The program concludes with a visit to a “Voice Messaging” workshop to answer the most common concerns about using a system.

VHS - 27 minutes

CS 073 Celebrate Living

Facilitator opening for any training or conference. Positive sayings with music.

VHS - 9 minutes

CS 074 1001 Ways to Reward Employees with Bob Nelson

From a simple gesture of praise to motivational team meetings, best-selling author Bob Nelson presents countless cost-effective concepts for rewarding and recognizing employees. What's more, he demonstrates how easy it is to implement these ideas by visiting several organizations that are using his innovative techniques to inspire employees and improve the bottom line.

This comprehensive training package shows hundreds of ideas proven to motivate and inspire your employees--ideas that result in increased morale, productivity and profits, not to mention reduced turnover, absenteeism and stress.

This package also includes three "how-to" behavioral videotapes and extensive ancillary materials.

VHS - 60 minutes

CS 075 1001 Ways to Reward Employees, How to Praise Publicly

How important is it to praise the performance of your employees? If you want to turn a mediocre organization into a magnificent one, it is essential! According to best-selling author Bob Nelson, when you offer your employees steady rewards, your organization will experience steady results--results stemming from a work group that feels renewed, recharged and ready for the next challenge. In this dramatic vignette, learn what countless studies have proven: what motivates more people to perform at higher levels is the thoughtful, personal kind of recognition that signifies true appreciation for a job well done.

VHS - 30 minutes

CS 076 1001 Ways to Reward Employees, How to Present a Personal Thank You

Make a difference in the way your employees feel about coming to work by delivering the rewards and recognition they deserve. From a simple gesture of praise to a personal note of thanks, best-selling author Bob Nelson provides the framework for rewarding employees for a job well done. Follow along with one enlightened organization as staffers demonstrate just how easy it is to say “thank you” and, in turn, motivate employees and achieve lasting results. This lesson on the power of positive reinforcement inspires an entire work group-and could make your organization more productive and fulfilling.

VHS - 30 minutes

CS 077 1001 Ways to Reward Employees, How to Provide Low- or No-Cost Recognition

If you're like most managers, you have 1,001 reasons for choosing not to reward and recognize employees. Not enough time...not enough money...or, just simply do not know how. The fact is, there are hundreds of simple ideas to motivate and inspire your employees--ideas that result in increased morale, productivity and profits. What's more, some of the best ideas do not cost a cent! Follow one progressive organization as staffers initiate a company wide search, enabling them to effectively match their rewards to the individual, to achievement and to their budget.

VHS - 30 minutes

CS 078 1001 Ways to Reward Employees Learning Activity Kit

Let management consultant Bob Nelson, author of the best-selling book “1001 Ways to Reward Employees” (over 500,000 copies sold) show you how to improve employee performance with the “1001 Ways to Reward Employees Learning Activity Kit”!

Learn These Important Skills:

- Effective ways to use praise, rewards and recognition as a motivational tool.
- How to utilize praise, rewards and recognition to reinforce desired behavior and performance.
- How to improve management’s ability to recognize opportunities for praise.
- How to develop low-cost/no-cost rewards and recognition ideas.
- What steps to take to get your own reward and recognition program started at work!

“The 1001 Ways To Reward Employees Learning Activity Kit” provides everything you need to raise the awareness and skills of your management and staff in a group or self-learning setting.

VHS - 2 hours

CS 079 1001 Ways to Energize Individuals

“1001 Ways to Energize Individuals”, based on the popular book “1001 Ways to Energize Employees” by Bob Nelson, provides proven techniques and solid strategies for energizing, empowering and motivating workers to do their best.

You will Learn How To:

- Promote empowerment, independence and autonomy enabling employees to solve problems.
- Get feedback and solicit process-improving suggestions.
- Train and develop employees to maximize their contribution.

VHS - 30 minutes

CS 080 1001 Ways to Energize Teams

In “1001 Ways to Energize Teams”, Bob Nelson shows how to jump-start your team and bring its energy and excitement to a whole new level. By bringing trust, challenge, creativity and--yes, even fun--to teamwork, Nelson makes the entire team experience more rewarding for members as well as more productive for the organization.

VHS - 30 minutes

CS 081 1001 Ways to Energize Organizations

In this invigorating video, Bob Nelson applies his proven energy-boosting strategies, used so effectively with workers and teams, to increase the vitality and energy of the entire organization.

You will Learn How To:

- Simplify policies and procedures so they do not hold up progress.
- Remove bureaucratic obstacles to getting things done.
- Encourage suggestions and take them seriously.

VHS - 25 minutes

CS 082 I'm Glad You Noticed

“I'm Glad You Noticed” demonstrates techniques that your supervisors can put to use immediately. Balancing criticism with praise is the key to obtaining desired behavior. For years psychologists have studied the effects of recognition and rewards on motivation and behavior. They now realize positive reinforcement is one of the most important aspects of employee commitment and motivation.

This video will teach your managers and supervisors how to properly reinforce behavior to improve attitudes and performance. This, in turn, will increase your organization's efficiency productivity.

VHS - 17 minutes

CS 083 Achieving Customer Loyalty

In this episode of the Retail Smarts video series, hosts Peter Feniak and Lynn Mackenzie show viewers how to develop a service strategy that will take your customers beyond satisfaction - to loyalty.

“Achieving Customer Loyalty” provides you with the nine service management tools necessary for a service strategy that brings you loyal customers and employees.

VHS - 28:50 minutes

CS 084 Everyone’s Customer Service Role

Every employee--even those not on the organization’s front line--serves as an important link in the customer-service chain. This video demonstrates how the actions of every team member can strengthen or break-the chain vital to customer-service success.

VHS - 13 minutes

CS 085 How to Deal with Difficult People Vol. 1

Everyone has difficult people in their lives. The key to dealing with difficult people is to first understand them. In this video, Drs. Brinkman and Kirschner give you insights into why difficult people behave the way they do and they help you lay the groundwork for communicating effectively with difficult people. You will enjoy their entertaining and instructive “role plays”, and you will never forget the skills they teach.

VHS

CS 086 How to Deal with Difficult People Vol. 2

In this continuation of “How To Deal With Difficult People”, you will take your understanding of difficult people and put it to work. You will learn how to apply your new skills to deal and get results with chronic problem people. In Rick and Rick’s entertaining skits, you will see 11 types of difficult people in action and you will discover how to “put them in their places”.

VHS

CS 087 May I Present

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

If you think you’ve sat through some bad presentations--wait ‘til you see “Lloyd Adams” a.k.a. Tim Conway. Lloyd displays the worst presentation skills imaginable! This new meeting opener is a great way to begin a session on successful presentations.

VHS - 8 minutes

CS 088 Mr. Tudball--Technology Trainer

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

The importance of good training is made clear in this new video as Mr. Tudball commits every sin in the book. This meeting opener will make you look good and start the session off with a bang!

VHS - 7 minutes

CS 089 So You're New Around Here

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

See what happens when employee orientation goes awry as Tim portrays a dentist new on the job. Ideal for new employees, orientation classes and meetings for dentists and doctors.

VHS - 7 minutes

CS 090 Get Out There and Sell

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

Everybody can relate to something in this icebreaker as Tim desperately attempts to motivate. Entertain and educate your audience with Tim's sales techniques.

VHS - 6 minutes

CS 091 Interviewing A Pain in the Gut

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

In this new meeting opener, Tim poses all the wrong questions to a long line of job applicants--you just have to see it to believe it! Remind interviewers what not to ask when interviewing!

VHS - 7 minutes

CS 092 On The Phone: Making a Great Impression

Teaches the five qualities of a good telephone voice, the five most common poor listening habits and a five-step planning process for communicating effectiveness.

VHS - 12 minutes

Workbook available

CS 093 On The Phone: Fabulous Fundamentals

Viewers learn the fabulous fundamentals of greeting, telephone etiquette, meaningful messages, transferring calls and using hold.

VHS - 14 minutes

Workbook available

CS 094 On The Phone: Successful Selling

Demonstrates the benefits, odds, skills, scripts and prospecting score sheets of successful selling. Viewers learn to ask the right questions, overcome call reluctance and become self-motivated.

VHS - 13 minutes

Workbook available

CS 095 On The Phone: Personal Productivity: Handling Stress

Everyone learns how to manage physical and mental stress, what to do when you have to say “no”, ending the endless call and guidelines for making personal calls.

VHS - 12 minutes

Workbook available

CS 096 On The Phone: Mastering Technology

Participants learn how to screen calls, use the intercom, handle more than one line, set up conference calls, master voice mail, speaker phones, pagers and beepers.

- VHS - 14 minutes
- Workbook available

CS 097 On The Phone: When It's The Worst: Irate Callers

Learn four tactics to manage irate callers, deal with customer anger, fend off foul language and handle harassment.

- VHS - 9 minutes
- Workbook available

**CS 098 File 102: Creating World-Class Customer Service
What's It All About?**

What does Southwest Airlines, Whole Foods Market and USAA Insurance have in common? They have all achieved world-class customer service. How have they done it? Front line employees, supervisors, mid-level and senior managers will tell you about the six core skills necessary for superior service.

Key Learning Points:

- Focus the organization on the customer.
- Hire the right people.
- Satisfying employees, leads to superior service.
- Create a personal connection.
- Listen to the customer.
- Act on feedback.

- VHS - 14 minutes

CS 099 Once And For All

Most managers would agree that dealing with poor employee performance is among their most difficult challenges. This video development program can help take the guesswork frustration out of resolving performance challenges.

Performance challenges can usually be resolved by following a clear set of actions that help communicate specific expectations, timelines and consequences if improvements aren't achieved. The actions outlined in "Once And For All" can lead managers to a conclusion--either an employee's performance can improve or a permanent change of some kind must occur.

- VHS - 21 minutes
- Facilitator guide available

CS 100 After The Hire: Retaining Good Employees (1999)

One of the greatest challenges facing business today and in the future is finding and retaining good employees. Although hiring the right people is critically important, it is just as important to know how to keep them.

This video development program answers the question "What do my valued employees really want and need to remain employed with my organization"?

To remain loyal to an organization, good employees want and need:

- Clear performance expectations and measurements.
- Time to give and get feedback.
- Rewards and recognition.
- Challenges and opportunities.

"After the Hire: Retaining Good Employees" offers viewers the actions and skills needed to not only keep valued employees on the job, but to become better managers!

- VHS - 24 minutes

CS 101 Cliff's Customer Service Adventure (1999)

This fun, zany video--designed for young trainees who are performing front-line customer service features Cliff, a hip "20-something" in search of excellent customer service. He is our guide in this adventure, as we "watch the master" and observe interactions between him and service providers in a variety of locations. Cliff's humorous comments, funny antics and words of wisdom are perfect for teaching Gen-Xers (and the young at heart) effective customer service skills.

Your employees will learn how to provide the kind of customer service we all want to receive and the importance of approaching customers with respect, friendliness and a sincere desire to help.

- VHS - 13 minutes
- Includes Leader's guide

CS 102 Fish! Catch The Energy. Release The Potential. (1999)

Imagine a workplace where everyone chooses to bring energy, passion and a positive attitude with them each day. An environment in which people are truly connected to their work, to their colleagues and to their customers. Impossible? Not at all, "Fish!" is a tool to help you lead people toward creating that environment. Join us for an exploration of what we call the "Fish!" philosophy: Play, Make Their Day, Be There and Choose Your Attitude.

- VHS - 17 minutes
- Facilitator's guide and play book available.

CS 103 Give 'Em The Pickle...And They'll Be Back! (1999)

This video provides an absolutely certain way to build your business and live a happier life. Based on the book by Mr. Robert E. Farrell, the video explores the philosophy, which started the first Farrell Ice Cream Parlor. Bill Perkins delivers the message of success that the Customer is the boss.

- VHS

CS 104 Fish! Sticks (1999)

You've seen what fish can do! Now make the philosophy stick!

In "Fish! Sticks", the video sequel to the popular best-seller "Fish!", your employees will get an in-depth look at how each of these three efforts (1) Commit, (2) Be it and (3) Coach it, mesh together to form the kind of energy-infused workplace John Yokoyama envisioned and achieved with his now famous fish market.

Maintaining a vision is hard work, but "Fish! Sticks" continues to demonstrate how attention day to day, even moment to moment, can not only keep a vision alive but make it more powerful.

VHS - 17 minutes

CS 105 The Secret: Customer Service Uncovered For Hospitality

Get your hospitality staff excited about delivering great customer service...identify the payoff in it for them...and help them effectively deal with difficult hospitality situations when they occur.

VHS - 20 minutes

CS 106 Point Of Impact (1999)

"Point of Impact" is a straight-to-the-point customer service video that focuses on the front line--where the customer actually comes in contact with the organization. In an entertaining style, this video demonstrates how to win lifetime customers by having an ace up your sleeve:

Attitude!
Communication!
Effort!

VHS - 14 minutes

CS 107 Hot Under The Collar: Dealing With Angry Customers

Do not let employees with poor customer relations skills turn away potential repeat customers and ruin your organization's reputation. This video will show your employees how to deal with customers who are "Hot Under the Collar".

Jack's just an average customer. One morning while waiting for his car to be tuned up, Jack sees an angry customer chewing out the Customer Service Manager. Since he's just seen two other angry customers, one in a department store and one in a bank, Jack realizes that if a job involves working with the public, angry customers are a fact of life. This video shows techniques to calm an angry customer and solve his/her problems.

VHS - 17 minutes

CS 108 Rhinoceros Leadership Experience

Join Colonel Charlie Tyrian on his next leadership adventure.

This video joins a group at Camp Arnold at Timberlake where Mr. Tyrian conducts training to:

- Unleash your RHINO leadership!
- Climb the RHINO ladder of success!
- Be a happy and successful RHINO!

This is not a copy of the motivational speaker, but rather of the concepts he uses to bring out the RHINO in people who participate in his camp training.

VHS

CS 109 You've Got Customers

Six essential techniques for delivering what you promise.

Follow the trials of a young waiter at his first customer service job as he receives an on-the-job education from the most unlikely group of teachers-- a bowling team. From these four demanding patrons, he learns techniques that can be used in any business, anywhere. Based on the premise that good customer service requires organizations to deliver what they promise, this video demonstrates how to use six essential customer service techniques to put this fundamental idea into practice. This entertaining story will help viewers understand why "Good service isn't about flowery words and pleasant smiles. It's about actions. It's about going to bat for your customers...even if they do wear bowling shirts".

VHS - 21 minutes

CS 110 Diversity: Michael Weber Presentation

This video was filmed during a Creativity Seminar presented at NSA Mid-South. Creativity was re-defined by Mr. Weber as Problem Solving. Mr. Weber presented "The Secret to Thinking for Other People...It's Not My Problem".

Throughout this presentation, Mr. Weber highlighted three tools he has successfully used for "thinking outside the box".

VHS

CS 111 Now, That's Service!

Karen is a customer service representative whose job is dealing with difficult situations. She takes a look at her performance through the customer's eyes, then practices these six key skills with a customer:

1. Listen actively.
2. Show concern.
3. Stay calm.
4. Build customer confidence.
5. Be courteous and professional.
6. Help solve problems and make that extra effort.

Karen's story brings substantial insight to both new and experienced employees who work with customers on the telephone or face to face.

The message to every employee:

“Treat customers, as you would want to be treated.”

VHS - 23 minutes

CS 112 P.A.T.H. Improvement: Kool Time

The difference between an “okay” and a great customer service interaction can be your positive, proactive approach to the encounter. With your positive expectation and a desire to assist, nearly all your customer service are “built” by Jim “The Kool Man” Taylor and Hal.

VHS - 32 minutes

CS 113 Fish! Tales

When you see fish and spirits flying in “Fish!” and “Fish! Sticks”, you wonder, “How can I create that amazing environment at my workplace”?

“Fish! Tales” show how organizations that have nothing in common with a fish market are creating more energy, fun and effectiveness through the “Fish!” philosophy. This short film answers the question, “What can I throw at work”? When you watch the rejuvenated organizations in “Fish! Tales”, you will see how to throw the same kind of teamwork, service, attentiveness and commitment in your workplace.

VHS - 17 minutes

CS 114 Revolutionary Service: Building Loyalty One Customer At A Time

Voted one of the best business training videos in the industry by Successful Meetings magazine! Join service experts Rick Tata and Gary Heil as they demonstrate why a loyal customer base is the key to future business. Includes how-to-examples from several organizations that have restructured themselves in order to revolutionize their service...much to the delight of their customers! Based on the book Leadership and the Customer Revolution.

VHS

CS 115 Customer Service: The Royal Treatment

Guest service is alive and well. This video covers the five rules of exceptional customer service and demonstrates to employees how easy it can be to make guests feel like royalty.

- Pro-active customer service.
- The secrets of “guest relations”.
- Everyone is a “customer”.

VHS - 19 minutes

CS 116 Customer Service: Difficult Customer Alert

This video details a simple process, which takes an unpleasant situation and turns it into a positive interaction. Employees will learn how to quickly diffuse angry customers.

- Perfecting listening skills.
- Creating a customer service “rescue”.
- Diffusing emotions of unhappy customers.

VHS - 22 minutes

CS 117 Taking C.A.R.E of Business

From greeting customers and gracefully managing several at once, to handling dissatisfied customers and keeping a fresh outlook at all times, *Taking C.A.R.E. of Business* emphasizes personal accountability as it teaches your employees to actively improve their customer service skills.

CONNECTED

Meet customers “where they are”. Treat internal and external customers like you’d want to be treated.

ATTENTIVE

Give all your customers your full attention. Be efficient and clear, but never rush your customers.

RESPONSIBLE

Take ownership, but never take things personally. Let upset customers vent, then apologize, find solutions, say “Thank you” and add value.

ENTHUSIASTIC

Treat each and every customer as if they were your only customer.

VHS - 23 minutes

CS 118 It's Your Call

From being active listener and gracefully guiding phone calls, to handling dissatisfied customers and keeping a fresh outlook call after call, It's Your Call emphasizes personal accountability as it teaches your employees to actively improve their telephone customer service skills.

CONNECTED

Meet customers “where they are.”

ATTENTIVE

Give every customer your full attention.

RESPONSIBLE

Own the call, never take things personally, and follow through.

ENTHUSIASTIC

Treat each and every customer as if they were your only customer.

VHS - 25 minutes

CS 119 The Other Side of the Window: Providing Exceptional Service in Government

Spend the day with a hapless customer as he experiences life on the “other side of the window.” You’ll discover, as he does, that seeking help from public sector customer service representatives is often no picnic. And what makes it worse, and ultimately more poignant for him, is that he is a government worker!

Viewers will learn:

- How to apply flexibility and common sense so that working by the book’ doesn’t preclude satisfying the customer.
- Behind every form and every voice on the phone is a real human with real needs and concerns.
- Most people seeking help from government agencies are addressing serious, anxiety-producing issues. Empathy goes a long way.
- Every customer should be treated with the same degree of courtesy and respect, no matter what their circumstances.

☐ VHS - 13 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Food Preparation

FP 001 Deep Fat Frying (1966)

Covers essentials of deep fat frying. Highlights include equipment usage and cleaning, preventing fat absorption and care of fats to prevent decomposition. Demonstrates how to get maximum quality from this popular cooking method.

VHS - 10 minutes

FP 002 Give Your Eggs A Break (1966)

Shows successful procedures in care and handling of eggs and how to prepare six basic egg dishes: omelet, scrambled, boiled, fried, poached and shirred.

VHS - 10 minutes

FP 003 Carving The Rib Roast (1967)

Demonstrates proper techniques for carving a prime rib of beef. Highlights include preparing roast for carving, proper use of tools, types of prime rib cuts and waste prevention.

VHS - 10 minutes

FP 004 A Cool Head For Salads (1967)

Explains principles and procedures essential for preparing green salads. Demonstrates techniques for cleaning, storing and cutting iceberg lettuce. Preparation of a wide range of other lettuces, vegetables, fruits and garnishments are illustrated.

VHS - 10 minutes

FP 005 Sandwich Preparation And Presentation (1967)

Demonstrates artistry and techniques of making high quality sandwiches. Preparation of colorful open and closed sandwiches is shown by a master chef. Describes procedures for preparing sandwiches from layout of work area to final preparation.

VHS 10 minutes

FP 006 Fast Sandwich Making (1966)

Shows importance of planning and how to organize for fast action in cold sandwich production. Stresses time and labor saving approaches and teamwork.

VHS - 10 minutes

FP 007 Roasting (1972)

This basic cooking method is presented in step-by-step demonstration of procedures to assure perfect roasting results. Use of racks, pans and ovens shown in preparation of beef roasts and turkey. Importance of meat thermometer and its use explained. Includes pros and cons of high temperature searing.

VHS - 10 minutes

FP 008 Braising And Stewing (1971)

Demonstrates processes of braising and stewing from initial choice of meat through browning, seasoning and sauce, to final presentation. Features preparation of beef pot roast and French lamb stew to show comparison between the two methods, stressing amount of moisture used, handling of gravies, cuts of meat.

VHS - 10 minutes

FP 009 Vegetable Preparation (1972)

The essentials of vegetable preparation show how to maintain color, taste, texture and nutrition. Shows a proper procedure for boiling and other cooking methods including steaming, sautéing and deep fat frying. Exposes efforts of overcooking, use of excessive water, delays, bad planning, and harmful additives.

VHS - 10 minutes

FP 010 Simmering And Poaching (1973)

Detailed demonstrations of methods of cooking in liquids including totally submerged meats and poultry as well as poached items. Helps define and differentiate various moist meat preparation techniques. Use of steam kettles and top-of-range cooking shown.

VHS - 12 minutes

FP 011 Short Order Cookery (1973)

Trains the short order cook for greater efficiency and productivity while facing particular problems of organizing work with the added challenge of often performing his duties in the public eye. Film stresses ways of coping with traffic, staying ahead of the rush and various foods that must be prepared. Stresses details of griddle use and maintenance.

VHS - 10 minutes

FP 012 The Art Of Broiler Cookery (1982)

Demonstrates procedures for quality broiling of steaks, hamburger, poultry, fish and other foods. Shows importance of coordinating with serving staff, controlling heat for searing, cooking and correct handling of delicate meats.

VHS - 10 minutes

FP 013 The Microwave Oven (1978)

Shows how a wide variety of foods can be heated quickly and efficiently in the microwave oven. Explains the differences between microwave heating and conventional oven heating.

VHS - 11 minutes

FP 014 Sautéing And Pan Frying (1973)

Teaches the subtleties of two classic cooking techniques for training flavor and texture on a variety of popular foods. Describes skillets, frying pans and sauté pans and when the different types should be used.

VHS - 12 minutes

FP 019 Making Pizza (1991)

Follow Chef Ron Scott as he takes you through a step-by-step look at making pizza. Written and produced by the Navy Personnel Command, MWR Training Branch (PERS-654) and the MWR Business Activities Branch (PERS-655) staff.

VHS - 15 minutes

FP 020 Food Safety Essentials

This video provides an overview of food safety. All food service employees learn six crucial guidelines for combating foodborne illness. Helps them realize food safety is their responsibility-not someone else's. Prepares employees for further position-specific training on how to apply the six food safety principles to specific jobs.

☐ VHS - 23 minutes

FP 021 Food Production

Food production tasks cause most food safety problems. Attack dangerous practices at this critical stage with this video-training tool!

☐ VHS - 24 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Food Service

FS 001 Serving Food And Beverage (1977)

Demonstrates basic rules of serving food and beverage. Shows how professional waiters and waitresses place a wide range of menu items in front of the guest, including presentation of soups, entrees and desserts.

VHS - 9 minutes

FS 002 Table Settings (1969)

A valuable primer in the art of table settings. Demonstrates positioning of plates, silverware and glasses for both formal and informal dining. Breakfast, lunch and dinner covers are graphically illustrated. Proper handling and placement of silverware, glasses, dishes, napkins, chairs, etc., are fully explained.

VHS - 10 minutes

FS 003 Rush Hour Service (1971)

Cleverly illustrated techniques for properly confronting the rush hour in dining rooms and coffee shops. Teaches all dining room personnel their basic responsibilities during this critical time. Actual rush hour conditions with major complications that can arise are shown.

VHS - 10 minutes

FS 004 The Efficient Busperson: Assisting The Server (1982)

The efficient busperson's quiet efficiency--and teamwork with servers--to provide a high level of guest satisfaction during busy mealtimes. Depicts two settings: restaurant and coffee shop. Demonstrates key points in clearing and setting up tables, assisting servers and keeping ahead of the work.

VHS - 10 minutes

FS 005 Basic Responsibilities Of Waiters And Waitresses (1983)

This program ties all of the essential foodservice skills together in one easy-to-use and easy-to-understand package. The importance of hygiene, courtesy, teamwork, safety, attentive service, punctuality, knowledge of the menu, preparation of the work area, systematic order taking, pride in presentation and techniques for suggestive selling of food, wine and liquor all come together in this valuable training tool.

VHS - 12 minutes

FS 006 Basic Skills For Food Service Workers: Communication Skills (1989)

Reviews communication skills as they relate to work in the food services. Program focuses on five skills: listening, speaking, reading/writing, nonverbal communications and general communication concepts.

VHS - 30 minutes

FS 007 Better Banquets: Basic Service Skills

Make every banquet at your family a first-class event from start to finish.

With this video banquet employees get step-by-step instructions on:

- Creating an attractive set-up through attention to detail and consistency.
- Ensuring proper sanitation in set-up, service and clean-up.
- Practicing safe handling of hot dishes, sharp items and glassware.
- Preparing and carrying trays, serving courses, talking with guests and cleaning tables.

VHS - 22 minutes

FS 010 Banquet Service (1986)

“Banquet Service” shows the duties and responsibilities of banquet waiters and waitresses. This video demonstrates timesaving techniques for laying table settings and also shows how a wide variety of food items should be served.

VHS - 15 minutes

FS 011 Buffet Layout And Service (1986)

Illustrates techniques for buffet layout, dramatic table display and food service. Describes procedures for buffet equipment setup and explains the differences between types of buffet service.

VHS - 12 minutes

FS 013 Food And Beverage: Quality Service Skills

Absolutely essential for your server orientation! Videos FS 013 and FS 014 go beyond the basics for every step of dining service.

Servers will learn:

- Timesaving techniques for combining tasks.
- A practical method for ensuring orders are taken and served correctly.
- Guest pleasing service tips for everything from handling glasses to placing dessert.
- Skills for courteous communication.

Broken into short training segments easily allows you to target by area, shift, or employee.

VHS - 15 minutes

FS 014 Food And Beverage: Quality Service Skills Part 2

VHS - 15 minutes

MEDIA RESOURCE CENTER CATALOGUE

Food Service Operations

FO 001 **Using Standardized Recipes (1971)**

Shows how to interpret and use standardized commercial recipes. Includes necessity for advance planning, precautions in substituting ingredients, conversion of weights and measures, proper techniques for cooking and preparation. Portion control is emphasized as is presentation and appearance of the completed recipe on a serving plate.

VHS - 10 minutes

FO 002 **Receiving And Storing (1973)**

Basic principles of receiving and storing foods. Shows importance of proper procedures in checking quality and quantity of received goods. Includes detailed explanation of both dry and refrigerator storage to prevent contamination, waste and pilferage.

VHS - 10 minutes

FO 003 **Food Purchasing 1 - General Principles (1972)**

A much needed survey of the role of food purchasing in cost and quality control. This introductory film deals with what the food buyer must know to purchase food items of the right quality, price and quantity. Stresses the importance of the menu as a guide to the intended use of items: testing products, the buyer's need for knowledge of food quality and food production methods and some basic considerations of proper purchasing procedures.

VHS - 13 minutes

FO 004 Food Purchasing 2 - Let The Buyer Beware (1973)

A companion film to “Food Purchasing 1”. Gives detailed examples of problem areas in purchasing. The very important matter of specifications is treated fully, with sample specifications of various foods. The buyer's role in menu planning and supervising a consistent buying program is explained.

VHS - 14 minutes

FO 005 Portion Control - A Team Effort (1978)

Essential training for every worker in all foodservice operations. Introduces the basic economics affecting jobs and careers. Motivates teamwork and a conscientious attitude toward controlling costs.

VHS - 12 minutes

FO 006 Stopping Foodservice Waste (1982)

Cleverly dramatizes ways to avoid wasteful practices and save money in all foodservice operations.

VHS - 10 minutes

FO 007 Food And Beverage: Suggestive Selling

See an immediate jump in sales the day you start using this video!

Includes:

- Five sales skills that make a bottom line difference between “professional servers” and “order takers”.
- Techniques for increasing the size of guest checks.
- Five never-again-missed opportunities for suggestive selling.
- Demonstrations of the right and wrong ways to approach suggestive selling.

VHS - 17 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Health/Fitness

HF 001 Inside Story With Slim Goodbody (1979)

This video is divided up into eight 15-minute sections, each dealing with part of the body:

- (1) Heart & Blood.
- (2) Respiration.
- (3) Digestion.
- (4) Bones & Muscles.
- (5) Brain & Nervous System.
- (6) Senses.
- (7) Glands.
- (8) Whole Body.

VHS - 2 hours

HF 002 Health (1983)

This video will help program participants gain a new perspective on the role of the mind in achieving and maintaining good health. It will help people explore their own health, their mental attitude and the relationship between the two.

VHS - 15 minutes

HF 003 Heart Attack (1983)

This video will help program participants understand the causes of heart attacks and how a person's reaction to a heart attack, both at the time of its occurrence and during recovery, can affect the ultimate health and longevity of the heart attack survivor.

VHS - 15 minutes

HF 004 Cancer (1984)

This video will help program participants become more aware of the relationship between the mind and the body and the importance of a positive mental attitude in dealing with a life-threatening disease.

VHS - 15 minutes

HF 005 Healthy Childcare: Is It Really Magic? (1990)

Everything you need to know to cut down illness at your childcare center or family day care home.

VHS - 38 minutes

MEDIA RESOURCE CENTER CATALOGUE

Management

MM 001 Time Of Your Life (1987)

Offers immediate help to solve time management problems and outlines six simple powerful ideas on how to make more effective use of your time.

VHS - 27 minutes

MM 002 The One Minute Manager (1982)

Shows three easy-to-master management techniques: one minute goal setting, one minute praising and one minute reprimands.

VHS - 27 minutes

MM 003 In Search Of Excellence (1985)

Listen to your customer. Act on what the customer tells you. Differentiate sell a unique service. Tom Peters' program televised on PBS.

VHS - 22 minutes

MM 004 Performance Appraisal (1987)

Employee and manager discuss what they expect from each other. Planning and approach to foster a positive performance appraisal. Highlights critical steps in the appraisal process.

VHS - 20 minutes

MM 005 Basics Of Negotiating (1980)

The proprietor of a private hotel attempts to resolve conflicts with employees. Each attempt ends in failure until she learns and uses skills of negotiation.

- VHS - 29 minutes

MM 006 Football And The Art Of Strategic Planning (1987)

Looks at the group planning session, a special event in which a key group of people examines goals for their organization in a structured fashion.

- VHS - 28 minutes

MM 007 Conducting And Planning Meetings (1979)

Tips on handling meetings. How to involve participants? How to keep the discussion on course? How to best use visual aids? Questioning techniques and qualities desired in a meeting leader.

- Companion to MM 008 Planning For Impact (1979)
- VHS - 35 minutes

MM 008 Planning For Impact (1979)

Planning prior to each meeting demonstrated through mistakes by presenter. Six major considerations for planning a meeting are discussed. Meetings just do not happen. They are planned to happen.

- Companion to MM 007 Conducting And Planning Meetings (1979)
- VHS - 35 minutes

MM 009 Learning To Think Like A Manager (1987)

Highlights the crucial areas of effective management and cautions against the mistakes most often made by people in leadership roles.

VHS - 25 minutes

MM 010 Service Management (1985)

Service is a primary product in any organization. Learn to manage the moments of truth between front-line employees and customers. Understand the service cycle and how it can be shaped to create positive service experiences. Discover how to use the "service triangle" to make your organization customer-driven.

VHS - 30 minutes

MM 011 A Passion For Excellence (1985)

In this program, Tom Peters describes and illustrates how successful organizations create and sustain their competitive edge. Tom discusses how care of customers, constant innovation and the reliance on creative contributions from all hands mark each enterprise.

VHS - 63 minutes

MM 012 Managing Performance Problems (1987)

This video deals with performance problems of all kinds. It will help to identify and recognize common performance problems and steps to improve performance.

VHS - 26 minutes

MM 013 The Massey Triad: The Past (Part A) (1986)

“Massey's Triad” is based on the unique and insightful theories of Dr. Morris Massey, one of American pre-eminent experts on human behavior and a perennial favorite on the corporate lecture circuit. Morris Massey's theories have been crystallized into three video programs, which are destined to vibrate once again through the business world.

“The Massey Triad” is composed of these three best selling programs:

- "What You Are Is Where You Were When"
- "What You Are Is Not What You Have To Be"
- "What You Are Is Where You See"

VHS - 69 minutes

MM 014 The Massey Triad: The Present (Part B) (1986)

What you are is not what you have to be. Massey profiles two unique generations within our society: "traditionalists" and "rejectionists". He focuses on why the value of work, job commitment and individual performance varies with different age groups.

VHS - 64 minutes

MM 015 The Massey Triad: The Future (Part C) (1986)

What you are is where you see. Dr. Morris Massey continues his exploration of “values programming” showing you how to redefine, redesign and recreate your future by shifting from the point of view imposed by your past to a new and more objective viewpoint.

VHS - 58 minutes

MM 016 Leadership And The One Minute Manager (1985)

This video presents a framework, a language for talking to the people you manage about what they need from you in order to be good performers. In this video you will learn about four leadership styles: directing, coaching, supporting and delegating. Also you will learn how to choose a leadership style that is appropriate to the competence and commitment of the people you manage.

VHS - 85 minutes

MM 017 I Know It When I See It (1985)

This is a video about Punctuation, Inc., a company that makes the punctuation marks people use to write and to speak. It tells the story of how this company solved some serious product quality problems.

VHS - 12 minutes

MM 018 All Work And No Play (1987)

A recreation promotional videotape, with Captain John Bonds, illustrating recreation as a way to recreate or reshape personality traits in order to reduce stress in fleet personnel.

VHS - 23 minutes

MM 019 Eye Of The Supervisor (1971)

Equips supervisory personnel to review and evaluate employee performance. Emphasis is placed upon collecting all information before reaching a conclusion. Tips on self-evaluation and self-improvement as well.

VHS - 12 minutes

MM 020 The Supervisor: Motivating Through Insight (1971)

Demonstrates that people must be seen as whole persons with emotions and personal lives that affect their jobs. Develops sensitivity and insight in the supervisor who wants to motivate his employees.

VHS - 11 minutes

MM 021 Preventing Employee Theft (1972)

Illustrates four essential principles for preventing employee pilferage and embezzlement: reduce temptation, limit opportunity, establish controls and communicate the importance of teamwork in preventing employee theft.

VHS - 12 minutes

MM 022 Discipline - A Matter Of Judgment (1972)

Emphasizes paramount need for objectivity and impartial judgment when issuing a reprimand or terminating an employee. Teaches that the use of discipline is to educate, not humiliate.

VHS - 11 minutes

MM 023 The Training Memorandum (1973)

Sells the benefits of training to change attitudes of resistance and indifference. Dramatization takes a supervisor who is skeptical of training through a series of experiences, outlining the many benefits to himself, his workers and his company.

VHS - 10 minutes

MM 024 Increasing Productivity (1973)

Challenges managers to accept their responsibility for increasing productivity through creative change. Discusses three levels of management activity related to productive change. Details need for intelligence, courage, commitment, measurement, the involvement of others and leadership.

VHS - 14 minutes

MM 025 Flight Plan (1974)

Dramatically introduces the manager to the purposes of planning, what it accomplishes and essential elements of a good plan. Through a series of exciting flight sequences a successful manager illustrates elements involved in the planning process.

VHS - 14 minutes

MM 026 Delegate - Don't Abdicate (1974)

Illustrates that successful delegation is something a manager must plan and work for in order to make the best use of his time, build teamwork and produce results. Enables a manager and subordinates to function together effectively and productively.

VHS - 12 minutes

MM 027 Successful Persuasion (1975)

Teaches the dynamics of the persuasion transaction with practical, everyday situations. Stresses the importance of listening and feedback in two-way communications.

VHS - 14 minutes

MM 028 The Time Game (1975)

Teaches time management by taking its audience through a card game in which the stakes are managerial success and the chips are segments of time. Stresses keeping a personal time log, controlling crises and establishing priorities. Offers positive suggestions for organizing workloads for maximum time effectiveness.

VHS - 14 minutes

MM 029 Profile Of A Manager (1976)

Goal conflict, interpersonal relations, teamwork, accountability, employee evaluation, personal development and crisis management.

VHS - 14 minutes

MM 030 Strategy For Winning (1977)

Winning/losing: dealing with disappointment and resistance to change, persuasion, persistence. An excellent demonstration of how individuals can get beyond disappointment and plot a winning course for themselves and their organizations.

VHS - 20 minutes

MM 031 Handling Money (1975)

Covers correct procedures for making change, avoiding errors and preventing fraudulent use of money. Each procedure is related to important basic principles: count money, do not try to do mental arithmetic, handle one transaction at a time, examine all large bills.

VHS - 14 minutes

MM 032 Handling Checks (1975)

Teaches a fast, easy-to-learn system for validating a check and reducing risk in accepting it. Excellent management use of video is to establish standards and procedures of check handling.

VHS - 10 minutes

MM 033 Handling Credit Cards (1975)

Essential training in credit card validation: be sure a customer's card is acceptable to the employer, that it has not expired, that it is signed and that it is not being used fraudulently.

VHS - 10 minutes

MM 034 The New Telephone Manners (1986)

This video demonstrates every important step in telephone usage. It breaks down the process into practical easy-to-assimilate tips anyone can master to assure clear communication, free of errors and confusion, free of irritation and delay.

VHS - 11 minutes

MM 035 The New Handling Complaints (1986)

The presentation takes the mystery out of human relations and gives specific, easily followed directions. It dramatizes emotional confrontations with customers of all kinds.

VHS - 12 minutes

MM 036 Can You Spare A Moment? (1987)

Shows managers how to recognize and handle counseling situations. The office confidant has these skills innately. This video shows how to achieve these skills.

VHS - 28 minutes

MM 037 If Looks Could Kill: The Power Of Behavior (1986)

All people who deal with the public must wear behavior appropriate to the situation just as if they were wearing a uniform. The video shows the wrong and right way to deal with the public regardless of a person's mood or personal situation.

VHS - 28 minutes

MM 038 Decision Making: Values And Goals (1982)

A video that focuses on the first steps to good decision making.

VHS - 17 minutes

MM 039 Your Image: Make It Work For You (1983)

Gives viewers tips for improving their image as it shows some of the many ways in which personal image affects our opportunities and our successes in life.

VHS - 17 minutes

MM 040 Conflicts, Conflicts! (1974)

In a series of lighthearted vignettes, this film shows people how to avoid needless conflicts. And it shows them how everyone can come out a winner in the inevitable clashes that can't be avoided.

VHS - 19 minutes

MM 041 Stop Procrastinating, Act Now (1985)

Everyone procrastinates and everyone admits it. But why do we procrastinate and what can we do to overcome it? This video presents profiles of six procrastinators who take an honest look at themselves.

VHS - 23 minutes

MM 042 Performance Standards And Objectives (1987)

This video follows the efforts of a manager who has mastered the skill of developing standards and objectives and using them for performance appraisals.

VHS - 22 minutes

MM 043 The New Supervisor: Making The Transition (1985)

In this video three experienced supervisors explore the differences between being an individual worker and a supervisor.

VHS - 24 minutes

MM 044 Management: Emphasize Your Strengths (1985)

A chief executive encourages his management staff to make good use of their strengths and to develop in the areas where they need improvement.

VHS - 22 minutes

MM 045 Put More Leadership Into Your Style (1985)

Introduces viewers to the Leadership Formula pyramid-communication, mutual reward, power, decision making and positive force, all capped by the concept of mission, which brings unity and meaning to an organization.

VHS - 30 minutes

MM 046 The Interview: The Right Person For The Right Job (1984)

A video that explains the interviewing process from start to finish. Learn professional interviewing techniques...techniques already at work in successful businesses all over the country.

VHS - 26 minutes

MM 047 The Crunch Bird (Parts 1 & 2) (1987)

Cartoon comedy relief! A great attention getter and icebreaker for workshops.

VHS - 10 minutes

MM 048 MANAGING STRESS

“Managing Stress” inspires people to reduce stress by controlling their reactions to challenges in the workplace.

Motivates people to break habits that cause stress in personal lives and the workplace.

Job burn out. Illness. Absenteeism. Conflict. Counter-productivity. Often, these problems can be traced to stress in the workplace, in personal lives, or both. Although life cannot be made stress-free, our reactions to stress can be controlled. The crippling sometimes-killing effects of stress can be reduced by following the logic of this video. Based on in-depth research, dramatic vignettes and memorable animated illustrations, “Managing Stress” is highly motivational, offering solutions that really give people a handle on stress.

☐ VHS - 26 minutes

MM 049 When The Coach Is You: Skills For Helping Others Learn What You Already Know

Join host George Wendt, of TV's "Cheers" for practical steps on increasing success for coaches and learners in any government organization. You will visit an accounting office, a state unemployment office and a technology service center as workers resist and stumble through the coaching process, finally learning successful coaching techniques.

Help your staff learn how to:

- Address coaching from the perspective of both the coach and the learner.
- Understand the value of coaching in relation to accomplishing team goals.
- Recognize that any team member is capable of coaching another.
- Implement five practical steps to improve the coaching process.
- Recognize potential barriers to coaching and devise strategies for overcoming them.

VHS - 18 minutes

MM 050 Inside Track (1987)

The video walks us through seven of the most common self-sabotaging habits, traits and attitudes that limit our getting what we want out of life. In contrast, the video then tells us the secrets for success of those who choose to live their lives on the "inside track".

VHS - 17 minutes

MM 051 The Miracle Man (1985)

An inspirational story of human faith, positive thinking and motivation. Whatever the mind can conceive and believe, it can achieve!

VHS - 30 minutes

MM 052 Where There's A Will...(1987)

Shows techniques on how leadership combines good organizational skills with the skills to get people to do willingly and well the work that needs to be done.

VHS - 29 minutes

MM 053 One Of Our Own (1987)

This video is designed to bring a sensitive, often tragic, business problem, AIDS in the workplace, into the open and to provide insight into handling it effectively.

VHS - 30 minutes

MM 054 Coaching (1987)

This video presents the subject of employee development in an organized fashion, emphasizing practical techniques and demonstrates some of the barriers that hamper successful coaching.

VHS - 25 minutes

MM 055 Motivation: The Classical Concept (1986)

This video explains the classic concepts of motivation in a clear, straightforward manner and illustrates how they operate in the workplace.

VHS - 20 minutes

MM 056 Organizational Climate (1985)

Describes factors, which affect the performance of employees. It offers strategies for assessing the climate within an organization or work group and suggests techniques which can be used for improving the climate within any business environment.

VHS - 24 minutes

MM 057 Working With Difficult People (1984)

When someone's behavior begins to affect the other's ability to work effectively, such behavior stops being a mere annoyance and becomes a target for change. This video presents a specific strategy for dealing with counterproductive behavior in others. It demonstrates a four-step approach for changing such behavior and describes how to cope effectively if behavior change is not possible.

VHS - 25 minutes

MM 058 I Told Them Exactly How To Do It (1984)

This cartoon version video demonstrates the importance to explain job assignments fully so you and your employees know exactly what is expected to be done.

VHS - 12 minutes

MM 059 Why Employees Don't Do What They're Supposed To Do (1984)

This video offers innovative yet practical ideas on how managers can prevent many employee performance and productivity problems before they occur. The emphasis is for managers to be proactive by preventing problems rather than being reactive and spending time mopping up yesterday's messes.

VHS - 25 minutes

MM 060 The Unified Team

A Leader's Plan for Promoting, Protecting and Restoring Team Unity.

The Unified Team understands that they're in this together, for better or for worse.

A group of people focused on the same goal, working in harmony and sharing their success is an ideal shared by managers and employees alike. Unfortunately, its occurrence is too rare. Often teams are plagued instead by conflicting agendas, personality conflicts and disenchanted members.

Unity occurs when a team provides its members with three basic human needs:

- To Achieve
- To Belong
- To Contribute

This program lays out a practical approach that any coach can take to insure that these needs are in balance for every team member.

VHS - 26 minutes

MM 061 The Leadership Alliance (1988)

This video sets out to discover the story behind four outstanding leaders. It tells how these four leaders have empowered thousands of new leaders thereby creating a leadership revolution (with Tom Peters).

VHS - 64 minutes

MM 062 The Submarine Syndrome: Workgroups Under Stress

This intriguing analogy effectively demonstrates how the qualities of a submarine crew at war are the same qualities needed by teams in the workplace.

The viewer learns how to:

- Define the group's mission as narrowly as possible.
- Identify the common obstacles and fears the group must overcome.
- Get a group to understand that working together is necessary for survival.
- Instill positive, goal-oriented attitudes from the top down.
- Coach and delegate authority for smoother operation.
- Create an information flow that causes team members to be more involved.

VHS - 17 minutes

MM 063 Managing Learning: The Concept (Part 1) (1987)

Wherever you work as a manager--in the board room, at top and middle management, or as a supervisor--the ability to manage learning is one more skill which you must have and apply. This video helps create a new awareness of the responsibilities you hold for the training and development of your staff.

VHS - 24 minutes

MM 064 Managing Learning: Developing Skills (Part 2) (1988)

This video shows typical examples of real managers exercising the responsibilities they hold for the training of their staff. It emphasizes why training plays such a strategic role in the success of any organization.

VHS - 24 minutes

MM 065 Sexual Harassment: Is It Or Isn't It? For The Retail Industry

The eight vignettes in “Sexual Harassment: Is It Or Isn't It? For The Retail Industry” are designed to stimulate discussion about the not-so-obvious forms of sexual harassment and the hostile work environment it can create. In this stop-and discuss video format, viewers are invited to follow along as an employment law attorney explains each situation and the federal laws that apply to the retail industry.

How-To Training Points:

- How to define sexual harassment and the offensive behaviors that can be considered harassment in a retail environment.
- How to identify quid pro quo and hostile environment sexual harassment.
- How to put three “DON'TS” into play for preventing sexual harassment.
- How to identify the negative effects sexual harassment has on people.
- How to understand the laws behind sexual harassment in the retail industry.
- How to discuss your organization's policies and procedures related to sexual harassment.

VHS - 20 minutes

MM 066 The Shape Of Things To Come (1988)

Shows H. G. Wells paying the managers a second visit to see how they implement the changes they have decided on. He points them in the right direction by spelling out the consultative and managerial skills needed to reach their future destination.

VHS - 20 minutes

MM 067 Meeting Robbers

“Meeting Robbers” are well meaning people who really care about their work. But unless their energies are directed by a well-prepared meeting leader, they can steal time, money and creative resources without hardly trying. This amusing CRM video shows the seven most-wanted robbers at work. Their aliases: Show-Off, Abuser, Assignment Miser, Rambler, Whisperer, Super-Seller and Meeting Leader. See them all here in a cross-functional meeting that loses 35 hours of company time before the Meeting Leader himself is arrested and learns how to make meetings theft-proof.

VHS - 20 minutes

MM 068 Getting Started With Project Management (1986)

Good project management skills are the key to project success. This lesson teaches you project management skills that are part of PERT/CPM, a popular and highly effective tool which helps to control project costs, complete projects on time, shorten project completion time, and identify critical areas that may require additional attention or resources.

Two self-paced 5 ¼ diskettes

MM 069 How To Meet Project Deadlines (1986)

Learn practical and quantitative methods for determining project start dates and predicting reasonable project completion dates.

Two self-paced 5 ¼ diskettes

MM 070 Getting The Slack Out Of Your Project Plans (1987)

Learn how to use management techniques to re-plan your projects so that seemingly impossible deadlines can be made possible.

- Two self-paced 5 ¼ diskettes

MM 071 Improving Employee Performance (Part 1) (1986)

This lesson addresses the first two steps of the performance management process: goal setting and performance reviews. You will learn how to identify goals that are measurable and unambiguous.

- Two self-paced 5 ¼ diskettes

MM 072 Improving Employee Performance (Part 2) (1986)

This lesson focuses on the third and fourth steps in the employee performance management process: action planning and following through. This lesson will help you improve and maintain employee performance.

- Two self-paced 5 ¼ diskettes

MM 073 Goal Setting (1985)

This lesson will help you to produce clear, well thought-out operational goals and objectives. This process helps provide positive motivation by encouraging staff members to work toward a common goal.

- Two self-paced 5 ¼ diskettes

MM 074 Delegation (1985)

This lesson provides you with the skills necessary to delegate appropriate responsibilities to your subordinates. You will learn the process of delegation and guidelines for determining which tasks are appropriate for delegation and which ones are not.

- Two self-paced 5 ¼ diskettes

MM 075 Performance Feedback (1985)

Learn how to recognize the different types of motivational styles as well as what type of feedback is most effective for each one.

- Two self-paced 5 ¼ diskettes

MM 076 Problem Solving (1985)

How to avoid common problem-solving pitfalls, such as jumping to conclusions and making unwarranted assumptions about a problem's causes and solutions.

- Two self-paced 5 ¼ diskettes

MM 077 What Is Strategic Planning? An Overview (1986)

Introduction to the vocabulary and fundamental concepts of strategic planning.

- Two self-paced 5 ¼ diskettes

MM 078 How To Get There From Here: The Strategic Planning Process (1986)

Gain greater depth of understanding of strategic planning by applying the four step strategic planning process to several hypothetical cases and to a real-life organization you know well.

- Two self-paced 5 ¼ diskettes

MM 079 The Power of Words

- Thought-provoking meeting opener for many uses.
- Inspires people to use “Words of Power” in their communications.

“You can’t do anything right.” “You’ll never make it in this business.” “I don’t love you anymore.” Has anyone ever said that to you? How did you feel? Have you ever said that to anyone? How do you suppose they felt? How about using words of power like “great job!” “Thanks for coming through!” and “You’re irreplaceable!” And how about making words like Hope, Love, Tolerance, Understanding, Empathy, Cooperation, Contribution and Responsibility an everyday part of the way you think? What if everyone did the same? That’s what this 3-minute video stands for as a thought provoking opening for training in communication, diversity and teamwork.

VHS - 3 minutes

MM 080 Looking At It From Every Angle (1985)

A series of vignettes in which Jack Granfield, the owner of Granfield Vehicle Systems, a manufacturer of board computer assemblies for car producers, helps his employees to distinguish between the problem-solving and decision-making processes.

VHS - 25 minutes

MM 081 You Can Take It With You (1987)

The key message of this video is that there are many techniques an individual participant or training manager can use to make the training session an effective first step in the training process. It shows how to transfer what participants have learned at a training session to the job itself.

VHS - 20 minutes

MM 082 More Skills For The Effective Supervisor (1985)

How to focus attention, stimulate discussion and illustrate key points to be made in the following segments:

- Time management.
- Making good judgements.
- Training people on the job.
- Giving feedback.

VHS - 30 minutes

MM 083 The Effective Supervisor (1983)

This video is divided into five parts, which cover leadership, motivation, communication, productivity and teamwork.

VHS - 30 minutes

MM 084 Bravo! What A Presentation! (1985)

A lighthearted approach to a task that gives many people endless nights without sleep.

VHS - 20 minutes

MM 085 Conflict: Managing Under Pressure (1986)

A systematic conflict management process to resolve conflict in a variety of situations. The four steps of the conflict management process are explained by following a manager throughout her workday.

VHS - 20 minutes

MM 086 Where Does The Time Go? (1986)

This video presents the classic concepts of time management as they apply to supervisory personnel whose priorities change often, who have no office or office door to close, who have no one to delegate to, who have no secretary to answer their telephones and who are responsible and accountable to just about everyone for just about everything.

VHS - 15 minutes

MM 087 The Intuitive Manager (1987)

Recognition of intuition is the first step in opening yourself up to this unique management tool. It means having faith that answers to the toughest problems can leap fully conceived into our awareness--and at the most unsuspecting moment but this instinct must be trusted...and nurtured.

VHS - 34 minutes

MM 088 Either Way You're Right (1987)

A video that jars viewers' perceptions of their limitations. Its message of hope and stories of perseverance can challenge them to re-examine their goals and push toward success, both personally and professionally. It can help your staff to rethink what holds them back from excellence and to start planning for success.

VHS - 10 minutes

MM 089 Where Do I Go From Here? (1985)

This video assists in the job of designing workshops. It offers key concepts about career planning as well as sample activities and materials for conducting seminars on that topic.

VHS - 15 minutes

MM 090 Career Management: When Preparation Meets Opportunity (1986)

This video is designed to emphasize six major points: career management, personal responsibility for career, self-assessment, career directions, developing goals and current job.

VHS - 15 minutes

MM 091 Feedback: Giving Constructive Criticism (1986)

Giving and receiving feedback is an organizational fact of life. Although feedback is given continually, the effectiveness with which people deliver it varies widely. This video shows a manager in a wide range of situations in which he gives effective feedback.

VHS - 15 minutes

MM 092 Managing Problem People: Behavior Skills For Leaders (1985)

A series of vignettes which examines the reasons why apathy or resentment build up in employees. It suggests that in many cases the situation can be improved by looking more closely at the way the managers in question are behaving.

VHS - 101 minutes

MM 093 Teamwork With Pat Riley (1988)

The focus of the video is not to discuss the idea of teamwork, but to show how it really works in practice. It shows team building techniques, leadership techniques and emphasizes the importance and value of each team member's contribution toward a united team.

VHS - 24 minutes

MM 094 Motivating Employees: Trapped On A Plateau (1987)

This program explains why “plateauing” occurs and offers practical guidelines for helping the “plateaued” employee deal with his or her situation in a creative and responsive manner.

VHS - 18 minutes

MM 095 Dealing With Different Personalities (1967)

What happens when one well-meaning manager tries to solve a business problem without considering the different personalities of his key people? Only as he learns to appreciate their differences does he get the teamwork, communication and creative effort required to solve the problem.

VHS - 14 minutes

MM 096 The Leader: Encouraging Team Creativity (1988)

Many business problems are handled by special project teams, committees, or departments. In these business situations, the creative process must be skillfully managed and nurtured. This program shows how a team moves through the seven stages of creativity.

VHS - 23 minutes

MM 097 The Sid Story (1989)

This video demonstrates several positive management techniques and concepts, including a unique and simple program called “Planned Spontaneous Recognition”, an enormously effective system for rewarding performance.

VHS - 20 minutes

MM 098 Get To The Point, Keep To The Point (1989)

One of the great paradoxes of today's American business life is how to deal with the increasing demand for quality service and quality work with leaner staffs and leaner profit margins. In effect, how do we deal with more people, more successfully, in less time? This video tells us how.

VHS - 25 minutes

MM 099 Animal Crackers: Common Sense Management (1989)

A reminder that good management is mostly common sense.

VHS - 15 minutes

MM 100 I'll Never Forget What's His Name (1989)

This video illustrates the importance of a good memory and demonstrates memory techniques through the story of a young real estate salesman named Bill Cameron.

VHS - 24 minutes

MM 101 Thriving On Chaos (3-Part Program) (1989)

This video presentation is about learning to love change.

Program 1 Shows both the disorienting and the invigorating aspects of chaos.

VHS - 61 minutes

Program 2 Takes you on location to several organizations that are prospering during these high-change times.

VHS - 67 minutes

Program 3 Focuses on the considerable impact these organizations' methods have on people.

VHS - 68 minutes

MM 102 We're On The Same Team, Remember? (Revised Edition)

See how a well-meaning, hard-working organization loses a critical sale. They thought it looked so promising, but after a combination of errors and miscommunications made throughout the process, department by department, employee by employee . . . the customer was gone forever. It is an unforgettable lesson that teamwork, customer service and communication all impact your bottom line.

- **Tape 1: Main Program**
 - VHS - 21 minutes
- **Tape 2: Discussion Segments**
 - VHS - 13 minutes

MM 103 The Customer Is Our Boss (1989)

This video reinforces leadership skills for managers and impresses on young employees their role in keeping customers satisfied. It shows that managers' moods affect employee behavior toward customers. The program emphasizes the importance of meeting customers' expectations along with the ramifications of losing even one dissatisfied customer.

- VHS - 19 minutes

MM 104 The First Time Around (1989)

Ferdinand Fournies, a leading management consultant, presents his concept of "Work Planning"--a process that prevents delays, misunderstandings and non-performance by making sure work is done right...the first time around.

- VHS - 28 minutes

MM 105 The Leadership Challenge (1989)

Leadership is a relationship between leaders and followers. This relationship does not occur naturally, but must be developed over time. Leaders can in fact be made. People in all walks of life have potential to assume effective leadership roles. This video is designed for anyone who wants to increase their awareness of leadership and its characteristics.

VHS - 26 minutes

MM 106 Delegating (1981)

True delegation means giving up work we would like to hold on to and holding on to what we would like to give up: the responsibility. This video describes the critical steps that must be taken to ensure that a subordinate will be able to accomplish the job that has been delegated.

VHS - 30 minutes

MM 107 Leadership: Style Or Circumstance (1974)

Leadership theory is not easily understood; therefore, this video does not try to offer specific, step-by-step procedures for creating effective business leaders. Instead and probably just as importantly, it does offer its audience an entirely new vantage point for thinking about leadership--a vantage point that, although theoretical, will probably stimulate many immediately usable ideas.

VHS - 28 minutes

MM108 How To Lead Effectively (1986)

This video illustrates how to use power effectively by selecting an appropriate leadership style. The four leadership styles modeled in the video are directing, consulting, delegating and participating.

VHS - 19 minutes

MM 109 Managing People Through Change (1989)

Because of the high rate of change, today's supervisors and managers must approach their roles in a new way. They must learn to manage change and lead people through predictable emotional reactions including denial, resistance, exploration and commitment.

VHS - 23 minutes

MM 110 Stress & Product: Manager's Guide (1989)

How to identify and spot symptoms of stress in employees. Finding solutions for your employees by recognizing the source of the stress and how to deal with it. How productivity is effected by stress which can effect the business as well as the manager.

VHS - 25 minutes

MM 111 The Change Masters - Understanding The Theory (1989)

Productivity lies in the development of a corporate environment that encourages innovation from within and at all levels within an organization. Implementation of this concept requires change. Those organizations that are bold enough to anticipate change and respond with new ideas are called "change masters".

VHS - 29 minutes

MM 112 Bennis On Leadership (1987)

The videotape is divided into five parts:

- Overview of the Study of Importance of Leadership.
- Management of Attention through Vision.
- Management of Meaning through Communication.
- Management of Trust through Constancy.
- Management of Self through Learning.

VHS - 2 hours

MM 113 Reflections On A Good Public Image (1989)

Taped at the 1989 Annual Congress National Recreation Park Association in San Antonio. This segment on “Reflections On A Good Public Image” was presented by Don Jolly and Mike Overton. Emphasis is on: you are what the public thinks you are and how your business is seen by the public is very important to you and your business.

VHS - 2 hours

MM 114 The Economic Impacts Of Parks And Recreation (1989)

Taped at the 1989 Annual Congress National Recreation Park Association in San Antonio. This segment on “The Economic Impacts Of Parks And Recreation” was presented by Richard Trudeau.

VHS - 2 hours

MM 115 Changes (1989)

The process of change has definite, identifiable stages, which this video addresses. Also addressed are the complexities and frustrations of change and how change affects our lives. It helps the viewer cope with change on a personal and professional level, whether the change is as major as changing careers, or as minor as having unexpected company for dinner.

VHS - 10 minutes

MM 116 The Credibility Factor: What Followers Expect From Leaders (1990)

Followers want their leaders to be honest, competent, inspiring and enthusiastic. And they want to know their leader's vision of the future (goal, mission). This video gives you six ways to build and maintain your credibility.

VHS - 20 minutes

MM 117 Birds - Sexual Harassment (1983)

This video examines sexual harassment and it illustrates behaviors that can create liability for both individuals and their employers. This video informs employees' at all organizational levels about this serious employment issue.

VHS - 5 minutes

MM 118 Group Tyranny And The Gunsmoke Phenomenon (1989)

A classic scene in many western movies has the brave town marshal standing alone against an angry mob bent upon hanging an accused lawbreaker in apparent contradiction to the townspeople's values and morals. This video takes a long hard look at group decisions and actions.

VHS - 15 minutes

MM 119 Insurance: Pitfalls And Benefits (1990)

Learn the what and why of insurance, how advocacy organizations can strengthen membership and how associations can attract members and earn income.

Audio Cassette - 30 minutes

MM 120 How To Succeed In Business...With A Little Help From Your Contract (1990)

This workshop discusses the many reasons why a contract is needed to make a budget, to professionalize your business, to resolve conflict and to guarantee success.

Audio Cassette - 30 minutes

MM 121 File 101: Building Teams For Success

Teams are critical in order for today's excellent organizations to succeed. No one person can do it all. A well constructed team with specific goals and guidelines is critical in today's fast paced business environment.

In "Building Teams For Success", you will see how a team at Rubbermaid's Little Tykes division successfully developed and launched a product which revolutionized the day care playground equipment market. Learn the many ways in which teams are used to achieve success as well as the nine specific success factors that are critical to building top performing teams.

VHS - 18 minutes

MM 122 Recession As Opportunity: Smart Moves For Tough Times (1990)

Tom Peters helps you focus your thoughts and provoke discussion to identify specific actions you can take in your organization. It suggests ways for viewers to discover new opportunities presented by a recession and to devise strategies to capitalize on them.

VHS - 27 minutes

MM 123 Trust Your Team (1985)

This video focuses on the skills managers and supervisors need to build effective teams. Many people talk about the necessity for effective teamwork. This video shows in dramatic story steps, which can be taken to build better teamwork. It will show situations similar to those in which you may find yourself. It may also give you ideas on how you can get more out of your people.

VHS - 29 minutes

MM 124 Team Of Champions (1990)

This video will show your leaders how to turn a “collection of individuals”, in today's complicated work environment, into a “team of champions”-- champions of their products or services, champions of their customers and champions of each other!

VHS - 52 minutes

MM 125 Managing Diversity (1990)

This video approaches diversity from a unique perspective--that our cultural background predisposes each of us to view such universal work issues as power, authority and communication in certain ways. By being open and willing to learn, we can discover strategies to keep the channels of communication open to and from our increasingly diverse workforce. Thus we will be able to focus more effectively on team productivity and to capitalize on diversity for our organizations and ourselves.

VHS - 22 minutes

MM 126 Coping With Difficult People (Part 1) (1989)

Based on the book by Robert M. Brimson, Ph.D., this covers the following topics: Know it all Experts, Indecisive Stallers and Snipers.

VHS - 21 minutes

MM 127 Coping With Difficult People (Part 2) (1989)

Also based on the book by Robert M. Brimson, Ph.D., this continues with topics that include: Tanks, Super Agreeables and Complainers.

VHS - 20 minutes

MM 128 The Write Words (1986)

This diskette set enables you to recognize the areas in your word choice and usage that need improvement, so that you can develop a more concise, straightforward writing style. The lesson focuses on business letters and written business communication.

- Two self-paced 5 ¼ diskettes

MM 129 May The Best Man Win: Bias In The Workplace (1990)

An open-ended fictional drama that illustrates the issues involved in a possible instance of sex bias in the workplace. It will help you identify your personal perceptions and reactions to these situations and issues.

- VHS - 24 minutes

MM 130 Documenting Discipline (1990)

Handling performance and disciplining employees is a major part of every supervisor's job. This video helps to answer many questions supervisors have about handling performance problems with their employees and how to document the progressive discipline process.

- VHS - 22 minutes

MM 131 The Legal Side Of Evaluating Performance (1991)

Avoid the common mistakes of performance appraisal. This dramatic-style video teaches viewers how to avoid the biases that can taint performance evaluation.

- VHS - 19 minutes

MM 132 The Essential Deming (1991)

This is a preview video for the Deming video course. It illustrates a unique method of learning, one that is ideally suited to the workplace.

- Control when and where the learning takes place.
- Gain knowledge and know-how in a setting that may include your business associates.
- Apply what you learn, as you learn it, to the issues and problems affecting your organization.

VHS - 8 minutes

MM 133 Everyone Can Be A Leader (1989)

Certainly, there are times we need to follow orders, but much of the time there is room for all of us to be leaders. Being a leader in this sense does not mean we take over our boss's job. Rather, it simply means we take the initiative to solve the problems we see in our own jobs.

VHS - 15 minutes

MM 134 Are You Really Listening? (1978)

This program illustrates the benefits of using active listening in the workplace. It shows common listening errors to avoid and demonstrates four strategies for harnessing the power of genuine dialogue.

VHS - 15 minutes

MM 135 The Power Of Vision (1991)

This program is the second in the series "Discovering the Future". It shows how a positive vision of the future is essential for providing meaningful direction to the present.

VHS - 30 minutes

MM 136 Positive Performance Appraisal (1989)

Set of four tapes:

1. How Supervisors Should Appraise Employee Performance.
2. The Legal Side of Performance Appraisal.
3. Performance Management.
4. Good News! It's Performance Appraisal Time.

VHS - 77 minutes

MM 137 Tearing Down The Walls: The Geo Change Forces (1991)

A breakthrough program about the three great rivers of change:

- Globalization.
- Empowerment.
- Orchestration.

VHS - 22 minutes

MM 138 Leadership Skills For Women (1991)

The important skills necessary to succeed in the areas of team building, motivating, planning/goal setting, solving problems, coaching and counseling are presented.

VHS - 25 minutes

MM 139 Conflict Management (1991)

The basic message in this program is that well managed conflict leads to creativity and innovation. Unmanaged conflict leads to disaster.

VHS - 25 minutes

MM 140 The New Supervisor (1988)

This video deals with an upbeat review of challenges facing new supervisors such as: leading, not following, acting as a buffer and setting standards.

VHS - 25 minutes

MM 141 Good Enough Isn't Good Enough (1991)

This video was inspired by a poem written in 1923, yet its message about quality remains timeless.

VHS - 7 minutes

MM 142 The Human Touch Performance Appraisal II (1991)

The human touch performance appraisal is a videotape-training program that will show session participants the essential elements of a performance appraisal. At the end of your training session your participants should be aware of these elements and be able to apply them in their next performance appraisal.

VHS - 24 minutes

MM 143 Getting Things Done--Volumes I & 2 (1989)

Ed Bliss is the author of this classic self-management text.

Volume 1 contains:

1. Goals - The Principles of Time Management and Goal Setting to Get on Track.
2. To Do Lists - Using the Pareto Principle to focus on important tasks, how to define your “prime time”, how to plan your day, setting up an effective time log and overcoming distractions and interruptions.

Volume 2 contains:

3. Paperwork - Quick tips for cutting through stacks of paper, “Is this memo necessary?”, setting up an efficient filing system and using dictation to get ahead.
4. Meetings - Eliminating bottlenecks, tips on delegating authority and responsibility, how to lead productive, fast meetings and keys to overcoming procrastination.

VHS - 165 minutes

MM 144 Controlling Interruptions (1991)

This program will teach you how to block, delegate and prioritize interruptions so that everything gets handled and you can concentrate on important projects. You will learn tactful ways to keep your staff from stealing your time...screen phone calls without offending people...and demand quiet time.

Two Audio Cassettes - 2 hours

MM 145 Stephen R. Covey, You will learn:

Stephen R. Covey, author of the international bestsellers “The Seven Habits Of Highly Effective People” and “First Things First”, and founder of Covey Leadership Center, is a featured speaker in this self-paced video workshop. He is joined by three of Franklin Covey’s finest trainers in presenting this complete personal training system.

Two full-length videotapes (approximately 3 ½ hours total) will help you learn to use the Seven Habits Organizer to integrate the principles of “First Things First” into your daily activities.

Direction – Not Speed:

- Trade your clock for a compass. Identify the course that is best for you and move quickly toward your destination.

Alignment – Not Control:

- Become truly effective by aligning your life with timeless principles.

High-Leverage Activities:

- Identify and focus on the activities that will take you in the direction you want to go. Eliminate “time wasters”.

Progress – Not Crises:

- Minimize the crises in your life and redirect your focus toward key activities that consistently produce results.

Relationships – The Key To Success:

- Build strong relationships in your life that will enhance trust and synergy.

Vision And Direction Through A Mission Statement:

- Create a mission statement that puts first things first and provides vision direction.

Life Balance:

- Build a more balanced, fulfilling and effective life on both a personal and a professional level.

VHS - 3 ½ hours

MM 146 Effective Presentation Skills (1991)

“Effective Presentation Skills” is great! It is loaded with practical information that is presented in a concise and friendly way. It is highly recommended as a valuable source for anyone who gives presentations.

VHS - 25 minutes

MM 147 Muppet Lift Off (1986)

This crazy cast delivers unusual insights into sales, negotiations, meeting management, computer technology, safety issues, staff motivation and more. All this is packed into unique meeting openers, breaks, speaker introductions, session starters and wrap-ups.

VHS - 10 minutes

MM 148 Muppet Breakthrough (1986)

A hilarious example of how to do it will start your meeting on the right foot! The perfect way to poke fun at some of the unplanned hilarity of corporate planning.

VHS - 12 minutes

MM 149 Instructing to Facilitate Learning

This program focuses on the facilitative style of training. The major topics addressed in the videotape and participant manual include: techniques for facilitating learning, the elements of effective communication and techniques for effective classroom management.

VHS

MM 150 On The Job Training

This program focuses on the elements of effective on-the-job training. The major topics addressed in the videotape and participant manual include: the differences between classroom training and on-the-job training, how to conduct on-the-job training and the purpose, types and uses of job aids.

VHS

MM 151-154 Teamwork Essentials: (A-4 Video Series)**MM 151 Teams That Work**

VHS - 12 minutes

MM 152 Presentations Without Fear

VHS - 17 minutes

MM 153 Meeting Under Control

VHS - 15 minutes

MM 154 Change Without Anxiety

VHS - 12 minutes

Peter Quarry is a well-known organization development consultant whose ideas and practical advice are being used by organizations in over 30 countries. Eve Ash heads Seven Dimensions, a successful production and distribution company with offices in Melbourne, Auckland and Los Angeles.

“Teamwork Essentials” follows the success of the recently released “Communication Essential” series. For Essential range of videos, Ash and Quarry joined with Peter Walsh, a former educator and President of Ash Quarry Productions, Inc. USA.

MM 155 And When You Fall...

Olympic Champion speed skater Dan Jansen's story isn't just about an athlete. It is a story of life. Who hasn't slipped and fallen? Who hasn't worked hard and still lost? The more important question is: Who will bow to defeat and who will never ever give up? Every organization and individual can find a way to apply Dan Jansen's story to their work and personal lives. After this compelling, thought-provoking meeting opener, you will never again hear: "It can't be done".

Participants will gain insight into:

- The struggles we face in attempting to achieve our goals.
- The power and strength we have to keep pursuing our dreams.
- The value of reflecting on past setbacks and failures.

VHS - 4 minutes

MM 156 A World Turned Upside Down

This is a tape of Mr. Peter's presentation to The Royal Society for the Encouragement of Arts, Manufactures, and Commerce on October 8, 1986, in London, England. It takes a look at American Businesses and shows what it takes to be a winner in "A World Turned Upside Down".

The tape is divided into four parts:

1. Problems.
2. Winners.
3. Shape of the Winner.
4. Future.

Eight characteristics of a winner are proposed.

VHS - 32 minutes

MM 157 More Bloody Meetings

“More Bloody Meetings” is a training program which will help all managers, team leaders and project leaders improve or refresh their skills at chairing meetings. It teaches how to handle the people present to get the most out of them and arrive at the best decisions with which everyone accepts.

It sets out:

- How to calm people down and unite them when they get worked up and aggressive.
- How to focus them when they are rambling, confused or at cross-purposes.
- How to stop people squashing other’s ideas and how to get people to work constructively together.
- How to build better decisions.

To chair a meeting effectively means to get better results from the group than they would have achieved had you not been there. Thousands of management meetings take place every day in organizations of all sizes all over the world and they form a major part of every manager’s job. So if you can’t handle meetings, you can’t manage. This video shows how to get the best out of the participants--for their benefit, for the organization’s benefit and for the success of the team.

“More Bloody Meetings” presents techniques which every manager and team leader can use as “The Three Laws of Meetings”.

☐ VHS - 27 minutes

MM 158 Meetings, Bloody Meetings

The objective of “Meetings, Bloody Meetings” is to get a simple message across. The message is that many, if not most, of us waste far too much time in meetings, whether they are our own or somebody else’s. Numerous textbooks devote a great deal of paper explaining how to run discussions, but do not point out the basic disciplines and drills for chairing meetings which enable us to make our meetings more productive, more satisfying, more appropriate to the necessities of the business and shorter.

The video examines the sort of problems that occur when these drills are missing and looks at five main points in particular.

1. Plan
 - Think through the objectives of the meeting in advance, and be clear about what the meeting is intended to achieve.
2. Inform
 - Keep other members of the meeting informed about what is to be discussed, why it is being discussed and what is to be achieved from the discussion, anticipate the people and the information needed for the meeting.
3. Prepare
 - Arrange an agenda in its proper sequence and allot the correct amount of time for each subject. Bear in mind the consequences of allowing those items, which are urgent to take up more time than those, which are important.

VHS - 30 minutes

MM 159 The Curse Of The Vanishing Employees: How To Retain And Motivate Great Workers

When it comes to your employees, after investing in their recruiting, training and development you certainly do not want them to disappear. These days its happening all too often and productivity suffers. But high turnover may not be just an upper management problem. Using clever special effects and humor, this video shows managers and team leaders how they can make a difference.

Managers will learn the importance of:

- Being available for problem-solving.
 - Finding out what motivates each individual.
 - Supporting individual growth through new challenges.
 - Providing coaching and discipline to keep performance high.
 - Remaining flexible when employees need to balance work and family.
- VHS - 20 minutes

MM 161 Spirit Of Individualism

1. Take Responsibility

- You are responsible for what you don't accomplish just as much as what you do.
- Take the risk - Don't be just another COG in the wheel.
- Initiative lies only in your hands.
- Avoid the four common team habits.

2. Keep Focused on the Long Term

- Deal with your issues - blaming someone else is unless.
- Remember there are three things you can do:
 - Communicate: your point of view.
 - Listen: to the other person's point of view.
 - Negotiate: a viable way to live together.
- You always have the choice - to make a change or decide if it is worthwhile to just hang in there.

3. Close the Circle

- How to gain closure and get things accomplished.

4. Balance Drive and Patience

- A reputation for patience, persistence, and endurance will help you mobilize effort from others.

VHS

MM 163 Team Building (1989)

This video makes recommendations on how to build and maintain an organizational team. It also discusses several elements that can prevent teams from succeeding.

VHS - 18 minutes

MM 164 Finding Focus: Responding To Orders (1988)

This program identifies the need for managers to develop a focused, goal-oriented strategy for dealing with issues that arise when change occurs. Dramatic vignettes demonstrate the need to confront change directly and in a positive manner--to see it as a challenge that can lead to new opportunities and constructive problem solving.

VHS - 28 minutes

MM 165 Resolving Conflicts (1988)

Resolving Conflicts presents five conflict resolution strategies. To illustrate these strategies, the video portrays three explosive situations, using before and after vignettes to show how to choose and use the corrective action that will be most effective.

VHS - 22 minutes

MM 166 Motivation: Igniting Exceptional Performance

Everyone can make the workplace more energized; fun and motivated by using the proven strategies uncovered in “Motivation: Igniting Exceptional Performance”. Based on the proven strategies of Bob Nelson, author of the best selling book “1001 Ways to Energize Employees”, this documentary--like program uses real-life examples from managers at Boardroom, Inc. and United Airlines to illustrate practical techniques and approaches that managers at all levels of your organization can implement.

Viewers will learn how to tap into individual initiative, place confidence in employees and solicit feedback and suggestion.

How-To-Training-Points:

- How to spark excitement, fuel momentum and sustain a passion.
- How to reward and build moral and trust.
- How to encourage creativity.
- How to solicit suggestions and feedback.
- How to provide rewards and recognition.
- How to communicate and be visible to your employees.

VHS - 21 minutes

MM 167 The Power Dead-Even Rule

The purpose of the “Power Dead-Even Rule” program is to promote the best possible communication between men and women in the workplace.

According to the research presented by Dr. Heim, men and women behave according to two separate sets of cultural rules about what “right” is. Learning the cultural differences, which define what is right for men and women, together with a good sense of humor, is the first step leading to meaningful inter-gender communication.

VHS - 36 minutes

MM 168 Discovering The Future: The Business of Paradigms

Joel Arthur Barker, author of the book “Discovering the Future: The Business of Paradigms”, narrates this video. His main message is that traditional approaches to planning can be dangerously limiting. Organizations develop rules and their own way of doing things, or their “paradigms”. According to Barker, when this way becomes the only way, an organization suffers from “Paradigm Paralysis”--this can be very costly. This video helps in overcoming these self-imposed limits.

VHS - 38 minutes

MM 169 The Abilene Paradox

This video presents the story of a Texas foursome who agree to drive 53 miles to dinner, only to discover later that no one really “wanted to go”. Dr. Harvey shows how collective decision-making can lead to “mismanaged agreement” and how this applies to organizations as well as individuals. This video is designed to help identify mismanagement agreements, understand their causes, and develop strategies for dealing with “The Abilene Paradox”.

VHS - 28 minutes

MM 170 “Developing High Performing Staff”

In this episode of the “Retail Smarts” video series, host Peter Feniak and three guests review the best and most effective ways to develop and keep high performing staff.

You will learn about:

- Hiring your new employee.
- Your orientation opportunity.
- The example you set.
- Motivating your staff.
- Training methods that work.
- Performance expectations: Being clear.
- Obstacles to employee satisfaction.
- Providing rewards & recognition.
- Sharpening your communication skills.

VHS - 28:50 minutes

MM 171 Maximizing Store Impact

In this episode of the “Retail Smarts” video series, host Noelle Richardson takes viewers on a tour of some outstanding retail stores that are using visual merchandising to capture the attention of their customers and turn shoppers into buyers.

“Maximizing Store Impact” listens to retailers themselves talk about how they create memorable shopping experiences, exciting retail environments and profitable transactions by successfully using:

- Image.
- Layout.
- Presentation.
- Signage.
- Display.
- Events.

VHS - 28:50 minutes

MM 172 Sexual Harassment: Is It Me

This video is for Food Service Employees but has applications in all fields of employment. Sexual Harassment: what it is; what it’s not; and what to do about it?

VHS

MM 173 Stress Illustrated (1990)

This video focuses on stress-what causes it, how it can build to an unmanageable level and what we can do to control it.

VHS - 23 minutes

MM 174 File 103: Developing 21st Century Leaders

In order to succeed, organizations need to cultivate leaders at all levels. What are the key leadership skills? What's necessary for success? Find out in "Developing 21st Century Leaders". You will hear success strategies from top performing leaders and managers at Coca-Cola, Southwest Airlines, USAA, The Defense Personnel Support Center and Whole Foods Market. Interviews include some of America's leading CEOs as well as top performing supervisors and team leaders. This program will help you understand and build the skills necessary to be a successful leader.

VHS - 17 minutes

MM 175 Leading With Persuasion (1999)

How to make sure your good ideas gets heard!

A factory supervisor has an interesting idea for improving production, but almost no one on his team wants to listen. Fortunately, one fellow team member, Pat, thinks he may have a good idea. She guides him through the three essential steps of persuasion: preparation, presentation and response. She also emphasizes that persuasion is not about winning: instead, it is about making sure all ideas get presented in the best possible light. By the end of the video, the best idea gains acceptance and viewers learn how to use the power of positive persuasion.

VHS - 20 minutes

MM 176 TQC Service: The Customer, The Process, The Data

Managers in the credit and collections department of Hewlett-Packard's Direct Marketing division were alerted when overdue receivables rose to a staggering 12%. Through TQC's statistical process control, however, they soon discovered that the rise was not due to their customers but to Hewlett-Packard's business practices, once the Key questions were addressed, such as:

- Who are my customers?
 - What are their needs?
 - How does my product meet those needs?
 - What corrective measures are most effective?
- VHS - 18 minutes

MM 177 Attitude: Radiating Possibility

Ben Zander, conductor of the Boston Philharmonic with his partner, executive coach and author Roz Zander, are world-renowned speakers and teachers of the practices of possibility. But why do they attract an exploding global audience?

In our culture of measurement, most people develop habits that hold them back and slow them down. One is the fear that something will go wrong. Another is the voice in the head that says, “You will fail”. A third is the assumption that other people aren’t interested in what you have to say that they are simply not on your team.

The art of transformation is about Being Connected And Alive!

Experience stories and discover the Zanders’ practices that will reliably cause a shift in your whole way of being toward aliveness and productivity.

In this film you will experience five easy steps to a great attitude:

1. Sit in the front row of your life. “Participate!”
2. When you make a mistake say: “How Fascinating!”
3. Quiet your “Voice In The Head” that says, “I Can’t Do It”.
4. Live in radiating possibility. “Become A Part Of The Song!”
5. Invent a new game: “I Am A Contribution”. Ask yourself, “How Will I Contribute Today”?

☐ VHS - 17 minutes

MM 178 How In Hell Do We Manage?

This animated film will bring laughs and devilishly good points to your next meeting.

The effects of poor management can be, shall we say otherworldly. No one knows that better than Ned, the main character in this versatile meeting opener. He arrives, all optimism and rainbows, for his first day on the job, only to find that the elevator goes one way down.

By poking fun at the outrageous, this video cleverly opens our eyes to the depths an organization can sink. It is the perfect icebreaker or creative jump-start for training seminars, management retreats or brainstorming sessions.

Through light-hearted animation, we're reminded how motivation, team-building and creative solutions can determine which way an organization's morale and success go.

☐ VHS - 10 minutes

MM 179 Leadership: An Art Of Possibility

To speak possibility, you do not need to be the top guy in the elegant suit. You can speak possibility from any position, in any group of people, anywhere in the world. This new kind of leadership is transforming and evolutionary. It is an art that brings out creativity and expression. This kind of leadership increases the resources of an institution immeasurably in terms of energy, flexibility and speed of response to a fast-paced world.

The art of leadership is about “A New Way Of Being”.

Experience the stories and discover practices that will transform you into the new kind of leader:

1. “Speak Possibility.”
 2. Recognize the downward spiral and “Enroll People In The Journey To Radiating Possibility”.
 3. “Lead By Making Others More Powerful.” (The conductor does not make a sound!)
 4. “Enroll Every Voice In The Vision.”
 5. “Look For Shining Eyes.”
 6. Quiet the voice in the head that says, “I Can’t Do It”
 7. Everyone gets an “A”. (Give people a possibility to live into, not an expectation to live up to.)
 8. “Remember Rule #6.”
- VHS - 26 minutes

MM 180 Revolutionary Leadership: Liberating The Human Spirit

Build an organization that keeps customers coming back for more! Discover why leaders within your organization are the keys to great customer service. Successful businesses such as Johnson & Johnson, JC Penney and Macaroni Grill provide several examples of how to liberate the human spirit within your organization and give employees the ability to delight your customers. Based on the book Leadership and the Customer Revolution.

VHS - 25 minutes

MM 181 Starting Your New Job

Get employees off to a great start!

Work habits developed at the start will last a lifetime.

This program teaches six important attitudes and behaviors that are vital to job success:

- Dependability.
- Courtesy to customers and co-workers.
- Good grooming.
- Following instructions.
- Accepting constructive criticism.
- Managing personal relations on the job.

VHS

MM 182 Manager's Advantage, Mastering Performance Appraisals

Successful appraisals are good for the organization, the manager and the employee. But appraising employee performance can be one of the Most difficult challenges any supervisor has to face. Now you can master the art of conducting effective, confident performance appraisals and keep yourself off the legal firing line.

VHS

MM 183 The Empowered Manager

Through the film, we learn that there is no easy formula for empowerment. It is a process of trusting yourself and those below you in the organization to make good decisions for the business. It is an act of faith in the managerial ability of people at every level.

VHS

MM 184 Time Management: Keeping the Monkey off Your Back

William Oncken Jr's. "Monkey" analogy has become a renowned classic of time management theory. This video will help managers and supervisors learn to control the timing and content of what they do. They can stop spinning their wheels and start to get moving again.

VHS

MM 185 How To Set and Achieve Goals

Strategies for taking control of your life and getting what you want. Here's the truth: The difference between success and failure is goal-setting. So why do most people never bother to set goals? Quite frankly, most do not know how. Now you can join the special group of people who are getting what they want in their lives by learning and using the skills in this convenient tape program.

Audio Cassettes, Set of 4

MM 186 Re-Energize Yourself (1991)

Your employees will get useful pointers on how to rejuvenate themselves by identifying and changing energy-draining habits. They'll see and hear an array of practical tips on re-focusing their mental and physical resources to maximize their performance both on and off the job, improve their performance, increase their stamina, guard against burnout and turn stress into a positive motivator.

VHS - 25 minutes

MM 187 H.E.L.P. For Managers (1992)

Part 3 of the Blanchard Trilogy with Dr. Ken Blanchard offers your people "H.E.L.P." to release their humanness. You will explore with Dr. Blanchard the dynamic relationship that humor, ego, listening and purpose have to healing. Your organization will be revitalized to stretch and reach beyond traditional limits.

VHS - 35 minutes

MM 188 Bonnie Consolo: Motivation (1991)

Born without arms, Bonnie Consolo did not let her handicap stop her from enjoying life and doing what every person with two arms can do. She would just have to learn to do everything with her feet. A professional motivator and a woman who has developed strong self-esteem in spite of the psychological and social pressures her handicap imposes. A truly inspiring story.

VHS - 23 minutes

MM 189 The Manager as Coach Vol I and 2

Vol 1: When you use the skills of the six coaching steps, you will notice dramatic changes in both the performance and morale of your people.

Vol 2: Helping people become their best is the most satisfying part of your job. Become an expert at it by gaining a practical, powerful set of coaching skills in this video.

VHS

MM 190 Diversity: Food For Thought

This new Trainer's Toolkit® will teach your managers and employees that when differences are valued, discrimination decreases and productivity increases. The unique video program, which takes place in a diner, uses the conversations between the owner and his diverse customers to emphasize the importance of understanding and accepting individual differences. Produced by Coastal.

- Respecting individual differences.
- Importance of open communication.
- Dealing with conflict.

VHS - 20 minutes

MM 191 Gateway To Opportunity: Interviewing Job Applicants With Disabilities (1992)

The semi-documentary program focuses on proper techniques for interviewing prospective employees with disabilities. Follow Diane, Cassie and Sam on their quests for jobs, via interviews conducted in accordance with the etiquette guidelines established by the Americans with Disabilities Act (ADA). Several individuals with disabilities share their feelings and experiences in the documentary segments.

VHS - 18 minutes

MM 192 Be Prepared for Meetings

- Be prepared to “Speak”.
 - Be prepared to “Sell”.
 - Be prepared for “Meetings”.
 - Be prepared to “Lead”.
- VHS - 24 minutes

MM 193 Effective Meeting Skills (1991)

This 20-minute introductory video features Author Marion Haynes, Corporate Trainer Melanie Mills, Public Safety Supervisor Pat Carriveau and Management Development Consultant Tom Nesby. Each shares practical advice on how to make meetings energetic, positive and productive.

- VHS - 20 minutes

MM 194 Attitude: It's Your Choice! (1992)

Low morale and poor productivity are hurting the ability of American corporations to compete. Here is a short motivational video which shows that a great attitude does not just happen; rather, it is a matter of choice. Join our character Steve as he's tempted by the devil-self and aided by his angel-self in facing some fundamental issues in life.

- VHS - 11 minutes

MM 195 The Americans With Disabilities Act (ADA) On Video (1992)

“The Americans With Disabilities Act (ADA)” on Video consists of two video programs with supporting printed material.

Program I *“Focusing on Ability”* - is a 25-minute overview of the sections of the law that impact the employment relationship between current and prospective employees with disabilities and their employers.

Program 11 *“Reasonable Accommodations”* - is a 21-minute exploration of the heart of the ADA accommodating persons with disabilities and integrating them into the workforce.

VHS - 46 minutes

MM 196 Building One Minute Manager Skills (1985)

You've seen how well Ken Blanchard and the “One Minute Manager” videotape is and now you will see how to use those skills with his follow-up videotape, “Building One Minute Management Skills”. Mr. Blanchard described three secrets in his first videotape and now will show you, through the use of movies, how to put these three secrets of management to work.

VHS - 49 minutes

MM 197 The Greatest Management Principle In The World (1985)

“Parkinson's Law” and “The Peter Principle” are now joined by “The Greatest Management Principle”. It was an idea formerly felt, but never expressed directly. Here it is made explicit. Now it becomes another “AHA!” formulation--happily obvious once demonstrated. GMP is basic truth, crystallized. It will find application everywhere, from boardroom to assembly line. So powerful it will change the way America works--starting with you! Starting now!

VHS - 13 minutes

MM 198 Relationship Strategies (1992)

This two-video course utilizes dramatic vignettes to illustrate communication situations.

Part One: “*Understand and Identify*” - focuses on the types of styles and how they differ. It also teaches viewers how to identify their own styles and how to identify the styles of others.

Part Two: “*Adapt*” - shows viewers how each style can adjust to better communicate and outlines how each style wants to be treated in normal and stressful situations.

VHS - 20 minutes

MM 199 Team Creativity

From the shop floor to the boardroom, creativity is a sure-fire job-performance enhancer. But the voices within us can kill a new idea almost as quickly as it dawns. These voices are usually prompted by additional “Creativity Killers” rules, procedures and those who reject our ideas.

After watching “Team Creativity”, trainees will be determined to bring creativity out of the closet, support every idea at any stage, play with the possibilities freely and make creativity an everyday way of life.

Learning Points:

This video will show teams how to:

- Give themselves permission to be creative.
- Develop the confidence to propose new ideas.
- Maintain an environment where creativity is accepted.

VHS - 20 minutes

MM 200 Winning Through Change: Taking The Challenge (1990)

This video incorporates the latest concepts of change management, as developed and presented by Robert D. Gilbreath, a world renowned authority on the subject, as well as firsthand experiences and perspectives from a variety of managers who have faced the challenge in their own industry. "Taking The Challenge" emphasizes the importance of change, its power, frequency and persuasiveness.

VHS - 20 minutes

MM 201 Be Prepared To Speak (1991)

Is public speaking one of your biggest fears? Many job positions today require some type of public speaking, whether it is with a group of 2 or 200 people. This step-by-step video guide rehearses techniques, which can help present your ideas more clearly and create a speaking style of your own. Through planning, organization and practice this video gives insight on speaking effectively.

VHS - 27 minutes

MM 202 Mastering Memos (1992)

Writing memos, a task many take for granted, can make a big difference in business success.

With this video you will discover how to:

- Reduce the rambling that wastes space and says little.
- Answer three important questions in every memo.
- Become an audience-minded writer and much more.

VHS - 15 minutes

MM 203 Better Business Grammar (1992)

This video offers dozens of tips you can use right away to avoid embarrassing grammar and usage errors. You and your staff will quickly learn to: reduce redundancy in your writing and speaking, make sure subjects and verbs agree and correctly use “bring” vs. “take”, “affect” vs. “effect”, and “I” vs. “me”. Use this tape to boost your productivity by communicating your ideas clearly, correctly and effectively.

VHS - 12 minutes

MM 204 Get More Done In Less Time (1992)

This video offers four easy steps to take to make time work for you-and increase your efficiency on and off the job. You will discover how to: control overwhelming situations, overcome procrastination, deal with time-wasting interruptions and much more. You will develop a time-management attitude guaranteed to help you work smarter.

VHS - 12 minutes

MM 205 Listening: The Key To Productivity (1992)

This video will help you and your employees master the listening techniques that boost productivity.

Viewers will learn to:

- Become better listeners right away with ten easy-to-follow tips.
- Focus during listening even in pressure-packed moments.
- Overcome prejudice, bias and other traits that can interfere with listening.

VHS - 17 minutes

MM 206 Communicating With People On The Job (1992)

If you're looking to make every person in your organization an effective person-to-person communicator, this video is a must.

Discover how to:

- Fight the tendency to focus on the negative.
- Handle conflict successfully.
- Congratulate and motivate people.
- Compromise and compete.
- Give and receive feedback.
- And much more.

Use this video to make everyone in your organization an effective person-to-person communicator.

VHS - 17 minutes

MM 207 Make The Phone Work For You (1992)

The vital telephone techniques explained in this video will help everyone get more done, serve your customers better and sell more products and services.

Viewers will learn:

- How to soothe irate callers.
- What to ask before they put the customers on hold.
- How to end a call diplomatically.
- How to win at the telephone-tag game.
- And much more.

VHS - 12 minutes

MM 208 Project Management (1992)

Here is a video program that teaches how to manage a project from the idea stage through implementation. Charting techniques, time and cost estimating and project-monitoring skills are covered thoroughly. Examples range from a huge construction project to a small organization's relocation. Specific forms, charts and case studies are contained in the accompanying book.

VHS - 25 minutes

MM 209 The Power Of Change: Management Revolution (1993)

As corporate giants stumble and fall, it becomes increasingly obvious that the success strategies of the past are the liabilities of our new age. Fortunately, the management lessons of those who have prospered in the midst of revolutionary change are clear and learnable. With this dynamic, motivational program, organizations are encouraged to embrace change in the form of reinvention, restructuring and realignment around markets and customers.

VHS - 16 minutes

MM 210 The Power Of Change: Reinventing The Organization (1993)

Packed with examples from business, government and the not-for-profit worlds, this powerfully stimulating program answers the critical question, "How do you change"? Provided is a simple four point approach to effecting change based on over a decade of working directly on deep seated change problems.

VHS - 3 minutes

MM 211 Team Building (Revised) (1992)

Organizations today require more than individualized talent. Teams are now the keys to open new doors of excellence. Learn in three phases how to develop, motivate, plan and organize team building. Group oriented teams produce goals, standards, systems and trust. Energize your team for high performance, working toward common goals, productivity and “success”.

VHS - 25 minutes

MM 212 Criticism! How To Give It And How To Take It (1993)

There are two ways to give and receive criticism-constructively and destructively. Criticism given or received destructively leads to damaged relationships, unsolved problems, stress and conflict. Constructive criticism can strengthen relationships, increase productivity, improve quality and help solve problems. Introduced are three techniques for successfully giving and receiving criticism-communicate, clarify and commit.

VHS - 19 minutes

MM 214 Taking Charge Of Change (1992)

This film explores the fact that change is not a matter of programs and procedures. Change is a deeply personal process, perceived by many as a threat to their very identity. Viewers are challenged to take personal responsibility and see change not as displacement or disorder, but as an opportunity for self-motivation and innovation. They learn that adapting to change is actually a skill and that this skill must be applied daily.

VHS - 19 minutes

MM 215 Time Trap II (1991)

We know time cannot be replaced, but it is still human nature to waste time and then get caught in the “Time Trap”. This video uses successful techniques developed by the definitive authority on time management, Dr. Alec Mackenzie. It will help you and your viewers escape the “Time Trap” and put time on your side.

VHS - 23 minutes

MM 216 Keep Reaching II (1993)

Teach your employees 10 powerful and practical steps to motivation, which can improve morale, performance and quality at all levels of your organization. These steps come from “The Circle of Motivation”, introduced in this complete video-based training session.

VHS - 23 minutes

MM 217 Values And Ethics: Situations For Discussion (1993)

Values and Ethics can help your organization reduce costs and save time, while increasing employee morale, confidentiality and productivity. This video is segmented into 12 short, dramatic, “What Would You Do?” vignettes. The situations/case studies are each followed by a short break. After stopping the video, you may stimulate discussion and role-play and then summarize your organization's policy on the situation presented.

VHS - 12 minutes

MM 218 Resolving Conflict: The Art Of Understanding Others (1991)

Conflict between people is inevitable. Sooner or later, all of us will disagree with someone. It may be family members, people at work, neighbors, casual acquaintances, or even strangers. If handled poorly, conflict can destroy relationships and tear apart organizations. But if handled positively, conflict can deepen relationships, prevent stagnation and stimulate us with new ideas and new ways of looking at others.

VHS - 16 minutes

MM 219 Team Building - Revised (1990)

In this video, consultants and managers who are successful team builders share their secrets of building effective teams. Group vs. team characteristics is examined. Planning, organizing, building people power, problem solving and other key skills are introduced. Practical tips for both leaders and team members are presented.

VHS - 25 minutes

MM 220 Humor, Risk, and Change (Parts A, B, & C) (1990)

This three-part video series gets smiles and a lot of laughs from everyone. More importantly, it teaches effective techniques for dealing with problems, difficulties and stress. National humorist C.W. Metcalf leads your staff through such techniques as humaerobics to help them lower their fear of embarrassment and failure. Discover the advantages of learning how to lighten up and take humor seriously.

VHS - 60 minutes

MM 221 Stress: You're In Control (1987)

This video was designed to help employees' pinpoint and control stress. It will show your employees the importance of identifying stress and how to control it, even turn it into a positive factor. Discover how a decrease in stress can increase your organization's productivity.

VHS - 23 minutes

MM 222 Solving Conflict (Parts 1 & 2) (1993)

This video shows specific steps employees can take to turn conflicts into positive experiences. It can also help them improve their personal and professional relationships.

VHS - 27 minutes

MM 223 Take Time To Listen (1992)

Studies have shown that most people listen at 25-percent of their potential. This video shows how to use three basic steps to listen at nearly 100-percent efficiency--stop, think, and listen. Helps employees refine their listening skills today, and avoid potential problems in the future.

VHS - 19 minutes

MM 224 Closing The Gap (1994)

This video can help resolve communication problems for all employees in any organization. It focuses on gender differences and how conversation styles, not relationships or the people themselves, can create misunderstandings and disappointments.

VHS - 26 minutes

MM 225 High impact Presentations (Parts I, II, & III) (1994)

Employees will get clear and simple tools to add impact to their presentations. Bob Pike, an expert on delivering high-energy presentations, leads employees through this three-part video series.

Part I - "Effective Openings And Closings."

Part II - "Presentations."

Part III - "How To Use Questions."

VHS - 62 minutes

MM 226 The Attitude Virus (1989)

Shows how to diagnose the cause, identify the symptoms and cure negative attitudes with a five-step communication formula.

VHS - 20 minutes

MM 227 The Asoh Defense: Managing Blame And Forgiveness (1989)

One of the most critical keys to empowering the workforce is ensuring that no one is afraid to take responsibility for their actions and most importantly, no one is blamed for their mistakes. Dr. Jerry B. Harvey explores the power of forgiveness and acceptance of mistakes in organizational life.

VHS - 14 minutes

MM 228 The Joy Of Stress (1986)

Best-selling authors Drs. Peter Hanson and Kenneth Blanchard give practical, no-nonsense advice for getting a handle on stress and turning it into a positive force for higher productivity and performance.

VHS - 20 minutes

MM 229 The Galatea Effect (1989)

Managers and employees alike discover six ways to express positive self-expectation and elevate productivity in themselves and others.

VHS - 20 minutes

MM 230 Even Eagles Need A Push (1991)

Inspire and motivate all members of your organization to unleash a power with which every human is endowed: The power to enthusiastically commit to new levels of achievement and excellence.

VHS - 24 minutes

MM 231 Welcome Aboard (1989)

An unforgettable portrait of the orientation process through the eyes of a newcomer whose needs are initially ignored by everyone. Learn how to promote a smooth orientation process and understand why it is so important to a new employee's confidence and performance.

VHS - 21 minutes

MM 232 Stepping Up To Supervisor (1985)

Every new supervisor who views this video can avoid the common mistakes of transition. Find out how to get cooperation from former coworkers without becoming over-controlling.

VHS - 20 minutes

MM 233 For Goodness Sake (1994)

An important, relevant and funny look at goodness-how we treat each other and how others treat us. "For Goodness Sake" presents a fresh and inspiring message of personal responsibility and integrity that has never been more timely. In dozens of hilarious sketches, Hollywood celebrities show why it is so important to be good to each other.

VHS - 24 minutes

MM 234 Would I Work With Me? (1988)

Designed to help your teenage employees understand the responsibilities of work. The video program will make teens more aware of what employers expect of them. It can be used as an orientation for new employees as well as a "shot in the arm" motivational tool for those who have been on the job for a while.

VHS - 18 minutes

MM 235 Communication: The Nonverbal Agenda

- Learn how to read nonverbal messages.
- Learn how to give clear, consistent messages to others.

Just how powerful is nonverbal communication? It contains from 75% to 93% of the message! Body posture. Facial expressions. Eyes. Voice. Hands. Revealing untold inner thoughts, attitudes and emotions. This fascinating CRM video shows what to listen and look for in nonverbal messages. Discover how to interpret the real meaning of words and what happens when words and physical actions conflict. Also includes: cultural differences in nonverbal language. Viewers will also learn how to keep their own nonverbal and verbal messages consistent, making this video an extremely important training tool at all organizational levels.

VHS - 20 minutes

MM 236 The Power of Listening

Wasted time. Duplicated efforts. Technical failures. Billions of dollars lost because of poor listening. Use this video to strengthen the listening skills of the entire organization. It shows the three barriers to effective listening, the traditional habits that keep people from listening and a series of ways to increase memorability. Key solutions: Concentrate on the speaker. Understand the speaker's frame of reference. Stop interruptions. Do not daydream. Be alert to emotional content. Pay attention to nonverbal behavior. These habits can dramatically improve communications at every level, while also strengthening the leadership effectiveness of managers who normally spend so much time in the listening mode.

VHS - 22 minutes

MM 237 Work Teams and The Wizard of Oz

- Ken Blanchard describes six keys to successful teamwork, all found in a Hollywood movie classic.
- Team leaders and members see how to make timeless logic work for achieving stated goals.

Using spectacular footage from the film *The Wizard of Oz* as a powerful metaphor, management expert Ken Blanchard teaches six keys to successful teamwork. He shows that Dorothy the Kansas teenager, who dreams she has entered a fantasy world, becomes a team leader that any modern day organization would value. She begins with a clear objective. She builds a team of diverse individuals to pursue a goal that will benefit all. She delegates tasks and gives team members courage to creatively take risks. They establish mutual trust and empower themselves to support one another while mounting a dangerous mission. Despite diversity and adversity, they achieve their team goal and grow as individuals.

☐ VHS - 18 minutes

MM 238 “Yes” or “No” Choosing Success Sooner

Increase Success and Reduce Stress. Each day, everyone in your organization is faced with making choices. Choices that can mean success or failure. Finally, there is a film for organizations that quickly shows people how to make more successful choices sooner and reduce the stress that often accompanies the pursuit of success. “Yes” or “No”, the essentials film for any organization.

☐ VHS - 26 minutes

MM 239 Flight Of The Buffalo

With “Flight Of The Buffalo” managers and supervisors in your organization will learn:

- Why leaders must learn how to let employees lead.
 - How to develop, communicate and fine-tune the organization and department’s vision.
 - The critical importance of focusing on great performance for customers.
 - Why every employee should be in line of sight contact with customers.
 - How to inspire and empower employees.
 - How to set direction.
 - How to get employees to own the responsibility for their actions/productivity.
 - How to get employees to solve their own problems.
- VHS - 30 minutes

MM 240 Survival in the Workplace 2000

In “Survival In The Workplace 2000”, Patricia Fripp shows us how to take personal control of empowering our view of our jobs.

In this program, Fripp tackles the challenge of a world and work environment where “a lot of the present is already obsolete and much of the future is beyond our comprehension”.

Fripp encourages us to:

- Act like an entrepreneur.
- Be creative.
- Do the impossible.
- Position yourself ahead of the crowd.
- Act as if your name is on the door.

The Fripp Process takes us beyond management driven empowerment and asks us to value the process as a personal commitment to our individual success.

Fripp, successful entrepreneur, lecturer, author of Get What You Want and creator of the customer service video Travel The Road To Success: An Adventure In Customer Service, has taken her life experiences and created this process for every individual desirous of being in constant demand as an employee.

Fripp points out:

- In a world in flux, we each need to be the Chairman of the Board of our own careers.
- VHS - 17 minutes

MM 241 It's All In Your Head

This humorous icebreaker shows trainees how to get the most from their training. They'll see a successful manager demonstrate how three simple, but powerful tools--taking notes, asking clarifying questions and sharing ideas--work for him.

Viewers will learn to take responsibility for their own training, participate in group activities and discussions and more.

VHS - 11 minutes

MM 242 The Diversity Advantage

Welcome back to the Diversity Diner! This follow-up to the best-selling and multi-award-winning "Diversity: Food For Thought" further emphasizes the need to understand diversity. While "Diversity: Food For Thought" stresses valuing differences among employees. "The Diversity Advantage" explores the positive economic benefits of a diverse workforce. Get reacquainted with the diner's owner Dom, waitress Toni and short order cook Phil for "Diversity: Food For Thought". As Dom and some of his patrons become involved in discussion we learn valuable lessons about diversity and how "Differences" create the "strengths" that every organization needs to grow and succeed. This program will engage and enlighten all employees by focusing on these key points:

- Diversity is not a "trend" but the new reality.
- Common ground provides a foundation.
- Cultural differences are business strengths.
- Open communication and constructive feedback.
- Respectful disagreement is healthy.

VHS - 24 minutes

MM 243 E-mail Essentials

This video demonstrates the proper use of e-mail in any business environment. Through various scenes, the viewer learns about the practices, which are acceptable and those, which can develop into problems through careless mistakes in sending and/or receiving e-mail messages.

VHS - 29 minutes

MM 244 Alliance Building

You can plan and implement long-lasting and successful organizational change when you build a trusting foundation using the “Alliance Building” process. Organizational change consultant Cynthia Olmstead illuminates how trust is the common denominator to achieving successful change initiatives.

In this informative documentary, real-life professionals help you learn the three-stage process that can be used by organizations to build trust, foster commitment and develop the necessary buy-in for change. The process results in increased morale, higher productivity, greater information sharing and an involved and motivated workforce.

VHS - 15 minutes

MM 245 On the Edge - Version 2.0, Managing High-Risk Situations

Violent incidents in the workplace continue to make front-page headlines. Even more incidents take place each day that go unreported, but make lasting effects on employees' health and productivity. Preventing these incidents requires that your employees and leaders be able to act on situations before they rise to the level of violence.

Participant Objectives:

- Preventing violent incidents in the workplace.
- How to recognize early warning signs.
- What steps and actions should be taken to resolve situations before they become violent.

VHS - 15 minutes

MM 246 TEAMWORK: What's Trust Got To Do With It?

Have you ever been on a team where you couldn't seem to get anything done? Or the team members just couldn't work together? It is quite possible that the team members did not trust one another; lack of trust is one of the main impediments to effective team-work. This video training program demonstrates how to build and maintain trust among team members.

Key Training Points:

- Trust is the foundation of teamwork.
- The 3 most important trust building behaviors:
 - Openness
 - Credibility
 - Respect
- Trust-building behaviors must be consistent and ongoing.

VHS - 19 minutes

MM 247 Giving Leadership Away

The first reaction of most new leaders is to take on more work--it's a natural reflex. How else can they be sure their project gets done right? But the more the leader takes on, the less motivated the team members become. The greatest challenge for team leaders is to let go of their work. Many leaders get no formal training in running a team. "Giving Leadership Away" can help both new and experienced leaders take on that challenge.

☐ VHS - 19 minutes

MM 248 Bury My Heart at Conference Room B™

Bury My Heart at Conference Room B™ is like no other leadership approach you've seen. First of all, the thing actually works! Secondly, it's deeply empathic to the real world of today's manager.

This 24-minute video features Stan Slap and is a revolutionary program used by many of the world's best companies to increase management commitment, reduce turnover, and get support for corporate strategies.

Here's what you will learn:

- How to get people to work harder and enjoy it more (of course, we can't come right out and say that).
- How to live your personal values every day as a manager and turn those values into better working conditions for your people.
- How to motivate people without the carrot or the stick. Relax, you can still use those as a manager--we're talking leadership here.

☐ VHS - 24 minutes

MM 249 SMART-START™ Motivation Meeting Opener

This program uses motivation and inspirational quotes with music, visual images and graphics to enliven training. It can be used as a stand-alone for any meeting or training session when employees need to be motivated, inspired and feeling good about themselves.

VHS - 4 minutes

MM 250 Walk The Talk

Finally, a powerful tool to help you:

- Minimize “we vs. they” attitudes and behaviors
- Reduce group polarization that negatively impacts your bottom line
- Close the gag between managers and employees
- Build a culture based on understanding, communication, and collaboration

Encourage leaders at all levels to:

- Align their individual actions with organizational values and business objectives
- Eliminate counter productive, out-of-sync business practices
- Adopt values-driven behaviors that lead to value-added results

This award-winning package is the ideal addition to culture change, diversity, leadership development, and employee orientation initiatives.

VHS - 32 minutes

MM 251 In This Together

Why do people harass? Why are they mean or disrespectful? Maybe it's because they don't know any better. Or maybe they know better but do it anyway. Now you can help manage both scenarios with a program that addresses a variety of harassment and respect issues.

In This Together illustrates how perceptions can become reality by examining opinions and attitudes about everyday life and the simple choices we're faced with each day. It looks at the negative effects of discrimination and harassment with directness, honesty and insight.

VHS - 18 minutes

MM 252 Leadership on the Line: The Lessons of Crisis

This video provides case study examples and discussions with crisis management leaders involved in past crises we can all recognize. Aimed at mid-and upper-level managers, it includes an interview with Charlie Maikish, former Director of the World Trade Center who oversaw the first terrorist attack on that complex. He and others explore the obstacles and resolutions during a crisis.

VHS - 30 minutes

MM 253 Who Moved My Cheese?

Based on the #1 best-selling book of the same name, *Who Moved My Cheese?* is a simple animated parable that reveals profound truths about change. From one of the world's acknowledged experts on management, Dr. Spencer Johnson, this film is an amusing and enlightening story of four characters who live in a "Maze" and look for "Cheese" to nourish them and make them happy.

In the story, the characters are faced with unexpected change. Three of the four deal with that change successfully. The lessons learned are conveyed as handwriting on the maze walls.

This video will:

- help participants save time
 - reduce stress
 - give people an enjoyable way to thrive in times of personal and professional change
- VHS - 13 minutes

MM 254 Time Challenged

Welcome to the world of Kent Johnson, a time challenged supervisor frantically moving from deadline to deadline, falling short more often than not.

Time Challenged takes a humorous, good-natured look at overcoming the challenges of time management, as Kent works through his productivity dilemmas with a support group of recovering time-challenged individuals.

At the core of this training is the fact that we all get the same 24 hours a day, but how we use those hours greatly impacts our success or failure. Viewers will explore how to tackle time head-on, learning how to prioritize tasks and address common daily interruptions such as phone calls and e-mail.

VHS - 20 minutes

MM 255 Time: The Next Dimension of Quality

How would you respond if told that only 25% of the time spent in any given process adds value to your product or service? Rath & Strong's John Guaspari and Edward Hay present a simple, but effective concept - don't spend time on anything that has no value in the eyes of the customer.

That's exactly what you'll learn with this breakthrough video on increased productivity and customer service: how to look at a process to identify which steps add value and which do not. Once the non-value-added time is removed or reduced, your managers and employees will deliver products and services to the customer faster, achieve higher levels of quality and put your organization so far ahead of your competitors they may never catch up.

Time: The Next Dimension of Quality is for everyone in all organizations large and small who want to serve the customer better, be more competitive, and make breakthrough improvements in "Quality" performance.

VHS - 18 minutes

MM 256 Strategic Planning in Government, Federal Version

Why not let the “Father of GPRA” teach your team the fine points and benefits of strategic planning? That’s just what Strategic Planning in Government, Not Business As Usual, Federal Government Version will do.

John Mercer initiated the drafting of the Government Performance and Results Act (GPRA), which is designed to bring these same methods of performance-based budgeting to every federal program and agency nationwide.

This film follows a team of government employees as they work through revisions in their plan. Expert John Mercer acts as commentator, pointing out pitfalls to avoid and proven strategies to follow during every phase of the process.

VHS - 20 minutes

MM 257 The New Business of Paradigms

Now more than ever, organizations need the profound insights of Joel Barker’s The New Business of Paradigms. For more than a decade, futurist Joel Barker has helped organizations deal with change. He is one of the world’s most influential speakers and authors on the subject of change and how to manage it. Today, his message is more important than ever. His best-selling training program has been reinvented to meet the demands of today’s changing world. (This program includes “The Classic Edition”.)

VHS - 44 minutes

MM 258 Courageous Followers, Courageous Leaders

As people at all levels become more responsible for taking initiatives to advance organizational goals, the concept of “follower” and “leader” is certainly redefined. Today, we’re all responsible for helping shape and advance our team’s goals and our organization’s vision. If management abides by this concept, followers can no longer be passive conformists and leaders can no longer expect their directions to be “the last word, right or wrong.” This adds a new set of sensitive dynamics to relationships, requiring followers to pioneer new levels of courage rarely used before.

The video dramatically demonstrates the unique pressures facing team leaders, redefines the role of the “follower” and identifies the four ways we can all exercise courage. In this absorbing portrayal of Chaleff’s Four Dimensions of Courageous Followership, vignettes will demonstrate the courage to serve, the courage to assume responsibility, the courage to challenge and the courage to leave.

VHS - 22 minutes

MM 259 Max and Max

Meet Max, a recent college graduate, full of talent and ideas. And meet Max, a purebred Golden Retriever, eager to do his master’s bidding. What do these two have in common? Mr. Harold -- a shortsighted manager who uses the same control style of leadership with both man and dog. An approach that inevitably leads to cynicism and frustration. An approach that disempowers.

The subject is empowerment. The video is designed to increase leader’s awareness of the waste of human potential within organizations, and to help create a culture that fosters independent initiative, creativity, and resourcefulness. Included is an introduction and summary insights by Dr. Stephen R. Covey. Trainers will be able to apply this film in training for improvement, team building, leadership skills, stress management and customer service.

VHS - 20 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Marketing

MK 001 Introduction To Marketing (Tape 1): What Is Marketing And The Markets? (1991)

Tape one of this five part series defines marketing and describes its role in society, the economy and the business organization. It also takes an in-depth look at the consumer and industrial markets and sub-markets.

VHS - 30 minutes

MK 002 Introduction To Marketing (Tape 2): Marketing Constraints And Marketing Research And Information Systems (1991)

This tape analyzes marketing constraints from marketplace competition to legal and regulatory restrictions. It emphasizes the revolution in information technology in the "70's" and "80's". Surveys marketing needs for information about the marketing environment and discusses management's access to this information.

VHS - 30 minutes

MK 003 Introduction To Marketing (Tape 3): The Marketing Process And Product Strategy (1991)

Explains how markets are segmented to allow the development of effective marketing strategy. Market mix strategy and product strategy are defined and detailed.

VHS - 30 minutes

**MK 004 Introduction To Marketing (Tape 4): Pricing Strategy And
Distribution Strategy (1991)**

Explains how the range and movement of prices over product life cycle achieve objectives in selected markets. Also explains distribution channels and intermediary merchants and agents. Emphasizes the vertical marketing system. Discusses retailing and wholesaling characteristics.

VHS - 30 minutes

**MK 005 Introduction To Marketing (Tape 5): Communication Strategy And
Marketing Program Implementation (1991)**

A look at the communications process then explores characteristics of mass media communications. It examines the consummation of the marketing process transition, evaluation, and control.

VHS - 30 minutes

MK 006 Building A Winning Retail Strategy Episode 1

In this episode of the “Retail Smarts” video series, host Peter Feniak takes viewers through the nine major steps to build a winning retail strategy for your store.

Determining your store’s prime retail strategy is the most essential step that can be taken to ensure its success, in the short and long term.

“Building a Winning Retail Strategy” brings it all together into one package, taking you step-by-step through the process of determining what your store is, what it should be and how to bridge the gap between the two. Your high performance marketing strategy will connect your store to your customers.

Peter Feniak and his guest retail consultants, John Williams and John Torella, focus on the nine steps to establishing your store as a market leader:

- Start with the facts.
- Create your vision.
- Set measurable goals.
- Choose your strategy.
- Build your merchandising action plan.
- Develop your service action plan.
- Focus on your store location and productivity.
- Communicate your strategy.
- Keep raising the bar!

☐ VHS - 28:50 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Recreation

RC 001 A Guide To Bicycle Touring (1986)

This video is a clear, straightforward presentation covering all aspects of bicycling by one of the world's most knowledgeable riders, Dennis Coello. Topics include the importance of bicycle selection and size, trip planning and preparation.

VHS - 80 minutes

RC 002 A Guide To Canoeing (1986)

Beginning with the fundamentals of flat water cruising, instructor Ken Stone covers the basic paddling strokes that power the canoe. He then applies these lessons to white water situations, how to modify your stroke for fast water runs, reading a river, correct equipment and choosing a canoe that's right for your needs.

VHS - 105 minutes

RC 003 This Is Camping (1987)

Depicts the many facets of organized children's camping including skill development.

VHS - 18 minutes

RC 004 Exercists (1987)

Depicts overweight and under-exercised individuals and the rapid change made by exercising. A promotional video for aerobic exercise.

VHS - 28 minutes

RC 006 Youth Sports: Is Winning Everything? (1980)

This video challenges parents, coaches and any adult involved in youth sports to step back and examine their role and the values they are teaching our young.

VHS - 29 minutes

RC 007 Introduction To Coaching Kids (1980)

An introduction to five major areas involved in coaching:

- Developing a philosophy.
- Sports psychology.
- Teaching sport skills/conducting practices.
- Conditioning.
- Sports medicine.

VHS - 26 minutes

RC 008 Sports Psychology For Youth Coaches (1983)

Four important areas are covered:

- Developing communication.
- Athletes as individuals.
- Child development.
- Positive versus negative coach.

VHS - 20 minutes

RC 009 Teaching Sports Skills To Young Athletes (1982)

Three areas are covered:

- Effective practice sessions.
- Discipline.
- Teaching sport skills (fundamental/complex).

VHS - 21 minutes

RC 010 Conditioning The Young Athlete (1983)

An introduction to the “principles of training” and how to develop a training program that will effectively take the athlete from pre-season through the competitive season.

VHS - 20 minutes

RC 011 Hale Koa Hotel - Promotional Video (1986)

VHS - 30 minutes

RC 012 The Winning Trap (1986)

A powerful look at how kids’ sports are being modeled after professional sports with fancy uniforms, screaming crowds, strenuous practice sessions, tryouts and drafts, play-offs and championship games--culminating in the “winning is everything” attitude.

VHS - 37 minutes

RC 013 A Deadly Pleasure (1989)

An excerpt from the television show 20/20 featuring Barbara Walters on boating safety.

VHS - 15 minutes

RC 014 Power Programming - The P.I.N. Way (1989)

This video, filmed at the National Recreation and Park Conference in San Antonio in 1989, provides a highly motivating and often humorous look at creative and sometimes “off-the-wall” recreation programming for all age groups. It also presents a brainstorming method that can help generate exciting program and event ideas. If you're looking for crazy and unique ideas, then this is it!

VHS - 88 minutes

RC 015 Prevention And Treatment Of Sport Injuries (1982)

The key to the prevention and treatment of sport injuries is the coach. He or she is the one ultimately responsible for creating the atmosphere in which the sport is played. This video shows coaches how to take steps to minimize athletic injuries.

VHS - 23 minutes

RC 016 Tom Tutko's Coaching Clinic (1991)

“Tom Tutko's Coaching Clinic” discusses many of the most common personality and competitive situations that you, as a coach, will face, both on and off the field, in dealing with your athletes.

VHS - 77 minutes

RC 017 Sports Psychology: The Winning Edge In Sport (1987)

In his national practice, sports psychologist Andrew Jacobs, Ph.D. works with teams, coaches and athletes in a variety of amateur and professional sports to help them develop the winning edge. Included is an 18-minute audiocassette, which describes relaxation/visualization techniques.

VHS - 30 minutes

RC 018 Judgement On The Water (1999)

Help your workers with this video program to stay safe when enjoying some fun on the water. Various boating dangers are reviewed as well as how to stay safe.

- Dangers of alcohol on the water.
 - Wearing personal flotation devices.
 - Avoiding collisions.
- VHS - 24 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Recycling

RL 001 The Earth Machine: Home Compost (1992)

Composting at home made easy.

VHS - 10 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Safety

SF 001 Dining Room Safety (1966)

Stresses constant awareness of dining room hazards and how to avoid them. Includes procedures for carrying food, stacking dishes, lists rules of proper and safe dress. Demonstrates common-sense precautions for preventing falls, spilled foods, cuts, burns and customer injuries.

VHS - 10 minutes

SF 002 Kitchen Knives - Safe And Efficient Use (1980)

Shows how to handle knives to speed and simplify cutting of a wide variety of foods-safely! Expert kitchen workers demonstrate the use of the chef's knife for chopping, dicing, slicing, the paring knife for peeling and other small cutting tasks.

VHS - 11 minutes

SF 003 Kitchen Safety: Preventing Burns (1989)

Instructs and motivates kitchen workers to avoid injuries from burns. Provides a positive and concise guide to prevention of burns along with valuable first aid information.

VHS - 12 minutes

SF 004 Kitchen Fire Safety (1983)

Housekeeping and basic fire safety knowledge to give aid to all employees in preventing the start and spread of kitchen fires. Common hazards reviewed with emphasis on grease fires and cleaning of hood and duct system. Information on extinguishers, fire alarms and proper use of telephone to report fire.

VHS - 10 minutes

SF 005 Kitchen Safety: Preventing Falls (1989)

Helps all kitchen workers identify the most common sources of falling accidents and gives specific procedures for both personal and team efforts for accident prevention.

VHS - 13 minutes

SF 006 Kitchen Safety: Preventing Machine Injuries (1989)

Instructs and motivates kitchen workers in machine safety. It demonstrates specific machines such as, slicers, choppers, grinders and mixers as well as providing general rules for safe operation of all kitchen machines.

VHS - 12 minutes

SF 007 Kitchen Safety: Preventing Cuts (1989)

Injuries from cuts are not uncommon, but they do not have to happen. This program will tell you how to avoid cuts, what rules to follow to protect yourself and what to do if someone does suffer an injury on the job.

VHS - 14 minutes

SF 008 Food Safety Is No Mystery (1987)

A young detective and a health inspector investigate a case of food borne illness. Follow their pursuit of Benny, a notoriously unsanitary and unsafe food service worker, from a diner to a nursing home, school and hospital. Their investigation teaches food safety in an engaging and interesting way as the two uncover both safe and unsafe food preparation practices in each of the facilities they visit.

VHS - 34 minutes

SF 009 Sammy The Seal - Cleaning House (1988)

This humorous cartoon character emphasizes significant hazards to children around the home. It highlights poison prevention, burns, electrical and gun safety. Sammy also stresses the importance of not running in the home, not playing with matches and demonstrates what to do if your clothes catch on fire.

VHS - 15 minutes

SF 010 Respiratory Emergency: Babies And Children (1983)

Scenes of babies and children with various emergency breathing problems. It shows you how to give artificial respiration to infants and children and how to give first aid for choking infants and children.

VHS - 15 minutes

SF 011 CPR For Everyone (1987)

Detailed instruction on performing CPR (Cardiopulmonary Resuscitation) and emergency choking procedures (Heimlich Method) for an infant, child, or adult.

VHS - 90 minutes

SF 012 Scuba Skills Update (1988)

Safety awareness and guidance for both the novice and advanced recreational scuba diver. Some of the topics include dive plan, equipment buddy system and certification.

VHS - 10 minutes

SF 013 Kids' Safety Quiz (1988)

An excellent video to teach children various aspects of safety using an entertainment game show format. Areas presented are automobile/pedestrian safety, swimming/water safety, fire/burn safety, bicycle safety and emergency response.

VHS - 30 minutes

SF 014 Safe Care (1983)

A system for hazard prevention in childcare audiovisual to help you stop trouble before it develops. Planning for prevention is the key to this system. This program is intended to provide a positive action oriented learning experience for caregivers and foster a cooperative work attitude.

VHS - 13 minutes

SF 015 Learn Not To Burn (1984)

The Naval Safety Center teaches children fire safety.

VHS - 8 minutes

SF 016 Recreational Safety For Employees (1992)

By using seven examples for actual injuries sustained while engaging in the following sports: softball, basketball, volleyball, tennis and jogging. This program teaches employees how to prevent sports related injuries by being prepared, understanding the hazards involved and knowing their limits.

VHS - 20 minutes

SF 017 Bicycle Safety Camp (1989)

Wear a helmet. Signal turns. Look both ways before leaving a driveway or a stop sign. Ride in a straight line, no swerving. Concentrate on the path ahead. "Bicycle Safety Camp" works for all grade school kids and is especially right for beginning bicyclists from five to nine-years-old. Actually, parents have fun finding a nostalgic bit of their own bicycling youth in this cross section of today's kids.

VHS - 25 minutes

SF 018 Firearms Safety And The Hunter (1992)

A primer on the proper use of hunting firearms for the hunter. Shows proper techniques to ensure safety and presents dramatic case studies for the viewer. Also goes through common accidents including contributing causes and proper gun handling procedures.

VHS - 30 minutes

SF 019 Judgment On The Water...A Lesson In Small Boat Safety (1992)

The program is structured around a series of realistic accident dramatizations of small boat mishaps. Explains some of the reasons for boating accidents and, in particular, emphasizes the dangers of alcohol. Stresses the importance of and necessity for Personal Flotation Devices (PFDs) and safety precautions. This program is directed at recreational boaters who use small boats on a limited basis.

VHS - 24 minutes

SF 020 The Aftermath (1993)

This is a documentary about Bruce Kimball, the Olympic diver who, while intoxicated, drove through a group of teenagers, killing two and injuring several others. This video concentrates on the physical and emotional pain suffered by the victims and their families and encourages responsible behavior regarding drinking and driving.

VHS - 24 minutes

SF 021 Immediate Lifesaving Action

The “Immediate Lifesaving Action” video succinctly covers procedure for handling the most common medical emergencies, including CPR and the Heimlich Maneuver for infants, children and adults. Explanations and instructions are given in easy to understand language, with practice along demonstrations for the viewer.

The “Immediate Lifesaving Action” video was developed with Stanley Zydio, M.D., internationally renown emergency and trauma expert and advisor to the American Medical Association.

VHS - 18 minutes

SF 022 Holiday Safety: At The Top Of Your List

“Holiday Safety: At The Top Of Your List” was developed to alert employees to holiday hazards in the home. This video is 17-minutes long and is designed with bumpers throughout, which allow you to stop the tape along the way to discuss specific content in greater detail.

The Program outline includes:

- Introduction emphasizing the importance of safety during the holiday seasons.
 - Christmas Trees section which reveals the dangers of the most popular Christmas tradition.
 - Christmas Lights section which recommends precaution for hanging lights.
 - Decoration section offers safety tips for decorating the tree.
 - Using Your Fireplace Safety section shows how to correctly start a fire and avoid the hazards.
 - Other Fire Hazards section of the video warns of the dangers of candles and cigarettes.
 - Holiday Food Preparation section explains how to avoid food-borne illnesses.
 - Alcohol and the Holidays section discusses the dangers of holiday drinking.
 - Holiday Traveling section offers advice for safe holiday traveling.
 - Shopping Safety section shows how to avoid becoming a victim of theft.
 - Holiday Stress section recommends methods for alleviating stress.
 - Program Summary summarizes key points of the video.
- VHS - 17 minutes

SF 023 Getting Out Alive

Managing evacuation and accounting for people is the focus of this disaster preparedness video. Covers a wide variety of situations.

VHS - 18 minutes

MEDIA RESOURCE CENTER CATALOGUE

Sanitation

SN 001 Dish Machine Operator (1967)

Explains operation of commonly used dish machines. Shows correct ways of loading and unloading dishes, cups, glasses and silverware. Highlights include pre-rinsing and safe sanitary use of detergents and other chemicals.

VHS - 10 minutes

SN 002 Rodent & Insect Control (1972)

A basic film on rodent and insect control, their role in the spread of disease, and the responsibility of employees for food housekeeping practices. This film stresses every worker's responsibility to keep pests out, starve them, keep them from breeding, and kill them. Roaches, flies and rodents singled out as chief offenders.

VHS - 10 minutes

SN 003 Kitchen Sanitation: Fighting Foodborne Illness (1989)

This video is about an “invisible enemy” who is about to make you lose your job, injure another person and possibly be responsible for the closing of the place where you work. Your enemy is a germ! Learn about your enemy and how to stop it.

VHS - 20 minutes

SN 004 Kitchen Sanitation: In Your Hands (1989)

Provides vital information for food service workers in personal and environmental hygiene. Emphasizes cleanliness, tells when and how hands should be washed and gives detailed information on behavior related to food preparation and service. Equipment and utensil sanitation is examined in detail.

VHS - 14 minutes

SN 005 Sanitation And Hygiene For Dining Room Personnel (1982)

Demonstrates techniques of sanitary food handling for dining room personnel. Emphasizes importance of the server's personal cleanliness, hygiene and grooming.

VHS - 10 minutes

SN 006 Personal Grooming And Hygiene (1979)

Dramatically illustrates the importance of proper personal hygiene. Detailed information on bathing, care of teeth, use of deodorants, perfumes and cosmetics is presented. Stresses the role-played by well-groomed hair, beard and fingernails in nonverbal communication.

VHS - 11 minutes

MEDIA RESOURCE CENTER CATALOGUE

TQL

TQ 001 Quality At Work (1991)

This video explores the meaning and value of quality to the organization and the individual. The program highlights 10 steps to better quality processes and emphasizes the importance of making the responsibility and rewards of quality a personal challenge.

VHS - 25 minutes

TQ 003 The Empowered Worker: Doers & Planners (1991)

The program's narrator, Dr. William Metcalf, discusses why tasks have been combined and presents a systematic method by which first-line supervisors and lower-level management (as well as other employees) can plan projects and implement them expeditiously.

VHS - 20 minutes

TQ 004 Everyone A Problem Solver (1991)

Until recently, problem solvers were found primarily at the top and middle levels of management. Although "Everyone A Problem Solver" has been designed for first-line supervisory and lower-level management personnel, all company employees can benefit from the presentation.

VHS - 20 minutes

TQ 005 Empowerment: Empowering Others (Part 1) (1991)

This video shows you how people are using empowerment to build confidence and trust in others, develop enthusiastic and productive work groups and instill a vision that gets everyone working together. You will find out how to provide others with the critical “power tools” that multiply their chances of success.

VHS - 28 minutes

TQ 006 Empowerment: Empowering Yourself (Part 2) (1991)

In this video you will see how empowered employees have made a real difference in the bottom line success of their organization. First, you will learn what empowerment is and how it can contribute to what your organization is striving for. You will come away with insights, strategies and guidelines to help you empower yourself.

VHS - 26 minutes

TQ 007 Together We Can (1991)

This video discusses and demonstrates seven personal actions that employees can take that will improve teamwork. The actions are: respecting co-workers, extending trust, listening to others, offering recognition, sharing information, taking responsibility for teamwork and teamwork attitude.

VHS - 22 minutes

TQ 008 Hidden Asset - Powering Government

Viewers will:

- Explore the typical problems that existed before Austin empowered its government workers.
- Understand the frustrations of employees and citizens that led to Austin's changes.
- Examine the mission of government.
- Look at the empowerment techniques that have enhanced productivity and job satisfaction among a wide range of government workers.
- Get a sense of the efficiency and creativity that is released by empowerment programs.
- Learn why forward-thinking governments see themselves as service-providers rather than monopolies.
- Trace the link between empowerment and motivation.

VHS - 20 minutes

TQ 009 The Paradigm Curve Vol. 1

Start planning how and when you will lead change instead of wondering when it will strike.

You will clearly see the different phases all paradigms go through. Joel Barker helps you pinpoint the ideal window of opportunity to affect a shift in any paradigm. Then he examines the resistance that inevitably arises to change.

Discover how you can use your most aggravating problems as keys to anticipating and shaping your own future. Learn how different personalities in your organization play vital roles in developing new paradigms.

VHS - 28 minutes

TQ 010 The Paradigm Effect Vol. 2

Find out how to step outside your boundaries, so you begin to anticipate and manage your organization's future.

Joel Barker shows you a new way to look at your organization. He helps you understand your paradigms--those sets of rules and filters that you use to look at your world.

You will see your organization as a forest of paradigms--divisions, departments and teams that are all deeply invested in their own way of doing things. Find out what happens when their paradigms shift and the rules are rewritten.

VHS - 28 minutes

TQ 011 Paradigms Partners Vol. 3

Identify how we all react differently to change and understand how these differences can be used to solve our problems.

You will identify the paradigm partners in your organization. Although each views the world through very different eyes, each has a role in moving your organization forward.

The first is the paradigm shifter who discovers the path to the brand new territory. Next is the paradigm pioneer who marks the boundaries of the new land. And finally, the paradigm settlers who move in and puts down roots. You will learn how these partners react to problems and change.

VHS - 30 minutes

TQ 012 Paradigm Hunting Vol. 4

Discover how to get people involved and working together to uncover new paradigms.

“We’re stuck in our paradigm, so what do we do now?” Joel Barker suggests a very simple next step to directly engage people to get them to work together to look for the next paradigm.

Learn how to form a “Paradigm Hunting Team”. It is the easiest, most effective, most cost efficient way to get people in your organization involved in discovering the future one day at a time.

VHS - 20 minutes

TQ 013 Change and Leadership Vol. 5

Learn how you should be spending your time between the present and the future.

“Where do we go from here?” “How soon should we start?” To answer these two questions, you must be able to more accurately anticipate the fundamental changes in your industry.

Discover the importance of prioritizing your search for the future. Openly communicate the challenges you face. Then create a culture that gives people permission to step outside their current paradigms to meet these challenges.

VHS - 33 minutes

MEDIA RESOURCE CENTER CATALOGUE

Travel and Tours

TT 001 Cruising. . . Knowing The World You Sell

Wish you knew even more about the world you sell? This CLIA video takes you--via a lively news broadcast format-- to the world's great cruise destinations--and shares insights on how to best sell them.

In the first thirty minutes you'll focus on the Caribbean, Alaska, and Mexico. For veteran cruise counselors, it'll be a great review; for more novice agents, it will be a solid learning experience.

In the next forty minutes, you'll explore Europe, Asia, the Pacific, South America, Africa, river cruises and repositioning itineraries. You'll learn what you should stress and how to position each for a successful sale.

So join us for some fun with geography--and plenty of insights on how to turn your knowledge into additional cruise profits.

VHS - 70 minutes

TT 002 Training Your Staff For Profitable Selling

This video is designed for owners and managers of travel agencies. Leading educator and speaker, Dr. Marc Mancini, discusses techniques you can employ to efficiently train your staff.

You will learn to:

- Evaluate your personnel
- Identify the best type of training
- Develop a training plan
- Integrate training into your office routine

VHS - 45 minutes

TT 003 Effective Direct Mail Techniques

Direct mail has become a major success story in marketing today. But can travel agencies effectively compete with major companies and their teams of marketing experts? The answer is yes.

This CLIA video will reveal to you success strategies used by the pros to grab the consumer's attention. It will show you:

- How to build or obtain a database that works for you.
- What makes a potential client pay attention to one mailing piece while discarding the rest.
- Who the two kinds of readers are--and how to motivate each to buy.
- How to apply the seven "C's" of great copy writing to all your mailing.

So join Dr. Marc Mancini on this insightful and lively discovery of what direct mail is all about--and how you, too, can use it to sell cruises.

VHS - 20 minutes

TT 004 Turn Your Agency Into a Cruise Vacation Store

To succeed in today's environment, it's essential that you target the kinds of customers who can provide maximum profitability. And cruise clients represent one of the most profitable market niches available.

For you to reach the cruise market segment, though, you must project a forceful image, one that stands out and gets you results. This video will help you to do precisely that. You'll learn:

- How color creates powerful reactions in the consumer's mind
- Why typeface styles can communicate subtle meanings
- How good composition can direct a client's buying decision
- How a logo can say it all

After viewing this video, you'll be able to rethink your agency's business cards, stationery, promotional pieces and office layout. And you'll gain a fresh perspective on how you might better tailor your message; that your agency is THE place to buy cruises.

VHS - 20 minutes

TT 005 Closing The Cruise Sale

What's the most challenging step in any travel sales transaction? Getting the client to make that final commitment to buy. In this age of bargain shoppers, hurried buyers and indecisive clients, it has become increasingly difficult for a travel counsellor to close that sale.

This CLIA video will:

- Review the four most popular closing strategies that travel agents use
- Introduce you to seven additional closing techniques that other retail industries use and show how you can adapt them
- Demonstrate how you can recognize those subtle client signals that tell you when a client is ready to buy
- Offer you a chance to share your own favorite closing techniques with us - and perhaps even win a prize

So join us on an exploration of that most important topic--and a key to your agency's profitability--closing that cruise sale.

☐ VHS - 35 minutes

TT 006 Converting Landlocked Vacationers Into Cruise Vacationers

Professional travel counsellors, like you, have told us time and again that they want to sell more cruises--that they'd like to convert clients who have only experienced land-based vacations to the cruise experience. This CLIA video will show you how!

You'll learn how to...

- Break down the wall of resistance;
- Examine the most common misconceptions and provide solutions for getting past the barriers;
- Identify the five distinct types of non-cruisers and the ways to reach them.

Consider this: It is estimated that there are over 64 million North Americans who are prospects--22 million of them are on the verge of taking a cruise. They are just waiting for you to persuade them. With CLIA's help, it can be smooth sailing!

VHS - 30 minutes

TT 007 Principles Of Professional Selling

A program that will be very helpful to anyone involved in selling any form of leisure travel and vacations. Perfect for the novice retail agent or the experienced conunseller who wants to brush up on existing skills.

In this program, John Dalton, an industry-renowned sales professional, shares his trade secrets and sales solutions using a practical, hands-on technique in a live agent audience environment. The program's material refines the selling process by providing a step-by-step approach to initiating and closing more sales.

Key subjects:

- The mission of a travel agent
 - Qualifying a prospect
 - Controlling the conversation
 - Closing techniques
 - Overcoming objections
 - Quoting prices
 - Selling tools
 - How to practice selling techniques
- VHS - 100 minutes

TT 008 Effective Telephone Selling Techniques: Made Easy

The telephone: It could be your most overlooked sales tool. Join us for a presentation by John Daltron as he discusses the ins and outs of telephone sales.

You'll see the re-enactment of actual agency calls. During the role play and discussion that follow, you'll learn how to:

- Effectively listen
 - Control the conversation
 - Evaluate buying signs
 - Close the sale
 - Retain client loyalty
 - Use the phone to increase cruise sales
 - Service after the sales
- VHS - 90 minutes

TT 009 Group Sales Made Easy

CLIA has teamed with John Dalton, the leading travel-industry sales professional, for this video course. Sit back and watch as John shows you how to boost your profits in the booming group sales business. You'll learn to:

- Identify and approach prospects through
 - Direct Mail
 - Telemarketing
 - Personal visits

- Establish a plan to identify
 - Decision Makers and Influencers
 - Realistic Sales Conversion Expectations
 - Membership Demographics and Needs

- Find Profit-Center Opportunities
 - Cruise Line Support
 - Use of Tour Conductor Tickets
 - Negotiating with the "Pied Piper"
 - Promotion and Contingency Costing

☐ VHS - 75 minutes

TT 010 Introduction To Successful Cruise Selling

Most travel counselors agree cruises are the ideal product to sell. But what must you understand before you sell a cruise?

In this video, Dr. Mare Mancini provides insights into the dynamics of a cruise vacation and explains how you can maximize your cruise sales success.

He'll show you how to:

- Respond to what motivates people to buy cruises
- Sell cruises more efficiently
- Explain the cruise experience to clients
- Interpret brochures
- Book a cruise vacation
- Counter the typical objections to cruising

Whether you're a novice agent or a veteran, this primer will help you enhance your ability -- and profitability -- in selling cruises.

VHS - 35 minutes

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MEDIA RESOURCE CENTER CATALOGUE

Miscellaneous

MWR - The Right Stuff

Navy Personnel Command Customer Service “Passport” Training Program

Recorded video sessions of the live training events.

P652 - Benefits of Healthy Eating and Exercise (Apr 01)

P656 - Humor in the Workplace - Speaker Ms. J. Nolan (Mar 02)

The First 72 Hours

U. S. Navy Band Holiday Concert (1999)

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**Navy Personnel Command
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Fax Commercial: (901) 874-6847 Fax DSN: 882-6847**

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_____ Code: _____

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Each participating MWR organization must appoint a single contact person to coordinate use of the Navy Personnel Command, MWR Training Branch (PERS-654), Media Resource Center (MRC). This person will order, receive, ship media and communicate when necessary with NPC, MWR Training Branch, MRC coordinator.

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MWR Training Branch PERS-654
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Media from the Navy Personnel Command, MWR Training Branch (PERS-654), Media Resource Center is provided on a first-come first serve basis. Indicate your prioritized media choices by title and catalogue number in the spaces below. We will make every attempt to fill your order as requested and then expedite shipment. If the titles you request are out, we will notify you as soon as possible and tell you when to expect to receive your choices. This order must be processed through your appointed Media Resource Center Coordinator.

Activities receiving media are responsible for loss or damage.

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The enclosed media from the Navy Personnel Command, MWR Training Branch (PERS-654), Media Resource Center is provided per your request. This media must be returned via your locally appointed Media Resource Center Coordinator no later than 15 days from receipt. (Please prepare one of these report cards for each media product you checked out.)

Circle the appropriate answer:	Terrible	Bad	Fair	Good	Excellent
1. Condition of this media was:	1	2	3	4	5
2. The value of this media to our training was:	1	2	3	4	5
3. Our training event was:	1	2	3	4	5
4. Our training topic was: _____					
Remarks: _____					

I would recommend the following products not currently in the Navy Personnel Command, MWR Training Branch (PERS-654), Media Resource Center Catalogue:

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