

# Media Resource Center Catalogue



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

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Thanks, and again-WELCOME!

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**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 basic job responsibilities 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's fun. And the more you know about wine, the more fun you'll 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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**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 nurturant 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 audio cassettes, 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 audio cassettes, and an accompanying 17 page booklet. Highlights food and nutrition issues on:

- Child Care 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 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 corner, 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 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 Child Care 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. Excellent suggestions 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 Child Care Center: Your Role (1989)**

An overview of a child care 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 child care 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, Child Care 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 offs 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 Child Care: Lessons From The Mervyn's Family To Family Project (1990)**

As child care consumers, parents can effect the quality of care their children receive. But often parents lack the knowledge necessary to be an advocate for quality child care. 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 Hows Of Family Child Care Associations (1990)**

Family child care 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 child care 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 child care 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 child care 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 047      1990 Tax Update: Helping Providers Get The Most From Their Wages**

Why is it that providers often don't claim all of their business deductions? How can an understanding of business expenses help providers make a better income? What 1990 tax law changes will affect these issues. Also discussed are the emotional stumbling blocks which keep providers from taking control of their income and expenses, including specific business deductions to take in 1990. (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 child care. (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 child care center surroundings. Seven basic areas are covered in separate subscales. 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, and 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, cultural awareness). Stresses the importance of involving children in mealtime/food preparation. (VHS, 15 minutes)

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

This video was created by the National Institute of Child/Health and Human Development. It highlights five states who 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 child care field. Research studies are shared and national viewpoints are given. (Audio Cassette, 90 minutes)

**CC 065      Legislative Issues On Food, Nutrition, And Child Care (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 don't 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 child care 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 Child Care: 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 Child Care: Relationships (1991)**

This program focuses on the essential ingredient of quality child care - 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 Child Care: Health And Safety (1990)**

This video focuses on standard health and safety practices in a group child care setting. Reviews procedures for hand washing, diapering, toileting, and 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)

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**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. 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's 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 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 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't 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 isn't enough, and how you can correct customers without embarrassing them.  
(VHS, 17 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’s 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’s 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’ll learn that in the customer’s eyes, service not only represents your organization, it **IS** the organization.

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

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

**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'll learn how to get into the exceptional service mindset. Then you'll 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'll also discover high-impact techniques for service customers over the phone.

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

**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'll learn how to...

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

Knowing how to handle angry customers will make your job much more pleasant and satisfying. You'll 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.

**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".

**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 causes 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 minutea)

**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’s 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’s 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” ASAP techniques plus why it’s 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 057      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 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    I **STEN** to your guest carefully  
A    P **OLOGIZE** for their inconvenience  
S    O **LVE** their problems quickly and efficiently  
T    H **ANK** them and invite them back

**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 don’t 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 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.

**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 listeners 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 reps. 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?”

Don’t 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 don't 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 don't cost a cent! Follow one progressive organization as staffers initiate a companywide 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'll 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'll Learn How To:

- Simplify policies and procedures so they don't 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      Everyones 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’ll enjoy their entertaining and instructive “role plays,” and you’ll never forget the skills they teach.

**CS 086      How to Deal with Difficult People Vol. 2**

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

**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 ice breaker 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, and 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 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's 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**

Don't 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.

**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".

**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 showing how to maintain color, taste, texture, and nutrition. Shows proper procedures 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 and 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 skillet, frying pans and sauté pans and when the different types should be used. (VHS/Beta, 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 staff and the MWR Business Activities Branch. (VHS, 15 minutes)

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**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 010      Banquet Service (1986)**

Banquet Service shows the duties and responsibilities of banquet waiters and waitresses. This video demonstrates time-saving 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)

**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, and 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)

## **MEDIA RESOURCE CENTER CATALOGUE**

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**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/Beta, 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)

**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 Child Care: Is It Really Magic? (1990)**

Everything you need to know to cut down illness at your child care center or family day care home. (VHS, 38 minutes)

**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 praisings, and one minute reprimands.  
(VHS, 50 minutes)

\* Replaced with "Building One Minute Manager Skills."

**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 examine 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 MM008) (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 don't happen. They are planned to happen. (Companion to MM007) (VHS, 35 minutes)

**MM009      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 work loads for maximum time effectiveness. (VHS, 14 minutes)

**MM 029      Profile Of A Manager (1976)**

Goal conflict, interpersonal relations, teamwork, accountability, employee evaluation, personal development, 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, don't 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 ice breaker for workshops. (VHS, 10 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 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 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 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 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 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 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 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 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 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 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 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 diskettes)

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

Introduction to the vocabulary and fundamental concepts of strategic planning. (Two self-paced 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 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 is 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 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'd like to hold on to, and holding on to what we'd 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 who 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 (19813)**

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)

**MM118      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 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 a 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 ourselves and our organizations. (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 diskettes)

**MM 129      May The Best Man Win: Sex 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, and 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'll 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.

**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 facultative 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.

**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.

**MM 151-154 TEAMWORK ESSENTIALS: (A 4 VIDEO SERIES)**

TEAMS THAT WORK (MM 151)

PRESENTATIONS WITHOUT FEAR (MM 152)

MEETING UNDER CONTROL (MM 153)

CHANGE WITHOUT ANXIETY (MM 154)

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 speedskater Dan Jansen's story isn't just about an athlete. It's 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'll 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**

Tom Peters

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.

**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.

**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 don't 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.

**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 don't 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 162      Leadership From the Middle: Advocating Change**

This program identifies methods and procedures used most often by successful advocates of major organizational change and will benefit anyone whose role includes the generation and promotion of recommendations for organizational change.

**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

**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 intergender communication. (VHS, 36 minutes)

**MM 168      Discovering The Future: The Business of Paradigms**

Joel Arthur Barker

Joel 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."

**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, 28:50min)

**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?

**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 175      Leading With Persuasion (1999)**

How to make sure your good ideas get 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's 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 are 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 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.

**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.

**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.

**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 don't 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.

**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'll 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 didn't 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'll 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.

**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

**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 doesn't just happen; rather, it's 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 ADA On Video (1992)**

The 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 II - 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's made explicit. Now it becomes another "AHA!" formulation—happily obvious once demonstrated. GMP is basic truth, crystallized. It will find application everywhere, from board room 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 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's 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'll 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'll discover how to: control overwhelming situations, overcome procrastination, deal with time-wasting interruptions, and much more. You'll 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, 31 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's 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 are 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 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, 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. Don't 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      Workteams 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 essential 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 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.

**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)

**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 submarkets. (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)**

Looks 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)

**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 flatwater 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 fastwater 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 skills 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 the field and off, 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 audio cassette 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

**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)

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**RL 001      The Earth Machine: Home Compost (1992)**

Composting at home made easy. (VHS, 10 minutes)

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**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, and 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, and slicing: and of 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 and 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 and water safety, fire/burn safety, bicycle safety, and emergency response. (VHS, 30 minutes)

**SF 014      Safe Care (1983)**

A system for hazard prevention in child care—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)

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**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, and 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)

**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'll 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'll see how empowered employees have made a real difference in the bottom line success of their organization. First, you'll learn what empowerment is and how it can contribute to what your organization is striving for. You'll 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'll 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'll 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'll 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'll learn how these partners react to problems and change.

**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)

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**Navy Personnel Command  
MWR Training Branch PERS-654  
5720 Integrity Drive  
Millington, TN 38055-6540  
Commercial: (901) 874-6717 DSN: 882-6717  
Fax Commercial: (901) 874-6847 Fax DSN: 882-6847**

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**MEDIA RESOURCE CENTER MEMBERSHIP APPLICATION**

MWR Installation Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Code: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone Numbers:

Commercial: \_\_\_\_\_ DSN: \_\_\_\_\_

Fax Commercial: \_\_\_\_\_ Fax DSN: \_\_\_\_\_

E-mail: \_\_\_\_\_

Service Branch: (Navy, USMC, etc.) \_\_\_\_\_ Echelon Name: (COMNAVAIRLANT, DSSPO, etc.) \_\_\_\_\_

Best shipment to/from you:  Federal express  UPS  Other \_\_\_\_\_

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.

Your appointed contact person for the MRC use is:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Numbers:

Commercial: \_\_\_\_\_ DSN: \_\_\_\_\_

Fax Commercial: \_\_\_\_\_ Fax DSN: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Navy Personnel Command  
MWR Training Branch PERS-654  
5720 Integrity Drive  
Millington, TN 38055-6540**

**Attention: Media Resource Center  
Victoria Matheny**

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**Navy Personnel Command  
MWR Training Branch PERS-654  
5720 Integrity Drive  
Millington, TN 38055-6540  
Commercial: (901) 874-6717 DSN: 882-6717  
Fax Commercial: (901) 874-6847 Fax DSN: 882-6847**

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**MEDIA RESOURCE CENTER REQUEST FORM**

Date: \_\_\_\_\_ Membership Number: \_\_\_\_\_

MWR Installation Name: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Code: \_\_\_\_\_

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