

Video Training Catalog



Dekon



Resurse de training.ro

Award Winning Human Resources Training DVDs

Provide learners with a captivating learning experience by utilizing video-based training programs. These dramatic-format videos use professional actors to demonstrate real-world business situations. They not only teach you effective methods, they also show you how to implement them.

Covering a broad range of current, relevant and compelling business topics, these courses can be seamlessly integrated with your organization's training and development efforts.

The result will be fast, easy learning, confidence in applying the new techniques learned, and the motivation needed to make positive changes.

ACCOUNTABILITY*

Accountability That Works! DVD
Accountability Toolkit DVD
Accountability Toolkit, Government Version DVD
We're On The Same Team, Remember? DVD

COMMUNICATION*

Communicating Non-Defensively DVD
Communication Counts: Speaking and Listening for Results DVD
Communication In Healthcare DVD
Communication Toolkit DVD
Power Of Listening DVD
Respectful Communicator: The Part You Play DVD
Speaking Effectively To One Or One Thousand DVD
Verbal Communication: The Power Of Words DVD
Adult Learning DVD (DS

DIVERSITY AND RESPECT*

Managing Diversity DVD
Patient Diversity: Beyond the Vital Signs DVD
Peacock In the Land of Penguins DVD
Pigeonholed In The Land of Penguins DVD
Power of Expectations: The Pygmalion Effect, Educator's Cut DVD
Pygmalion Effect: Managing the Power Of Expectations 3rd Edition DVD
Respectful Communicator: The Part You Play DVD
The Respectful Supervisor: Integrity and Inclusion DVD
The Respectful Supervisor: Motivating and Retaining Employees DVD

Respectful Workplace: It Starts With You DVD

Discrimination in the Workplace DVD (DS)

Diversity in the Workplace DVD (DS)

GROUPTHINK management*

Abilene Paradox DVD

Groupthink, 2nd Edition DVD

ORGANIZATIONAL CULTURE*

A Better Way DVD

Attitude Virus: Curing Negativity in the Workplace, 2nd Edition DVD

Attitude Virus 2E, Government Version DVD

Attitude Virus 2E, Workforce (Manufacturing) Version DVD

Clarity Imperative: How Getting Everyone on the Same Page

Makes Your Organization Stand Out DVD

Everest DVD

Fun is Good! DVD

Leaders Of Character: Leadership - The West Point Way DVD

Race Without A Finish Line DVD

TEAM WORK AND TEAM BUILDING*

Everest DVD

Flight 232: The Power of Teamwork DVD

Magic Of We, Full Package DVD

Team Building: What Makes A Good Team Player? DVD

Teamwork In Crisis: The Miracle Of Flight 232 DVD

We're On The Same Team, Remember? DVD

MANAGEMENT AND LEADERSHIP*

Social Media at Work DVD

The Drug-Free Workplace

Groupthink, 2nd Edition e DVD - Manager & Employee Combo Version

A Leader's Guide to Delegating DVD

Courageous Followers, Courageous Leaders DVD

Leaders Of Character: Leadership - The West Point Way DVD

Leadership And Self-Deception DVD

Leadership And The New Science DVD

Positive Discipline DVD

Power of Expectations: The Pygmalion Effect, Educator's Cut DVD

Pygmalion Effect: Managing the Power Of Expectations 3rd Edition DVD

The Respectful Supervisor: Integrity and Inclusion DVD

The Respectful Supervisor: Motivating and Retaining Employees DVD

Supervisor Toolkit DVD

Taking Charge Of Change, Revised DVD

Taking Charge Of Change, Healthcare Version DVD

When The Coach Is You! DVD

OJT Mentor DVD (DS)

Leadership at Every Level DVD
Conflicts in the Workplace: Sources & Solutions DVD
Managing Ethics DVD
Performance Appraisals: Getting Results DVD
The Power of Positive Discipline DVD
The Well-Managed Meeting DVD
Workplace Ethics DVD
Managing the Workplace Bully DVD

CONFLICT AND STRESS *

Social Media at Work DVD
Sexual Harassment: Training for a Harassment-Free Workplace: Manager Edition DVD
Dealing with the Irate Customer DVD
Dealing With Conflict DVD
Dealing With Conflict, Healthcare Version DVD
Managing Stress DVD
Stress Is A Gift DVD
Teamwork In Crisis: The Miracle Of Flight 232 DVD
What to Do When Conflict Happens DVD
Working With You Is Killing Me DVD
Conflict Management DVD (DS)
Stress Management and Prevention DVD (DS)
Conflicts in the Workplace: Sources & Solutions DVD
Managing Ethics DVD
The Power of Positive Discipline DVD
Workplace Ethics DVD
Workplace Violence: The Early Warning Signs DVD - Employee Version
Managing the Workplace Bully DVD
Bullying and Respect in the Workplace DVD

CUSTOMER SERVICE*

Professional Email Etiquette DVD
When the Phone Rings: Telephone Skills for Better Service DVD
Social Media at Work DVD
Customer Service Counts DVD
Customer Service - the Telephone Connection DVD
Dealing with the Irate Customer DVD
Call Of The Mummy DVD
Cliff's Customer Service Adventure DVD
Customer Service Toolkit DVD
General Hospitable: Keeping Your Patients Satisfied...(and just plain keeping them) DVD
Healthcare Toolkit, Volumes 1 and 2 DVD
It's A Dog's World, 2nd Edition DVD
Other Side Of The Window: Providing Exceptional Service in Government DVD

Remember Me 3rd Edition DVD
WAYMISH DVD
We're On The Same Team, Remember? DVD

WORKPLACE HARASSMENT*

Bullying and Respect in the Workplace DVD
Conflicts in the Workplace: Sources & Solutions DVD
Harassment: Sex, Religion, and Beyond DVD - Employee Version
Harassment: Sex, Religion, and Beyond DVD - Manager's Version
Harassment: Sex, Religion, and Beyond DVD - California Manager Version
Workplace Violence: The Early Warning Signs DVD - Employee Version
Workplace Violence: The Early Warning Signs DVD - Manager Version
Managing the Workplace Bully DVD
Social Media at Work DVD
Sexual Harassment: Training for a Harassment-Free Workplace: Employee Edition DVD
Sexual Harassment: Training for a Harassment-Free Workplace: Manager Edition DVD
Sexual Harassment: Training for a Harassment-Free Workplace: California Manager Edition DVD
Sexual Harassment: Training for a Harassment-Free Workplace: Manager and Employee Edition
Discrimination in the Workplace DVD (DS)
Sexual Harassment Awareness DVD (DS)
Violence in the Workplace DVD (DS)

COMPLIANCE AND PROTOCOL*

How to Write and Deliver Great Speeches DVD
Earthquake Preparedness Training DVD
Earthquake Preparedness Training DVD
Substance Abuse Awareness DVD (DS)

LIST OF PRODUCTS / TITLES

Human Resource Training Videos

Social Media at Work DVD
Sexual Harassment: Training for a Harassment-Free
Sexual Harassment: Training for a Harassment-Free
Sexual Harassment: Training for a Harassment-Free
Sexual Harassment: Training for a Harassment-Free
Customer Service - the Telephone Connection DVD
Dealing with the Irate Customer DVD
The Drug-Free Workplace DVD - Manager & Employee Combo Version
How to Write and Deliver Great Speeches DVD
Earthquake Preparedness Training DVD
HazMat: What You Need to Know DVD
A Leader's Guide to Delegating DVD
Abilene Paradox DVD
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Accountability Toolkit, Government Version DVD
Attitude Virus: Curing Negativity in the Workplace, 2nd Edition DVD
Attitude Virus 2E, Government Version DVD
Attitude Virus 2E, Workforce (Manufacturing) Version DVD
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Verbal Communication: The Power Of Words DVD
WAYMISH DVD
We're On The Same Team, Remember? DVD
What to Do When Conflict Happens DVD
When The Coach Is You! DVD
Working With You Is Killing Me DVD
Human Resources DVD Combo-Pack (DS)
Adult Learning DVD (DS)
Conflict Management DVD (DS)
Discrimination in the Workplace DVD (DS)
Diversity in the Workplace DVD (DS)
OJT Mentor DVD (DS)
Sexual Harassment Awareness DVD (DS)
Stress Management and Prevention DVD (DS)
Substance Abuse Awareness DVD (DS)
Violence in the Workplace DVD (DS)
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Harassment: Sex, Religion, and Beyond DVD - Manager's Version

Harassment: Sex, Religion, and Beyond DVD - California Manager Version

Managing the Workplace Bully DVD

The Power of Positive Discipline DVD

Workplace Violence: The Early Warning Signs DVD - Manager Version



Social Media at Work DVD

PRICE 289.00 Euro

Duration: 14 minutes

Alert your employees to online hazards and show them how to use social media wisely and appropriately.

Social media is everywhere — including our workplaces. While it can serve useful business purposes, it can also open the door to hackers, circulate rumors and abusive comments, create public relations nightmares, and be a real drag on productivity.

In fact, many employees spend up to two hours every workday on non-business related websites — often not realizing how their multiple side-trips can consume their time and lead to other problems, as well. And it's not just during the workday. After-hours posts can also have an impact if they violate policies or cause friction between coworkers.

So how do you avoid the dangers of potential harassment claims, exposure to computer viruses and malware, and release of confidential data? And how do you convince employees that spending too much company time on social media is just not OK?

This new video will help. Dramatic scenes filmed on location in a variety of industries show:

A receptionist's computer is hacked after she opens a suspicious email attachment.

A waiter posts a photo from behind-the-scenes that could harm a restaurant's reputation.

An office worker snipes at a coworker through social media, making everyone take sides.

Text messages are used to pursue unwelcome romantic interest in a colleague.

Trade secrets are released before a new product launch and quickly captured by competitor.

Social networking and online video games create more work — and resentment — for coworkers.

Technology cannot be avoided — few of us could get our jobs done without it. But it needs to be used wisely and appropriately. Take advantage of this new release to make an impression on employees: Do your own stuff on your own time and THINK before you post.



Sexual Harassment: Training for a Harassment-Free Workplace: Employee Edition DVD

PRICE 479.00 Euro

Duration: 19 minutes

includes Free Employee Study Guide

What makes this new program unique is a sequence of original stories that convey important training points as seen through the eyes of the participants. Instead of explanations from on-screen narrators, first-hand reporting keeps the action moving and makes it personal. This helps viewers internalize the content and retain lasting impressions that stay with them long after the training is over.

Filmed on location, realistic characters interact in seven dramatic stories:

Inappropriate talk in the bullpen makes it difficult for an office worker to concentrate on his job.
Images meant to be private are posted on social media to get revenge after a break-up.
Lunch hour at a medical center is disrupted by rude comments from an outside vendor.
A new employee is pressured to go out with a supervisor as part of her "training" in a manufacturing plant.
City government employees grapple with religious bias and resentment over coworkers who don't come from here.
Sales reps at a convention center mistreat and exclude a colleague because he doesn't fit in.
A restaurant kitchen is the setting for borderline behavior that makes one coworker uncomfortable even though her peers are clearly enjoying themselves.
The consequences and potential harm caused by hostile environment and quid pro quo harassment are clearly explained. And viewers also learn about protected characteristics, third-party harassment, retaliation, and other forms of abusive behavior.

And while sexual and other forms of illegal harassment are covered, our focus is on respect and consideration for others. The scenarios are meant to prevent unwelcome behavior BEFORE it escalates out of control.

Our goals with this new program are to improve behavior overall, encourage communication, and help create workplaces that are respectful, productive — and harassment-free!



Sexual Harassment: Training for a Harassment-Free Workplace: Manager Edition DVD

PRICE 479.00 Euro

Duration: 19 minutes

includes Free Manager Study Guide

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Sexual Harassment: Training for a Harassment-Free Workplace: California Manager Edition DVD

PRICE 479.00 Euro

DVD: 20 minutes Includes Free CA Manager Study Guide

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Sexual Harassment: Training for a Harassment-Free Workplace: Manager and Employee Edition DVD Combo Pack

PRICE 775.00 Euro

Duration: 37 minutes

Includes Free Employee Study Guide and Manager Study Guide

What makes this new program unique is a sequence of original stories that convey important training points as seen through the eyes of the participants. Instead of explanations from on-screen narrators, first-hand reporting keeps the action moving and makes it personal. This helps viewers internalize the content and retain lasting impressions that stay with them long after the training is over.

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Customer Service Counts DVD

PRICE 289.00 Euro

Duration: 18 minutes

Your business or organization wouldn't exist without your customers. But sometimes this all-important fact gets lost in the demands of daily activities. This award-winning video is the solution.

Great for new hires or energizing your current team, it uses humor to show employees that being good at customer service (and taking pride in their work) is not only a job requirement but can be personally satisfying as well.

The customer part of customer service:

Greet the customer
Connect with the customer
Respect the customer's priorities and time

The service part of customer service:

Listen and evaluate

Meet the customer's needs
Know your business

Viewers will enjoy the amusing story of two coworkers who start their day experiencing bad customer service as customers themselves. Comparing notes, they enter a friendly competition to see who can offer the best customer service that day on the job. As they demonstrate sales skills and handle rushed (even unhappy) customers, their fun rivalry reminds employees that customers are people too. And it makes the point to employees that their peers are counting on them as well.

In fact, coworkers are also customers. Everyone has "internal customers" when helping other employees meet common goals. And every employee represents the organization when encountering outsiders, whether or not customer service is a major part of their job description.

This release is just the ticket for a lively training session—and lasting lessons learned about providing the best customer service ever!



Customer Service - the Telephone Connection DVD

PRICE 289.00 Euro

Duration: 17 minutes

Excellent telephone customer service doesn't just happen. It requires dedication, skill—and enthusiasm. Your voice, responsiveness, and product knowledge are the only tools you have to convey the right impression and build customer loyalty over the telephone.

Our comedic hosts have a lot of fun with this subject, but their underlying message is sincere: telephone customer service is an important job and it has to be done well. You

don't get a second chance once a customer hangs up—unless you leave that customer with a good feeling and the desire to do business with you again.

The customer part of telephone customer service:

The greeting
Listening skills
Telephone courtesy

The service part of telephone customer service:

Product and system knowledge
Complaints
Problem solving

This new release portrays traditional and nontraditional customer service roles, ranging from a mail order company to a medical setting, from a corporate admin to a warehouse supervisor. These different scenes show that everyone in the organization has customers—even if they are your "internal customer" coworkers.

Our narrator hosts also touch on the finer points, such as upselling and cross-selling (when an additional product or service would better satisfy customer needs). And they explain how to handle angry or dissatisfied customers in a way that both solves the problem and ultimately strengthens the relationship.

Telephone customer service takes skill and finesse. This video conveys the communication skills and positive attitude necessary to provide service—and project that warmth in your voice, call after call!



Dealing with the Irate Customer DVD

PRICE 269.00 Euro

Duration: 21 minutes

Angry customers can take their toll on employees, to the point where it can be easy to lose perspective. In this updated version of the classic training video, a frustrated employee receives advice from his coworkers on how to better handle difficult customers. When a kind greeting and an ounce of respect aren't enough, the techniques presented here can keep a situation from getting out of control. Rather than taking the matter personally, employees learn that they're in a position to solve problems and possibly even make someone's day a little bit brighter.



The Drug-Free Workplace DVD - Manager & Employee Combo Version

PRICE 455.00 Euro

Duration: 37 minutes

These two new videos help you meet mandated training requirements and provide guidance for your managers and supervisors.

Even if drug-free training is not legally mandated in your business or industry, everyone benefits from raising employee awareness on the impact that drugs or alcohol can have on your workplace.

Performance and safety sink fast when employees abuse alcohol or drugs. Others may feel they have to take up the slack when their coworkers attempt to work under the influence—falling short of expectations and increasing the risk of accident or injury.

The Employee version features believable scenes in construction, manufacturing, hospitality, food service, and business. It raises your employees' awareness of this widespread problem, shows the harm that can be done to themselves and others, and encourages them to get help if they or a coworker is affected by drug or alcohol abuse.

Featuring bonus scenes not included in the employee version, the manager version shows all individuals with supervisory responsibilities what to look for and what to do if they become aware of substance abuse among their direct reports. It also cautions them to be aware of legal requirements, such as ADA and FMLA, that might affect scheduling and performance management once they are on notice of a problem.

How to Spot Drugs in the Workplace

When employees don't seem right, it's often hard to pinpoint exactly what their problem is. But here are some symptoms that might indicate drug or alcohol abuse: bloodshot eyes, enlarged or reduced pupils. Impaired speech or coordination. Changes in behavior or mood. Difficulty concentrating, learning or remembering. And inappropriate behavior such as apathy or disorientation, agitation or irritability. If these signs accompany reduced performance on the job, it's time to have a conversation about expectations, consequences, and resources that may be available to help. Recovery is possible—it takes courage, persistence, and hard work, but it's worth it!



How to Write and Deliver Great Speeches DVD

PRICE 269.00 Euro

Duration: 35 minutes

This Toastmasters International public speaking video will make you more poised, confident, and eloquent when delivering presentations.

One of the most powerful skills you'll ever use is your ability to inform, persuade and lead other people through effective public speaking. And the good news is: anyone can do it! The secret is to learn the basics, and then take the time to prepare and practice. Watch your confidence grow along with your public speaking skills.

You'll learn:

How to write a speech – tips for vivid and compelling speech writing.
How to deliver a speech – specific presentation skills leading to a polished delivery.
Techniques for practicing that will improve the effectiveness of your talk.
Proven strategies to control public speaking nervousness, so you will look forward to – and enjoy – speaking opportunities.
When it comes to speeches, preparation and presentation go hand in hand. But more than just showing you how to give a great speech, this best-selling video can make you a better communicator in any speaking situation. Learn how to connect with your audience, how to become an expert on your topic, and what you can do to keep your nerves in check. And the biggest lesson this program has to teach is that practice—anywhere and everywhere—is the key to building your confidence when speaking in public.



Earthquake Preparedness Training DVD

PRICE 239.00 Euro

Duration: 10 minutes

This DVD stresses the importance of being prepared for the next big quake while showing detailed instruction and visual demonstration of the Drop, Cover and Hold procedure. Managers and supervisors should encourage their employees to become familiar with these procedures and know what to do in the event of a major earthquake.



HazMat: What You Need to Know DVD

PRICE 289.00 Euro

Duration: 15 minutes

This Hazcom training video helps you meet mandated training requirements for OSHA's revised GHS Hazard Communication Standard.

The OSHA Hazard Communication Standard (HCS or HazCom) requires that employees who work with potentially hazardous chemicals receive information about how to use these substances safely. This includes knowing how to read and understand the newly revised Globally Harmonized System (GHS) labels and 16-section Safety Data Sheets.

As the GHS format is implemented, hazardous materials arriving at your warehouse or work site will appear with these new, strictly defined GHS labels and Safety Data Sheets (SDS). Your workforce needs to be prepared for this new way of presenting information that helps them recognize dangers and follow best practices for working safely.

This recently-released video explains:

Chemical types and methods of exposure

The elements of GHS labels and SDSs

Pictograms and signal words

Hazard statements and precautionary statements

The importance of using PPE when required

With sample labels and SDSs onscreen, this Hazmat training DVD or online training will help viewers learn to recognize all 8 pictograms. They'll see the locations of the various label elements and how these elements work together. And they'll see all 16 sections of the new

Safety Data Sheet so they'll know where to go for additional details.

The number one goal of HazMat (HazCom) training is to reduce accidents and injuries. Use this informative Hazmat training video to show your workers how to access critical information and encourage them to put that knowledge to work—keeping themselves and their coworkers safe on the job.



A Better Way DVD

PRICE 795.00 Euro

Duration: 15 minutes

Discover a new perspective to the concept of 'win-win' with A Better Way, the story of three South African retailers faced with finding a new approach to their businesses.

One, challenged with street vendors at their storefronts, decides not to view their presence as an impediment, but rather an opportunity for increased success through cooperation. First, they provide the vendors with push brooms and other tools so the debris from the fruits and vegetables they sell can easily be cleared from the area. Then they give each one a hat with the store's name on it (which the vendors are proud to wear). The result? Each business is enhanced and customers enjoy the convenience of a full range of goods in one location.

Another is a grocery chain trying to gain market share in the sale of fresh fish, an area where they have had minor success and little clout. Knowing they need a better-quality product from their supplier, they express this, along with suggestions for a more efficient means of storing the fish from sea to port. With these changes, the supplier is able to increase the quality of their product and both parties realize increased profitability. A side result: the vendor's competition makes similar changes, thereby improving the quality of

fish in markets throughout the region.

Our third story focuses on a young manager who realizes that being in the center of town keeps his store from a large base of potential customers dependent on bus transportation. These prospective patrons would have to walk 17 minutes out of their way to buy clothes at the store and, in doing so, risk losing their place in line at the depot. The answer? Open a store near the depot. Doing so allows them to increase profitability at both stores and make customers very happy. All it took was the willingness to reconsider store placement.

A Better Way teaches viewers to:

Define the 'win-win' concept

Identify team building skills

Recognize 'synergy' and how it may benefit their organization and more...

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



A Leader's Guide to Delegating DVD

PRICE 1095.00 Euro

Duration: 23 Minutes

Benefits:

Models Effective Delegating

Helps Leaders Develop Staff

Improves Organizational Productivity

A Leader's Guide to Delegating is designed to show managers and supervisors how to get work done through other people.

In this way, A Leader's Guide to Delegating lets you address leadership development and employee engagement in a single training session. Trainees receive solid instruction in a key leadership competency and they commit to giving employees increased opportunity to take on new assignments.

What does this mean for you? Tasks will be delegated more often and with greater clarity – leading to better results, improved productivity and higher job satisfaction overall.

A Leader's Guide to Delegating provides a plan for successful delegation in just 5 steps:

Analyze the Task

Choose the Right Delegatee

Assign the Task

Execute the Task

Conduct Regular Feedback Sessions

Effective delegation accomplishes more than just the task at hand. It also builds trust for future delegations, helps employees develop new skills, reduces managerial stress and improves organizational productivity.

Contents:

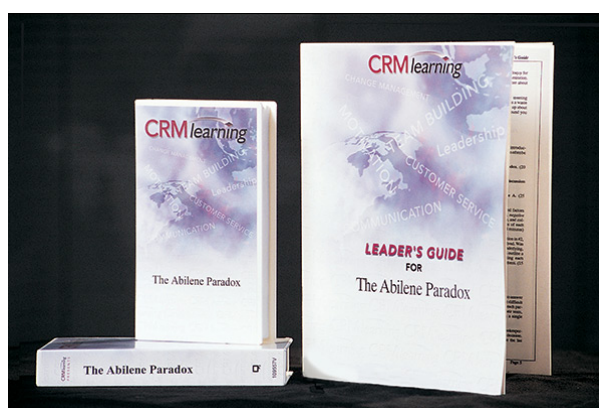
DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbooks

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Abilene Paradox DVD

PRICE 1095.00 Euro

Duration: 26 Minutes

Benefits:

Prevents false consensus among group members

Improves group interaction and decisions

Helps people overcome fear of speaking out

Has fear lead you to say "yes" to a proposed group endeavor when "no" was your true

Dekon Business Solutions SRL

www.dekon.biz / office@dekon.biz

response? It's a common dilemma and the reason many organizational efforts fail. This all-time favorite CRM Learning video program depicts individuals who support plans they really don't believe in—leading groups to meaningless, costly outcomes.

Travel the road to Abilene and you'll arrive at a place where deeply held, logical values fall victim to group dynamics. It's a bumpy ride culminating in meaningless outcomes and blame, but you can skip the trip if you know how to read the road signs.

In this age of corporate scandals and lack of accountability, or for even the best of organizations, this parable by **Dr. Jerry B. Harvey** about a needless family trip to Abilene offers a compelling lesson for groups: Make sure you've received everyone's honest input on the action you're about to take. People will often "go along to get along" if they have any doubt at all about what will happen if they present opposition. Leaders must create a workplace where people are free to disagree and are encouraged to voice their true opinions.

The workshop includes additional exercises for a flexible design to help participants learn:

The five psychological principles of the Abilene Paradox
How to avoid false consensus and achieve effective decision-making within a group
This best-selling, classic training program has helped thousands of organizations increase profits and productivity by helping teams make better group decisions.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbooks

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Produced by CRM Learning.



Accountability That Works! DVD

PRICE 1095.00 Euro

Duration: 22 Minutes

Accountability That Works! is an exciting, innovative training program that will provide everyone in your organization with the tools they need for a greater sense of empowerment, effectiveness and increased productivity. Participants will learn to view accountability as an ongoing process, a method for achieving personal effectiveness. When you have accountability in your organization, you have better results, improved teamwork & clarity. When you don't have accountability, you get blame, finger pointing, missed deadlines, etc.

Building accountability in your workplace saves you money every day in real terms such as:

Consistently met deadlines.

Clearly defined roles and expectations.

Less blame and reduced time spent in conflict.

Improved supervisor-to-subordinate and peer-to-peer relationships.

Increased team efficiencies (such as less time lost in meetings).

Accountability That Works! presents a simple process structure — before, during and after — common to all tasks. When handled properly, this structure will ensure the clarity and completion of any task.

The Cycle of Accountability presented is:

The "before" phase: RESPONSIBILITY — When an individual or team establishes a mindset

of ownership for the task, taking complete responsibility for getting it done.

The "during" phase: EMPOWERMENT — When the owner(s) does whatever is necessary to complete the task. This might include action steps, a time line and gathering necessary resources.

The "after" phase: ACCOUNTABILITY — When the responsible party(s) owns the outcome of the task. This is when results, good or bad, are acknowledged and learning from the experience takes place.

And Behind It All: CLEAR AGREEMENTS — The glue that holds the three stages together so that accountability works and the organization's productivity wheel keeps turning.

The workshop teaches participants to understand these processes:

Ensure every task has a clearly defined owner and agreement.

Empower themselves to keep their agreements.

Hold others accountable for their agreements.

Be accountable without being defensive.

Learn from mistakes, continually improving personally and professionally.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbooks

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Accountability Toolkit DVD

PRICE 795.00 Euro

Duration: 56 Minutes

Benefits:

Supports staff development initiatives by modeling 9 principles of personal responsibility
Improves efficiency by emphasizing clear communication, goal setting and follow through
Maximizes training budgets with a library of video clips that can be used in a variety of applications

What makes a person accountable? These days, when everyone seems to have a different idea of what "accountability" means, it's hard to know. But when you simply look at it from the perspective of what it takes to be a person others can rely on, certain specific behaviors emerge.

This Toolkit contains 38 video clips that illustrate these behaviors in a variety of workplace settings. The clips are diverse — many take place in a generic work environment, some occur in a manufacturing or hospitality environment and others feature healthcare or education workers. They can be shown to make keypoints in meetings and presentations, or used as content for internal courses you are building. **The clips fall under these categories and can be used to make the following points:**

Take Ownership & Keep Commitments – When accepting responsibility for a task or project, take full ownership and do what you say you're going to do. For clarity, set deadlines - then keep them.

Be Proactive – Take the initiative in seeking improvements to processes and practices. Work to improve your own skills, and influence others toward improvement.

Communicate With Clarity & Set Measurable Goals – Getting to the result requires clear agreements and an understanding of expectations and instructions. Accountability for results begins with clear directions.

Be Ethical – Know what's right-by law, by policy, by procedure, by best professional practice-and act accordingly. Make decisions for the best outcome when two "rights" conflict.

Be a Problem Solver – Apply your own experience and knowledge to every problem. With this mindset, you'll plan and take action towards a solution, rather than waiting for others to get things started.

Serve Customers Professionally – Every person you serve and work with deserves your best effort. Know the technical and procedural aspects of your work and bring a positive attitude to the service you provide.

Don't Be Afraid to Speak Up – Know what you need and what you deserve. In a professional manner, let others know it too. Those you work with and for may not realize when their actions are getting in the way.

Accept Feedback and Learn From Mistakes – Learning and changing direction happen quickly and frequently in an accountable environment. Listen non-defensively, choose to adjust, and move on.

Supervising and Managing an Accountable Workforce – Often held accountable for the work of others, managers and supervisors must first model accountable behaviors, then learn to require this type of responsibility from those who report to them. The manager can make or break an accountable team.

Program Contents:

DVD Produced by CRM Learning.



Accountability Toolkit, Government Version DVD

PRICE 795.00 Euro

Duration: 47 Minutes

Benefits:

Supports government accountability initiatives by modeling 9 principles of personal responsibility

Improves efficiency by emphasizing the importance of clear communication, goal setting and follow-through

Stretches training budgets by providing a library of video clips that can be used in different applications

What makes a government agency accountable? It is a willingness to be answerable and accessible to the public. And while the specifics of an accountability initiative can vary from one agency to the next, all have one thing in common: Everyone — from the top down — must demonstrate personal responsibility and integrity.

Designed specifically for government training, the 9 categories in this Toolkit, containing a total of 35 video clips, will help you demonstrate what it looks like when people hold themselves, each other and the organization accountable for keeping commitments and achieving results. It only includes clips that are set in a government agency or take place in a "generic work environment" that could be a government facility.

Take Ownership & Keep Commitments – When accepting responsibility for a task or project, take full ownership and do what you say you're going to do. For clarity, set deadlines – then keep them.

Be Proactive – Take the initiative in seeking improvements to processes and practices. Work to improve your own skills, and influence others toward improvement.

Communicate With Clarity & Set Measurable Goals – Accountability for results begins with clear directions, clear agreements and places responsibility on both parties for clarification.

Be Ethical – Know what's right-by law, by policy, by procedure, by best professional practice--and act accordingly. Make decisions for the best outcome when two "rights" conflict.

Be a Problem Solver – Apply your own experience and knowledge to every problem. With this mindset, you'll plan and take action towards a solution, rather than waiting for others to get things started.

Serve Public Professionally – Give your best effort to the public and co-workers. Know the technical and procedural aspects of your work and bring a positive attitude to the service you provide.

Don't Be Afraid to Speak Up – Know what you need and what you deserve. In a professional manner, let others know it too. Those you work with and for may not realize when their actions are getting in the way.

Accept Feedback and Learn From Mistakes – Learning and changing direction happen quickly and frequently in an accountable environment. Listen non-defensively and give proper consideration.

Supervising and Managing an Accountable Workforce – Often held accountable for the work of others, managers and supervisors must first model accountable behaviors, then learn to require it from subordinates.

Program Contents:

DVD

Produced by CRM Learning.



Attitude Virus: Curing Negativity in the Workplace, 2nd Edition DVD

PRICE 995.00 Euro

Duration: 20 Minutes

Cure bad attitudes to increase productivity in your agency!

Attitude viruses may not be Level 4 biohazards, but they can create an epidemic. This new workforce edition of The Attitude Virus: Curing Negativity in the Workplace illustrates how these viruses have many forms and one common result: negativity in the workplace. Negativity is spread easily and affects productivity, motivation and profitability. This video program will introduce you to the common attitude virus carriers:

THE STEAMER, who blows his lid

THE PERFECTIONIST, who wields 'quality' like a weapon

THE RESISTOR, who is threatened by change

THE NOT-MY-JOBBER, whose narrow views block progress

THE RUMOR MONGER, who spreads stories everywhere

THE UNCOMMITTED, who simply doesn't care

THE PESSIMIST, who expects the sky to fall no matter what

You'll meet a quality technician, shop foreman, shipping clerk and forklift operator; all attitude virus carriers. The virus is as common as the common cold – and as easily spread. Fortunately, there is a cure. Watch these workers learn to recognize and change their attitudes for the good of their jobs and their organization. With so many attitude viruses

running rampant, there is no better time to disinfect. Order your free preview of the workforce edition of *The Attitude Virus: Curing Negativity in the Workplace*.

Your staff will learn how to:

Recognize their attitude problems
Take responsibility
Focus on behavior, not personality
Acknowledge underlying causes for bad attitudes
Address stress-causing issues
Replace negative reactions with new, adaptable responses
Monitor progress
Infect their teams with a positive attitude

...In short, they will learn how to diagnose and cure attitude viruses!

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Workbooks

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Attitude Virus 2E, Government Version DVD

PRICE 995.00 Euro

Duration: 20 Minutes

Cure bad attitudes to increase productivity in your agency!

Attitude viruses may not be Level 4 biohazards, but they can create an epidemic. This new workforce edition of *The Attitude Virus: Curing Negativity in the Workplace* illustrates how these viruses have many forms and one common result: negativity in the workplace. Negativity is spread easily and affects productivity, motivation and profitability. This video program will introduce you to the common attitude virus carriers:

THE STEAMER, who blows his lid

THE PERFECTIONIST, who wields 'quality' like a weapon

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THE NOT-MY-JOBBER, whose narrow views block progress

THE RUMOR MONGER, who spreads stories everywhere

THE UNCOMMITTED, who simply doesn't care

THE PESSIMIST, who expects the sky to fall no matter what

You'll meet a quality technician, shop foreman, shipping clerk and forklift operator; all attitude virus carriers. The virus is as common as the common cold – and as easily spread. Fortunately, there is a cure. Watch these workers learn to recognize and change their

attitudes for the good of their jobs and their organization. With so many attitude viruses running rampant, there is no better time to disinfect. Order your free preview of the workforce edition of *The Attitude Virus: Curing Negativity in the Workplace*.

Your staff will learn how to:

Recognize their attitude problems

Take responsibility

Focus on behavior, not personality

Acknowledge underlying causes for bad attitudes

Address stress-causing issues

Replace negative reactions with new, adaptable responses

Monitor progress

Infect their teams with a positive attitude

...In short, they will learn how to diagnose and cure attitude viruses!

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Workbooks

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Attitude Virus 2E, Workforce (Manufacturing) Version DVD

PRICE 995.00 Euro

Cure bad attitudes to increase productivity in your organization!

Bad attitudes can threaten the essential functions of your workplace. They spread like viruses from individual employees through departments and infect entire organizations. Once an attitude virus begins to spread, it can become an epidemic in no time. Productivity suffers and so do individual workers. There's no doubt that today's workforce is especially susceptible.

If you spot these warning signs, an attitude virus could be spreading through your workforce: resisting change, lack of commitment, spreading gossip, misdirected anger and condescending perfectionism.

With this newly revised film, you will learn how to vaccinate your organization against this potentially devastating threat.

Participants will benefit by learning to take responsibility for their own attitudes and success, plus, underlying causes for unproductive attitudes will be resolved and fewer personal problems will affect work. These better attitudes will positively impact team results and the bottom line.

Participants will gain insight into:

Be aware of the different types of negative attitudes
Know how to diagnose an attitude problem in themselves or their colleagues
Recognize the need to take responsibility for a negative attitude and its consequences
Learn how to replace old, ineffective reactions with adaptable, productive responses

Know how to follow through in order to reinforce new, positive behavior

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Workbooks

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Call of The Mummy DVD

PRICE 795.00 Euro

Duration: 19 Minutes

Telephone Customer Service Representatives (CSRs) give an organization heart, soul and feelings. They are often the first point of contact for customers, a critical component in how customers judge an organization, and ultimately whether they'll want to do business with that organization. In response, organizations expect their telephone service representatives to provide the empathy, knowledge and problem solving abilities that keep customers happy. That's a lot to expect, but with the right basics, CSRs can provide the excellent service that both customers and organizations expect.

When a customer or potential customer calls and speaks to a CSR, there is a "Moment of

Truth" during which the customer evaluates the company. It may be a subconscious mental rating or, after a few encounters, a deliberate one. Research has shown that positive perceptions of an organization's service can offset negative perceptions of its products. But, if the perception of customer service is poor, the customer will probably never change his or her negative assessment of the organization.

In today's competitive marketplace, even just one bad experience can cause a customer to take their business to another company. To keep loyal customers, then, it's crucial that every service opportunity, or "Moment of Truth," no matter how brief, make a great impression.

The Call of the Mummy uses entertaining, engaging vignettes featuring CSRs in business, government and healthcare to illustrate the do's and don'ts of customer service on the phone.

Viewers will learn eight key skills for quality customer service:

- Use good communication skills
- Know your products and services
- Personalize the call
- Listen carefully to callers
- Encourage complaints
- Manage complaints with a service recovery plan
- Stay calm -- give feedback and offer a solution
- Recognize opportunities to make a sale

Contents:

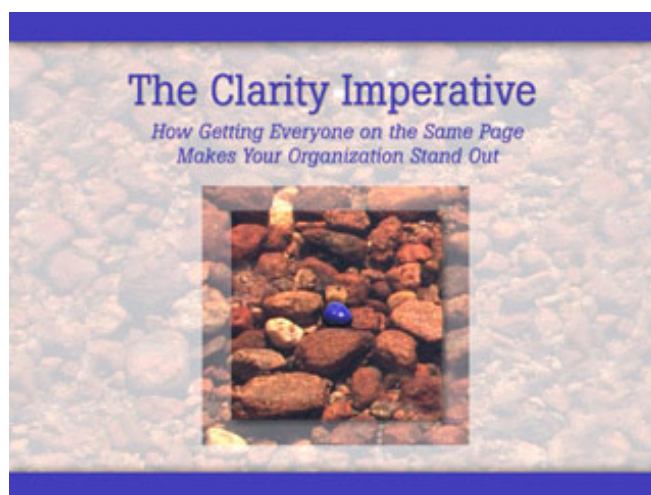
DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Workbooks

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Clarity Imperative: How Getting Everyone on the Same Page Makes Your Organization Stand out DVD

PRICE 895.00 Euro

Duration: 20 Minutes

Benefits:

Improves morale and productivity by helping organizations focus on what they do (and why it matters)

Reduces costly turnover as organizations begin hiring individuals well-suited for their culture and vision

Strengthens brand and reputation by teaching the keys to consistent "organizational messaging"

Making sure employees understand the organization's purpose and direction — and are able to effectively express these things to others — is a key competency for organizations today. This program shows that consistent organizational messaging isn't about marketing slogans or taglines — it's about having a compelling organizational "story" and then making sure everyone in the organization can articulate it. Why is this kind of clarity imperative? Because in this day and age, you simply can't build credibility and trust without it.

The world's most successful organizations have one thing in common. Clarity. In these organizations, everyone from the top executive down to the most basic entry level worker knows and can articulate why the organization exists, where it's headed and what the culture is really all about.

In *The Clarity Imperative*, author and consultant **John Jenson** uses a variety of inspirational stories to introduce viewers to the importance of "consistent organizational messaging". He shows that when people within an organization share the same understanding of "what we do", "our culture" and "our direction" — to the point where they can succinctly express these things to others — they are easily able to walk their talk. Ultimately the organization separates itself from those that are trying to be all things to everybody. Real-world employees from organizations in such diverse industries as food service, real estate, manufacturing, finance and healthcare provide examples of clarity in action.

Use of this program can lead to:

Effective Talent Management – Organizations recruit for and hire people whose values are in line with those of the organization and who will fit into the culture.

Productivity Improvement – Clarity of purpose and direction prevents a lot of wasted time and energy. Leaders and employees can walk away from opportunities/offers that don't support what the organization is really trying to accomplish. Decision making and goal setting are streamlined.

Increased Employee Engagement – People buy in more easily when they are clear about what their organization stands for, where it is headed and how their role plays a part in the overall plan.

Improved Sales and Customer Loyalty – Clear messaging leads to a stronger brand. Consistency in messaging increases customer trust and loyalty.

The essence of a brand lies in its consistency. This timely program gives much needed help to those who have been searching for an effective way to align the organization around a clear message.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Cliff's Customer Service Adventure DVD

PRICE 795.00 Euro

Duration: 13 Minutes

This fun, zany video — designed for young trainees who are performing front-line customerservice — 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. With his humorous comments and funny antics, we get clueful in no time.

Cliff's route takes us through some pretty awful, but typical, customer service scenarios in a fastfood restaurant, a bank, a computer store, a hotel reservation desk, a video store, and a department store. Throughout these scenarios, Cliff maintains his sense of humor while giving us tips to transform service into a more positive experience for the provider and the customer.

This film closes with Cliff and several other service providers demonstrating conscientious,problem-solving customer service skills. A review at the end of the video summarizes the learning points. As Cliff says, "making your corner of the world a friendlier place can be fun."When that happens, customers will want to come back again and again.

This film features a funcast, memorable scenes, lots of solid information, a variety of service locations, and is perfect for kids from 15 to 50.

Young, front-line service providers learn to:

Empathize with the customer

Assess how their business environment influences the customer

Identify the needs of the customer

Use polite and friendly behavior when addressing customers

Practice effective ways to solve customers' problems

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.



Communicating Non-Defensively DVD

PRICE 895.00 Euro

Duration: 19 Minutes

Have you ever expressed an opinion that led others to become defensive or hostile – even if you didn't mean it personally? Many people have reasons for believing they're being attacked. Defensive behavior can lead to hurt feelings, arguments and hostilities, often affecting a variety of relationships. The Defensiveness Chain that is created impairs communication and reduces productivity. Communicating Non-Defensively shows five

essential skills that promote a productive work environment.

Viewers gain a clear understanding of why all people are naturally defensive, as well as learn the symptoms and consequences of inappropriate defensiveness. This video shows that we all must be responsible for how we deliver **and** receive messages. Communicating Non-Defensively shows how to disengage from a defensive position, how to empathize and disarm a defensive person, how to inquire and focus on the issues, how to disclose one's own needs and goals non-defensively, and how to depersonalize the issues.

Communicating Non-Defensively reminds viewers that when comments and opinions get passed around that are potentially defensive the focus should be on behavioral patterns, so the receiver has less reason to receive it personally.

Participants will learn to:

Express themselves openly and effectively
Shift away from the defensive
Guide others toward better communication

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Materials

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Communication Counts: Speaking and Listening for Results DVD

PRICE 795.00 Euro

Duration: 19 Minutes

Benefits:

Shows employees that effective communication is the best way to avoid workplace problems

Encourages individuals to put in the effort required to speak and listen in a way that improves results

Improves organizational productivity and reduces organizational errors

The cost associated with poor workplace communication is staggering. 70% of small to mid-sized businesses claim that ineffective communication is their primary problem.

Employee misunderstandings in large organizations are said to run \$624 per employee per year. There is no doubt that training designed to improve basic workplace communication is worth doing! This program depicts six common communication errors while providing tips on how to avoid them.

How is it that a lack of communication can cause so much harm to an organization? Take a look at the list of problems below and the resulting "impact" associated with each. It's easy to see why so many failed projects, missed deadlines, and workplace conflicts are

attributed to a communication blunder in one or more of these areas.

Problem 1: Lack of clarity, or incomplete information provided, when communicating
Impact: Opens the door for the "Receiver" to misinterpret the message or make faulty assumptions. This is the root of many misunderstandings.

Problem 2: Ineffective listening (or reading)
Impact: The speaker/sender's message is missed in whole or part. Vital information the speaker/sender assumes has been communicated has, in fact, not been received.

Problem 3: Using the wrong approach, method, or timing when delivering a message
Impact: Conflicts arise (especially when email is used inappropriately). Important work, assigned the wrong way or at the wrong time, is not done correctly.

Problem 4: Lack of assertiveness in communication
Impact: Instead of voicing their true needs, wants, or concerns, employees force others to guess or make assumptions. This is highly inefficient and tends to lead to conflict.

Problem 5: Too much multi-tasking and too many distractions
Impact: Work is often not done as well as it could have been; mistakes are made.

Problem 6: People don't realize how their communication style affects others
Impact: Individuals are off-putting to co-workers because they don't realize how things like brusqueness or sarcasm can be misconstrued. Morale, teamwork and productivity suffer. The Communication Counts program provides a brief look at all six of these issues while offering common sense tips on how to prevent them. Viewers observe two leaders of a small, but growing, organization as they put themselves through an online crash course on workplace communication. The video's Leader's Guide provides suggestions for group training, including one idea that allows your training audience to interact with the video; as the video's characters complete the final quiz in their training course, your trainees are able to answer the same questions (before they see how the video's characters respond).

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Worksheets

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Communication In Healthcare DVD

PRICE 695.00 Euro

Duration: 20 Minutes

Have you ever been misunderstood? In daily life, misunderstandings can create humorous muddles or minor mistakes. But in healthcare settings, miscommunications can have serious repercussions.

Dangers that arise when there is a discrepancy between what we mean to say and what others hear

How varied interpretations of a single word can upset our ability to provide the best in patient care

The importance of precise communication – especially in a health care setting – and the 5 critical steps for effective communication

How attending to the power of our words can prevent chaos and create a whole new level of care

An incorrect billing code, confusion over a written medication prescription, an overheard conversation of a patient's supposed "status" and a family member's frustrating search for her patient husband all demonstrate how words can fail in a healthcare setting, and the importance of clear communication.

When your profession is caring for the health of others, words truly become a lifeline. Help your team –speakers and listeners alike – harness the power of words: your patients and your bottom line will benefit.

Viewers will learn that communication can succeed when messages are passed through

five stages:

the Speaker launches a thought

the Language that is chosen is clear and uses specific words

the Environment is organized and free of distractions

the Listener interprets the message

thorough Feedback is given to guarantee that the Speaker and Listener understand each other completely

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Communication Toolkit DVD

PRICE 895.00 Euro

A library of 39 video clips on various aspects of communication, plus a comprehensive guide for using the clips in a number of innovative ways!

Designed for maximum flexibility, The Communication Toolkit provides you with high quality video vignettes that you can use in your own custom training courses. Each vignette/clip runs anywhere from 20 seconds to 3 minutes and depicts a common workplace interaction. Suggestions are provided for using the clips to draw out specific

lessons/skills on communication.

The 39 clips in the Toolkit fall into the following communication skill categories:

Speaking Clearly

Nonverbal Communication

Group Communication

Listening

Resolving Conflict & Difficult Conversations

Presentation Skills

Clips are provided in two formats:

Format 1: The clip is introduced with some brief narration. The narration sets up the scene and gives a very general idea of what to look for in the vignette. As the narration plays, key phrases and words are highlighted through on-screen graphics.

Format 2: The scene plays without any set-up narration/onscreen graphics.

The accompanying Leader's Guide contains the following information for each clip:

Primary and secondary skills that can be taught using the clip

Suggested training applications and background information relevant to the clip

Scene description and photo

Suggested Discussion Questions along with possible responses and Activity Suggestions

Key points to draw from the clip

Ideas for following up on training conducted

Suggestions for using the clip in conjunction with other clips in the Communication Toolkit



Courageous Followers, Courageous Leaders DVD

PRICE 895.00

Duration: 70 Minutes

As people at all levels become more responsible for taking initiatives to advance organizational goals, the concept of "follower" and "leader" is certainly redefined. Today, we're all responsible for helping shape and advance our team's goals and our organization's vision. If management abides by this concept, followers can no longer be passive conformists and leaders can no longer expect their directions to be "the last word, right or wrong." This adds a new set of sensitive dynamics to work relationships, requiring followers to pioneer new levels of courage rarely used before.

This film is based on the book, *The Courageous Follower – Standing Up To and For Our Leaders*, by **Ira Chaleff**. No matter how delicate or controversial, the film's message is critical for everyone in today's radically changing workplace. The video dramatically demonstrates the unique pressures facing team leaders, redefines the role of the "follower" and identifies the four ways we can all exercise courage.

In this portrayal of Chaleff's Four Dimensions of Courageous Followership, vignettes demonstrate:

- the courage to serve
- the courage to assume responsibility
- the courage to challenge
- the courage to leave.

This video program will help viewers:

Gain a fresh awareness of the power they have over their jobs and their relationship with their leaders.

Discover how to exercise their power creatively and responsibly in ways that will benefit themselves, their leaders, their teams and their organization.

Understand how, as leaders, they can encourage and nurture courageous behaviors among team members.

Enjoy the satisfaction of living true to themselves while making a real contribution to shaping and fulfilling their team's and organization's mission.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Customer Service Toolkit DVD

PRICE 1095.00 Euro

Duration: 20 Minutes

Once upon a time, people would go straight from school into a job, and they'd stay with the same organizations until they got their gold watches and could settle into nice retirement pensions. Employees knew where they stood within their organizations and they knew what was expected to get ahead in their careers.

The employment picture of the past has changed significantly. Today, "Help Wanted" signs are everywhere, from the local hamburger stand to the largest, most sophisticated organizations. Managers and supervisors are scrambling to find qualified employees in an ever-smaller labor pool, drained by low unemployment rates and an increased need for highly skilled workers.

If the competition for qualified employees is getting tougher, what alternatives does an organization have when a job opens up? They can spend more money recruiting and hiring. They can settle for workers with inadequate skills. Or, they can avoid turnover in the first place by retaining the productive workers they already have.

This isn't as simple as it sounds. Throwing money at workers is not enough. Even though individuals want jobs that pay for their basic needs and regard their talents, there are other factors that have a stronger influence on their choice of employers. After all, talented workers can pick and choose.

This film shows that supervisors, managers and team leaders play a crucial role in this process and demonstrates three of the most important tactics a manager can take to retain workers.

Viewers will learn how to:

Inspire a climate of loyalty
Keep individuals challenged
Motivate and reward
Discipline without demoralizing
Be flexible without compromising productivity
Produced by CRM Learning.



Dealing with Conflict DVD

PRICE 995.00 Euro

Duration: 20 Minutes

Conflict shifts the focus away from work and the basic goals of the team, department and organization, negatively impacting productivity and ultimately, the bottom line. Surveys show that managers now spend about 20 percent of their time on conflict resolution. And employees — now carrying the increased responsibilities of such programs as empowerment and quality management — are more vulnerable to conflict than ever. As employees are asked to become more self-directed, to contribute their opinions and communicate with a greater variety of people, they need ready access to their own conflict management skills.

Based on the world-famous Thomas-Kilmann Conflict Mode Instrument, this program offers proven methods for recognizing and resolving conflict by dramatizing three scenarios that highlight the five positions taken by most people during contentious

situations: avoiding, accommodating, competing, compromising, and collaborating.

While the skills and insights presented here will enhance management's ability to resolve conflicts, they are for all employees -- enabling everyone to work through conflicts with less dependence on superiors. These interpersonal skills have never been more needed by the workforce - or more valuable to the organization in its pursuit of objectives.

Viewers will learn:

Proven methods for recognizing conflict

The five most valuable methods of conflict resolution

The two basic dimension of human behavior in conflict situations

How to take responsibility for conflict and its resolution

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Dealing With Conflict, Healthcare Version DVD

PRICE 695.00

Duration: 20 Minutes

Conflict shifts the focus away from work and the basic goals of the team, department and

organization, negatively impacting productivity and ultimately, the bottom line. Surveys show that managers now spend about 20 percent of their time on conflict resolution. And employees — now carrying the increased responsibilities of such programs as empowerment and quality management — are more vulnerable to conflict than ever. As medical personnel are asked to become more self-directed, contribute their opinions and communicate with a greater variety of people, they need ready access to their own conflict management skills. This video gives healthcare workers true insight and the lasting strategies for working through conflicts with less dependence on superiors.

Based on the world-famous Thomas-Kilmann Conflict Mode Instrument, this program offers proven methods for recognizing and resolving conflict. While the skills and insights presented here will enhance management's ability to resolve conflicts, they are for all employees — enabling everyone to work through conflicts with less dependence on superiors. These interpersonal skills have never been more needed by the healthcare workforce - or more valuable to the organization in its pursuit of objectives.

Three scenarios in personal, business, and healthcare settings dramatize the five positions taken by most people during conflict: avoiding, accommodating, competing, compromising, and collaborating.

Viewers will learn:

Proven methods for recognizing conflict

The five most valuable methods of conflict resolution

The two basic dimension of human behavior in conflict situations

How to take responsibility for conflict and its resolution

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Everest DVD

PRICE 745.00 Euro

Duration: 14 Minutes

Benefits:

- Illustrates the power of a shared vision
- Demonstrates true teamwork
- Strengthens leadership skills

Climbing Mount Everest is hard. Climbing Mount Everest blind is ... impossible. Or at least that's what they told Erik Weihenmayer. This incredible true story follows Erik's quest to reach the summit of the tallest peak in the world – and the amazing team that made it possible.

Erik Weihenmayer has never believed in limitations – even though he is blind. And he's good at questioning other people's perceptions of his abilities. That's why it was easy to ignore the ones who said he was crazy to pursue his dream of climbing Mount Everest. Erik knew that he couldn't do it alone. And here's the key – he never wanted to. He knew that his vision could only be achieved through the power of teamwork.

Remarkable, yet unfathomable, Everest is essential for anyone who has ever worked on a team — or is responsible for making teams strive to reach higher performance goals. Unlike any other training program, Erik's journey vividly illustrates the weight and significance of teamwork and leadership at a most crucial time.

Team interviews and footage from the actual climb help viewers learn about:

- Choosing the right people
- Keeping the goal in sight

- Understanding sacrifice
- Overcoming immense setbacks
- Believing in the dream

Viewers see the amazing things that are possible when people work together as a cohesive team.

Contents:

DVD plus Ancillary Materials

Ancillary Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Ancillary materials are located on the DVD.

Produced by CRM Learning.



Flight 232: The Power of Teamwork DVD

PRICE 495.00 Euro

[Get a Full Length Preview »](#)

Duration: 9 Minutes

Benefits:

- Provides a powerful case study for sessions on teamwork, leadership and problem solving
- Reminds people that there is always something positive to build on when a crisis comes
- Encourages leaders to look anywhere and everywhere for solutions

This special edited-version of the classic CRM Learning program, *Teamwork in Crisis*, tells the amazing story of United Airlines Flight 232. In less than ten minutes, the video shows how teams in the cockpit and on the ground resisted panic when the plane experienced potentially catastrophic mechanical failure... leading to an outcome far better than anyone would have predicted.

United Airlines Flight 232 was on a routine flight when one of its primary engines failed and the plane experienced the complete loss of hydraulic power—a situation so dire, it was doubtful anyone would survive. However, by finding help in non-traditional places and communicating clearly as a team, the captain and his crew were able to use the two remaining engines to crudely steer the crippled plane and bring it into Sioux Gateway Airport. The exceptional emergency crews on the ground took control of things from there. While some passengers were lost, the outcome was far better than expected and 184 people survived.

This unforgettable story is told through dramatic re-enactment, interviews with airline and ground personnel and actual footage of the incident.

Contents:

DVD plus Ancillary Materials

Downloadable Materials:

Discussion Guide

Ancillary materials are located on the DVD.

Produced by CRM Learning.



Fun is good! DVD

PRICE 795.00 Euro

Duration: 13 Minutes

When's the last time you had fun at work? If you can't remember, you're missing out on more than just a few laughs. Go behind the scenes with the Saint Paul Saints, a minor league baseball team that lives its

motto:Fun Is Good.

Three quarters of HR professionals polled agree that companies that promote fun at work are more effective than those that don't. Yet only 2 percent rate their organization as "excellent" with regard to its fun work environment.

This highly motivational program takes you behind the scenes at Midway Field in Minnesota, where fun is encouraged daily. Visit a workplace where a costumed pig tosses out the balls, "ushertainers" serenade you in the stands and games are always sold out. See firsthand just how much fun, when combined with commitment, relates to organizational success and personal satisfaction.

Sure, a day at the ballpark might sound like a good time. But when it's your job, it can mean a fifteen-hour day of hard work, whether you're cleaning the bleachers, keeping the books or taking care of customers. How do they do it?

For the people who work here, fun is an attitude. An experience. It's why everyone from head groundskeeper to the president and co-owner is passionate about coming to work. Having fun on the job makes these employees more creative, more productive, and ultimately more satisfied. They don't take themselves too seriously. They treat each other with respect. And they make every day an event.

Key concepts in the video can bring this mindset to any workplace:

- Discover Your Passion
- Bring a Positive Attitude
- Show People You Care

Discussion questions cover leadership and management, teamwork, how to handle change, values, and the challenges of customer service. There are also dozens of innovative ideas for integrating the Fun is Good attitude into any organization – any day and every day.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning. Fun Is Good is a trademark of the St. Paul Saints Professional Baseball Club, Inc. and is used by permission.



general Hospitable: Keeping Your Patients Satisfied...(and just plain keeping them) DVD

PRICE 695.00 Euro

Duration: 20 Minutes

Did you know that most patient complaints have nothing to do with medical issues? On the contrary, most complaints arise because patients feel they aren't being listened to, or feel that their questions or concerns are being left unanswered. To guarantee patient satisfaction and patient retention in this day and age it's imperative that your staff understands the importance of consistently addressing patients' emotional needs.

Through dramatic, entertaining vignettes, CRM Learning's video program, General Hospitable shows each member of your staff how easy and satisfying it can be to turn up their level of care. Comprised of seven mini-episodes, General Hospitable depicts a day-in-the-life of a patient –Gladys – beginning with her admission to the hospital and continuing right on through to her discharge. At each stage, viewers first see somewhat lackluster interactions between Gladys and health professionals followed by actively caring ones – a juxtaposition that neatly drives home what an enormous difference a shift in focus can mean to patient and staff alike.

General Hospitable is filled with customer service tips your staff can put to use immediately. But more than just teach specific skills, it provides your team with a vision of what your facility can be when everyone sets their sights on consistently delivering top quality care to your patients.

Participants will learn to:

-
- Avoid jargon and give patients all the information they need to make informed decisions
 - Ease patient's anxiety by taking ample time to explain discharge information
 - Solicit patients' problems so you can correct them
 - Respect patients' privacy and knock before entering
 - Safeguard patient confidentiality and avoid making negative comments where patients can overhear
 - Practice service recovery by really listening, apologizing and resolving any problems

Discussion questions cover leadership and management, teamwork, how to handle change, values, and the challenges of customer service. There are also dozens of innovative ideas for integrating the Fun is Good attitude into any organization – any day and every day.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Groupthink, 2nd Edition DVD

PRICE 995.00 Euro

People often seek unanimous agreement in spite of facts pointing to another conclusion. The phenomenon is called groupthink. And this absorbing, award-winning video is the most definitive ever on the subject.

How do groups really make decisions? What drives groups to agree despite the better judgement of some, or even all participants? Why do group decisions sometimes result in monumental error? What are the signals to watch for, so the quality of group decisions can be enhanced?

No modern-day thinker better answered these questions than the late Dr. Irving Janis, who introduced the concept of groupthink in the 1970's. And no film has more effectively dramatized his findings than CRM Learning's *Groupthink*, originally produced over two decades ago.

CRM's updated version of *Groupthink* has been inspired by continuing demand for this important film, and by recognition of the ever-growing need for effective decision-making within groups. This film is a service to those who seek to improve the future by understanding and enhancing the group decision-making process.

It's a remarkable portrayal of the group dynamics and behaviors that signal the presence of pitfalls to be avoided. The solutions rest in a clear understanding of groupthink symptoms. After seeing how the groupthink phenomenon may have caused the Challenger disaster, your organization's team processes and consensus-building will be changed forever.

This video uses the story of the space shuttle Challenger and mentions other historical events – the Bay of Pigs invasion, Pearl Harbor and the Cuban Missile Crisis – to explore and help demonstrate the phenomenon of groupthink. Participants gain an understanding of the eight symptoms of groupthink and strategies for avoiding it.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Healthcare Toolkit, Volumes 1 and 2 DVD

PRICE 1095.00

Duration: 46 clips, 29 minutes

Benefits:

- Supports patient-centered care by modeling key interpersonal and service skills
- Improves efficiency by instructing staff on communication, accountability and conflict resolution
- Maximizes training budgets with a library of video clips that can be used for a variety of applications

The assorted teaching clips in this 2-volume Toolkit — pulled from some of the healthcare industry's best interpersonal skills training videos — can be used to build these core competencies. The training needs in healthcare organizations can change on any given day. In some cases, a topic requires a fully facilitated classroom-training event and in other situations there is only enough time for a quick meeting or lunchtime learning session. In either case, when you gather people together for learning on interpersonal skills, it's helpful to include video examples. Video clips bring training and teaching to life. They help emphasize ideas

Dekon Business Solutions SRL

www.dekon.biz / office@dekon.biz

and lessons, and promote discussion.

The Healthcare Toolkits provide a flexible set of materials that can help you build awareness and skills in workplace interactions and professionalism in responding to patients and co-workers. The video clips have been selected just for healthcare training and fall into these categories.

Volume 1 Covers:

- **Ensuring Patient Satisfaction** – provides awareness of what matters most to patients and shows how to keep patients satisfied.
- **Building Accountability, Ethics and Integrity** – demonstrates how individuals can work to improve and maintain strong personal standards when it comes to ethics and responsibility.
- **Team Building** – illustrates principles of teamwork that lead to the kind of positive, collaborative environment that will keep staff focused on the task at hand: treating patients.

Volume 2 Covers:

- **Embracing Diversity** – explores the fascinating ways that culture and other forms of diversity can influence patient care while showing healthcare workers how to respect differences.
- **Communicating With Clarity** – shows examples of communication—with patients and coworkers—and how to improve it.
- **Resolving Conflict** – examines the roots of workplace conflict and helps develop methods for reducing it.
- **Supervising Others** – provides examples that help build the supervisory skills of your clinical staff.

You can use the segments singly, by category, or in your own creative combinations. The accompanying Leader's Guides provide suggestions for use, discussion questions and tables to help you identify which segments are most appropriate for your training applications.

Contents:

DVD

Produced by CRM Learning.



It's a Dog's World, 2nd Edition DVD

PRICE 795.00 Euro

Duration: 14 minutes

Benefits

- Depicts good and bad service in healthcare
- Increases awareness of patient expectations
- Helps staff see the part they play in keeping patients satisfied

Today's healthcare organizations are judged heavily on their ability to provide a satisfying experience for their patients. Simple things like friendly faces, accommodating service and a respectful attitude make all the difference.

The key to delivering this kind of service is training. And, when it comes to reaching a healthcare audience and making trainees receptive to learning, there is no better option than *It's a Dog's World*—now in a fully revised 2nd edition. Through the video, trainees experience a day-in-the-lives of Bob and his dog Max.

After both are injured, they are seen by their respective healthcare providers. And while Bob is treated like a dog at his healthcare facility, Max receives the royal treatment at his vet's office.

Made exclusively for healthcare, this video's humor will relax your audience from the start, then open minds to the serious bottom-line message — patient satisfaction is central to your organization's survival.

Viewers will learn:

- The components of good and poor patient service
- The consequences of poor service
- How patients judge the quality of healthcare

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Worksheets

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Leaders of Character: Leadership - The West Point Way DVD

PRICE 1095.00 Euro

Duration: 32 minutes

What if training didn't simply produce good leaders, but produced leaders of character? At the U.S. Military Academy at West Point, it does.

History shows us that graduates of West Point have become some of our nation's greatest leaders... both on the battlefield and in the boardroom. Thus it follows that all organizations can learn something from West Point regarding not simply what is taught but how it's taught. In fact, by learning and applying West Point's fundamental leadership principles, we can find ourselves in the midst of greatness every day — simply by going to work.

Leaders of Character: Leadership — the West Point Way takes us into some of this country's foremost organizations, including Procter & Gamble, the FBI, Penguin Publishing, and the People's Health Center, where we see West Point graduates putting their skills to the test. These are people who, like all of us, combat time and resource pressures, yet practice daily the principles of leading with character, heading top-notch teams and uplifting entire organizations.

We are also taken to West Point itself where we see firsthand how, from their first day to their last, cadets at the Academy learn and apply the following leadership principles:

- Ethics form the true basis of leadership.
- A leader's communication is critical to the success of those s/he leads.
- Teamwork is the transformative key to a group's effectiveness.
- A great leader knows how to delegate tasks and responsibility downward.
- A great leader must be able to plan, and be willing to abandon that plan if changing circumstances demand it.
- Failure can teach powerful lessons.

Discover how to bring character-driven leadership to your organization today with this timely and important new training, *Leaders of Character: Leadership — the West Point Way*.

Video hosted by Ed Ruggero, West Point graduate, noted leadership speaker, and author of the book, *Duty First: A Year in the Life of West Point and the Making of American Leaders*.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Leadership and Self-Deception DVD

PRICE 1095.00 Euro

Duration: 16 minutes

Benefits

- Helps people gain insight into self-deception
- Creates self-aware leaders
- Enhances problem-solving skills

Would you be surprised to learn that self-deception is the #1 obstacle to organizational effectiveness?... It's true... Also true is that reducing self-deception may be the single most important step your organization can take toward improving workplace relationships and increasing productivity. This thought-provoking training program, based on the best-selling book, shows how.

In the workplace, some problems tend to surface time and time again. And most of the time, the reason these problems aren't solved once and for all is that the people at the root of the problem don't see the role they play in perpetuating it. The phenomenon is called self-deception, and it's more prevalent than you might think.

This training workshop illustrates self-deception and its solutions through a combination of video and workshop exercises:

- The video piece, which re-enacts the true story of 18th Century physician Ignaz Semmelweis, causes people to think about our human tendency to look elsewhere for the cause of our problems.
- The workshop helps trainees discuss the video and apply the concept to their work lives. It provides tools for analyzing and solving problems at their core.

Participants learn that:

- Most – if not all – "people problems" (poor communication, lack of teamwork, unresolved conflict...) share a common root: self-deception.
- The very people involved in resolving a given problem may contribute to it, and even help spread it.
- The solution to a problem always begins with them.

Contents:

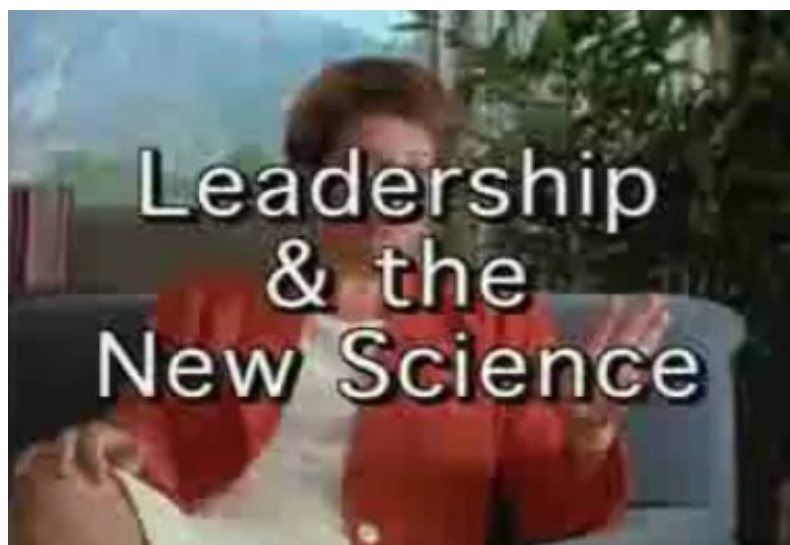
DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Leadership and the New Science DVD

PRICE 995.Euro

Duration: 23 minutes

Is there a simpler way to manage complex organizations in this turbulent business environment where chaos prevails?

Dr. Margaret J. Wheatley is sure of it. And her pioneering book, *Leadership and the New Science*, has been adapted by CRM as an inspiring film to help viewers see organizational life from a brand new point of view. It challenges viewers to accept chaos as a beneficial force.

Dr. Wheatley, a consultant to a wide variety of organizations struggling to break free from outdated paradigms, has recognized the need to step out of tradition and look to new and different places for solutions. She turned to the new sciences and the behavior of nature's living and non-living systems for examples. In this film, she shows how nature itself provides unmistakable models for creating a new

perspective from which greater organizational effectiveness can emerge.

Most modern-day organizations are no longer efficient because their basic structural concepts originated in the 17th Century. The New Science -- the science of chaos, evolutionary biology, quantum mechanics and field theory -- provides evidence that organizations can be managed in natural ways, just as complex systems in nature manage themselves.

Viewers will learn:

- that chaos is a necessary and creative force that creates order
- how to share information to empower people and organize tasks
- how developing relationships energizes teams and helps achieve peak performance

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Magic of we, Full Package DVD

PRICE \$895.00 Euro

Duration: 5 segments, 8 minutes each

This innovative video program tells the compelling and true story of how management and employees turned Snapper Lawnmowers around – together, and turned a \$54 million dollar loss into a \$13 million dollar profit.

In *The Magic of We*, you'll see a team of 25 Snapper employees gather in the main plant on a Saturday morning for a very different kind of meeting. Senior managers, engineers, suppliers, customer service and marketing are assigned one task: Put together 4 lawnmowers themselves.

It comes down to nuts and bolts – literally! As they work, these diverse teams realize that a universal bolt that was supposed to streamline production is causing more problems than it was supposed to solve. See how they use the 'magic of we' to find the solution.

The Magic of We is one story, shown five times with five different intros and closings, each addressing a different topic area:

- Leadership
- Teamwork
- Problem Solving
- Lean Manufacturing
- Communication

Here is just a sample of the learning points covered:

- Gain first hand knowledge and experience. Walk your "four corners". (Leadership)

-
- Understand the team's mission and each individual's role. (Teamwork)
 - Step outside your day-to-day environment to change your perspective. (Problem Solving)
 - Help create a work environment that brings down barriers to talking, listening, and sharing. (Communication)

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Managing Diversity DVD

PRICE 895.00 Euro

PRICE 895.00 Euro

Duration: 22 minutes

The workplace is changing, reflecting the increasing diversity of our communities. With these changes come new challenges. This award-winning video takes a hard look at one of the most important issues of our day.

As more and more women and minorities enter the American workplace, managing diversity is more than just "a sensitive issue." It requires a leap to new levels of awareness. The task is not merely to deal with a diverse workforce, but to capitalize on diversity.

Managing Diversity reveals a range of human perspectives on such issues as power, authority, communication and performance. This enlightening film helps manager better understand the cause and effect of varying viewpoints. It inspires open-mindedness and a willingness to learn from those with diverse backgrounds. It offers strategies for clearer two-way communications, more productive relationships and stronger teamwork. And it provides guidance for bringing the values of the organizational culture into focus, and into action.

Managing Diversity dramatizes problems and solutions in several scenarios involving differences in gender, race and ethnicity. It presents practical solutions as the cast models the attitudes and techniques for promoting increased understanding, expanded participation, effective teamwork and the fullest expression of individual potential.

Participants will learn to:

- Understand that personal values and behaviors are strongly influenced by differences in gender, race and ethnicity.
- Develop enlightened self-awareness by rejecting arbitrary assumptions about people who have different backgrounds.
- Identify and overcome barriers to effective communication and performance.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Managing Stress DVD

PRICE 895.00 Euro

PRICE 895.00 Euro

Duration: 25 minutes

Job burn out. Illness. Absenteeism. Conflict. Counter-productivity. Often, these problems can be traced to stresses in the workplace, in personal lives, or both. Although life will never be completely stress-free, we can control how we react to it. The crippling, sometimes fatal effects of stress can be reduced by following the logic of this video.

Managing Stress presents updated and research-based information on work-related stress, helping the viewer to become more aware of alternative means of coping with tension-inducing events. The video shows how we are particularly vulnerable to feelings of stress in today's workplace, especially in positions which carry more responsibility than authority, or in a working environment that lacks a supportive network and leads to conflict with others. Illustrating various work situations that can produce stress, *Managing Stress* also examines how stress may be caused by our individual anxieties. The video training then offers current, positive approaches we can take to alleviate tension and anxiety - from learning how to communicate with our fellow workers to techniques to reduce our own personal reactions to stressful situations.

Using dramatic vignettes and memorable animated illustrations, *Managing Stress* is highly motivational, offering solutions that really give people a handle on stress. Examples of stress management solutions

include opening communication lines, involving employees in decision making, learning to delegate, establishing priorities, and staying healthy.

Participants will learn:

- What "stressors" make us especially prone to stress.
- To understand what causes our own individual physiological and psychological reaction to these stressors.
- What we can do in the workplace to alleviate stress.
- Personal activities we can do to reduce stress, such as physical exercise, relaxation techniques, etc.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Other Side of The Window: Providing Exceptional Service in Government DVD

PRICE 795.00 Euro

Duration: 13 minutes

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

This important video illustrates how bureaucratic systems and procedures, however necessary to workflow, can get in the way of providing the level of service – and respect – the public requires. It's a valuable journey into attitudes and assumptions, a realistic look at the day-to-day public sector workplace that is full of customers anxious about the help they need and well-meaning CSRs hampered by inflexible rules.

In addition to the vignettes that take place in office settings with actual service "windows," the scenario of our forlorn friend stuck on the side of the road with his stalled auto also demonstrates the need for good government customer service. When a County Works truck comes along, our "customer" thinks he's saved. But this government worker only lets our friend know he's blocking the road and should move immediately, without offering assistance.

There's nothing quite so powerful as viewing circumstances from the other person's perspective. This is the true value of *The Other Side of the Window*.

Viewers will learn:

- How to apply flexibility and common sense in addition to working 'by the book'

-
- Behind every voice on the phone is a real human with real needs and concerns
 - People seeking help from government agencies are addressing serious issues.
 - Empathy goes a long way.
 - Every customer should be treated with courtesy and respect, regardless of circumstances.
 - Customers expect equal levels of customer satisfaction from public and private sector CSRs.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Patient Diversity: Beyond the Vital Signs DVD

PRICE 695.00 Euro

Duration: 18 minutes

Spend the afternoon in almost any hospital and you'll discover the challenges of providing - and receiving - medical care in this increasingly diverse era. That's the lesson delivered in *Patient Diversity: Beyond the Vital Signs*. You'll witness the valiant, yet often flawed attempts of nurses, orderlies and doctors to find a course of treatment for patients whose cultural beliefs toward medicine they do not understand. This lack of understanding not only hampers communication, it delays proper treatment.

Patient Diversity clearly illustrates the importance of learning about your patient population: their belief systems, folk medicine, lore, even those things that dictate how they respond to pain and medical care. Take, for instance, Mr. Lopez, who is quite vocal about his post-surgical pain. Nurses pay less attention to his moans, believing that, as a Latino, he will naturally respond this way to discomfort. When a doctor does finally examine him, it is clear he is suffering from internal bleeding at the site of his incision.

Or what about Mrs. Humphreys, who refuses medical care because she believes God is punishing her and medical intervention is useless? Trying to convince her that the hospital's tests are her only alternative does no good. What does? Approaching her with understanding. Offering to phone her minister, encouraging her to see that perhaps God wishes her to have the help of this hospital's resources.

These and other poignant scenes examine the concerns faced in healthcare delivery every day. And though the challenges, patients and solutions are highly diverse, the basic principles are not. With our communities becoming more global every day, there is no better time for *Patient Diversity*.

Viewers will learn they must:

- Learn about the beliefs and practices of their patient population.
- Not only tolerate, but try to accept the different cultural practices of their patients.
- Never forget they are treating an individual.

Contents:

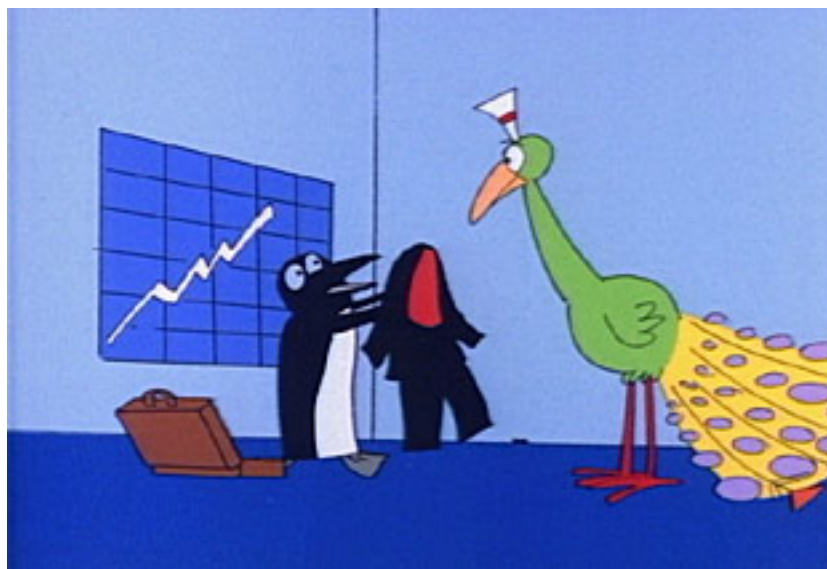
DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Peacock In the Land of Penguins DVD

PRICE 695.00 Euro

Duration: 10 minutes

Meeting the challenges of a rapidly changing and increasingly diverse world is more important than ever. This animated, award-winning video featuring Perry the Peacock is an insightful, inspiring and non-threatening way to illustrate employee empowerment, effective communication and team building skills within the context of diversity.

When Perry and his exotic feathered friends arrive in the homogenous Land of Penguins they have trouble fitting in, despite their talent and intelligence. However, when Perry and his friends save the island from an attacking pack of wolves, the penguins realize that in their ever-changing world, all birds would have to appreciate each other's skills and contributions.

This video and its accompanying Leader's Guide are appropriate for all levels of an organization -for executives, managers and supervisors who are in a position to set the tone and establish policies and procedures, as well as for non-management employees who need to enhance their tolerance and understanding of others who are different from themselves and others.

This video will help participants:

- Build awareness of differences and similarities between groups as well as individuals.
- Enhance their appreciation for people who are different and help them work comfortably with a wide variety of individuals.
- Understand how to facilitate the empowerment of themselves and others.
- Become aware of barriers to empowerment and strategize ways to overcome them.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Pigeonholed In The Land of Penguins DVD

PRICE 595.00 Euro

Duration: 10 minutes

Meeting the challenges of a rapidly changing and increasingly diverse world is more important than ever. This animated, award-winning video featuring Perry the Peacock is an insightful, inspiring and non-threatening way to illustrate employee empowerment, effective communication and team building skills within the context of diversity.

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Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Positive Discipline DVD

PRICE 1095.00 Euro

Duration: 24 minutes

Benefits

- Shows how to address performance problems
- Helps uncover workable solutions
- Promotes employee accountability

Positive Performance Coaching is achievable... when supervisors and managers have the right training. This video program helps leaders get beyond the belief that confronting negative performance has to be punitive in nature and shows them how performance discussions can actually be a tool for developing employees.

In a recent study, performance-based coaching was among the top three talent management processes shown to improve business results.

This highly effective training tool teaches supervisors how to prepare for an employee performance improvement discussion, manage the discussion appropriately (and legally), place ownership of the problem's resolution with the employee, and get the desired outcome without losing employee commitment.

Based on the book, *Positive Discipline: How to Resolve Tough Performance Problems Quickly and Effectively*, the program presents the following five-step process for correcting negative performance:

1. **Identify the Problem** – the gap between the actual & desired behavior
2. **Analyze the Problem's Severity** – determine the impact and consequences of the behavior if not corrected
3. **Discuss the Problem** – talk to the employee and gain their agreement on a solution
4. **Document the Discussion** – including the history of the problem and what was said and agreed upon
5. **Follow-up to Monitor Results** – recognize improvements, or take action if the problem hasn't

resolved

The program's video vignettes are set in different work environments and feature three different performance issues. Accompanying workshop materials include role-play activities, job aids (such as a conversation planner) and more.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Power of Expectations: The Pygmalion Effect, Educator's Cut DVD

PRICE 395.00 Euro

Duration: 8 minutes

Benefits

- Explains how expectations can drive outcomes
- Provides a basic understanding of the *Pygmalion Effect*
- Inspires educators to raise their expectations of students

Individual performance is influenced, both negatively and positively, by the expectations of others. It's called *The Pygmalion Effect* and it has been documented numerous times in business and education. This short *Educator's Cut* of CRM's *Pygmalion Effect* program is designed for use as a meeting opener or

discussion starter in teacher training sessions and *TESA* programs.

It's a proven psychological fact: through something that has come to be known as "The Pygmalion Effect", people will perform according to the expectations others have for them. Limited expectations bring limited results, high expectations lead to exceptional results.

The good news is that you can teach your staff how to tap into the positive effects of the *Pygmalion Effect* with their students, improving outcomes and morale in the process.

In this program, educators get a quick overview of the *Pygmalion Effect* through real-life examples and scenes from the classic movie *Pygmalion*, where individuals are transformed through the positive expectations of another. Pioneering research done on the *Pygmalion Effect* in the classroom is featured, along with an interview with topic expert **Dr. Robert Rosenthal**.

Teachers and Administrators will:

- Understand how positive and negative expectations can create self-fulfilling prophecies.
- Develop the skills to positively influence students and coworkers.
- Raise the expectations they have for others.
- Believe more in their ability to positively influence and lead others.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Discussion Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Power of Listening DVD

PRICE 895.00 Euro

Duration: 23 minutes

Of all the communication skills we employ, listening is the most used and the least appreciated. Effective listening skills are crucial because listening is a fundamental source of information, as well as a key element in interpersonal relations. This film delivers its message and demonstrates concepts through a realistic business drama, historical examples, animated characters, and an on-camera spokesperson, communications expert **Dr. Tony Alessandra**.

Among other things, the video teaches why most people are not good listeners, major impediments to effective listening, listening as an active skill, why listening is a powerful tool, how listening differs from reading, and techniques for sharpening listening skills.

As *The Power of Listening* illustrates, listening is an essential and potent aspect of good communications, and despite advances in technology, it remains a very human process-and a very powerful one.

The following points are highlighted in the video:

- Why most people are not good listeners
- Major impediments to effective listening
- Listening as an active leadership skill
- Why listening is a powerful tool
- How listening differs from reading
- Techniques for sharpening listening skills
- Eliminating costly mistakes through effective listening

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Pygmalion Effect: Managing the Power Of Expectations 3rd Edition DVD

PRICE 1095.00 Euro

Duration: 22 minutes

It's a fact. Limited expectations bring limited results, high expectations lead to exceptional results. The phenomenon is known as the *Pygmalion Effect* and it has been documented numerous times in both business and education.

The good news is that you can teach your managers how to create the positive results of the *Pygmalion Effect* with their employees, improving productivity and morale in the process. CRM's revised *Pygmalion Effect* training program clearly illustrates that the way we view subordinates can completely change the outcome of any given project.

In the video, trainees get a complete overview of the *Pygmalion Effect* through real-life examples, dramatic vignettes and scenes from the classic movie "Pygmalion," where individuals are transformed through the positive (or negative) expectations of another. The four ways managers transmit expectations to their subordinates — climate, feedback, input and output — are also depicted.

This information, along with exercises contained in the program's expanded Leader's Guide and Participant Workbook, teaches your managers to:

- Understand how positive/negative expectations create self-fulfilling prophecies
- Develop the skills to positively influence coworkers and subordinates
- Raise the expectations they have for their staff members
- Believe more in their own ability to positively influence and lead others

The Pygmalion Effect is part of a long line of CRM Learning Pygmalion programs that have been favorites of trainers for more than twenty years. New features of this third edition include: video footage from a Pygmalion training session at the *Dunn Edwards* paint company and a powerful reenactment of a Dunn Edwards "positive Pygmalion" success story, plus an all-new interview with topic expert **Dr. Robert Rosenthal**.

Expanded workshop tools help participants fully grasp the importance of managing their expectations and enable them to develop comprehensive short- and long-term plans for applying the Pygmalion principles in their daily work environments.

Contents:

DVD plus Downloadable Materials

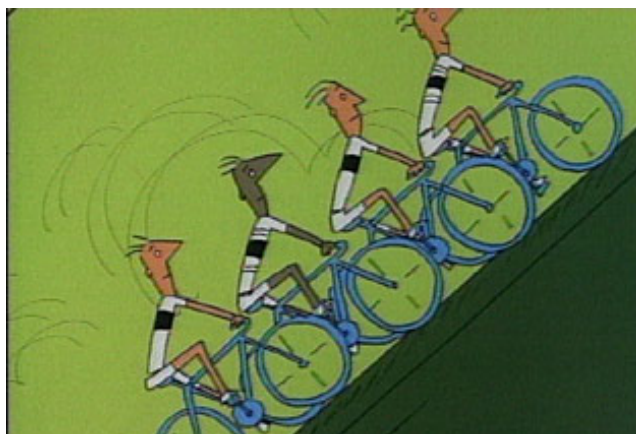
Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.

Pygmalion Effect: Managing the Power Of Expectations 3rd Edition DVD



Race without A Finish Line DVD

PRICE 595.00 Euro

Duration: 10 minutes

Staying afloat in the ever-changing sea of corporate competition is no easy task. Expectations have changed, as have the rules and the roles of everyone from Captain to crew. This video shows that new organizational principles are the wave of the future. Based on the book *Race Without a Finish Line: America's Quest for Total Quality*, by **Warren Schmidt** and **Jerome Finnigan**, this award-winning animated meeting-opener is a must for anyone sailing the changing tides of today's marketplace.

This film explains why the old, traditional way of doing business is no longer effective. Companies characterized by top-heavy management giving orders, employees following those orders without question, and a philosophy that has little room for quality and customer satisfaction, are unlikely to succeed in today's competitive business arena.

Today, the companies that not only survive but succeed and prosper are those that embrace the management and organizational principles of Total Quality Management, Kaizen, empowerment and participative management. These companies are not satisfied with products or services that are "good enough." They continually look for ways to improve what they do in all areas.

Participants will learn:

- About dispelling the fear of change
- Why there is so much turbulence and change in organizations
- The importance of continuous improvement
- Why team work is essential, and more.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide Downloadable materials will be emailed after order completion.



Remember Me 3rd Edition DVD

PRICE 895.00 Euro

Duration: 16 minutes

There's no doubt about it. Good customer service is as simple as common courtesy. But common courtesy can be hard to find these days. Nothing illustrates this more effectively than RememberMe, the best customer service training video on the market. This 3rd edition of *Remember Me* continues to instill a timely and timeless message: treat the customer as an individual and you will be rewarded with loyal patronage for years. Plus we have added bonus Opener and Closer segments that instill the message of Service for your trainees.

A hapless, harried customer. That's who you'll meet in *Remember Me*: A customer just like you who turns to businesses like yours and receives less than ideal service (to put it mildly). Here's a customer who has been doing business in the same places for years and yet is treated like a stranger – and worse. A customer who is about to be fed up and take his business elsewhere – and share his negative experiences with friends and associates. But, because he doesn't complain, these businesses will never know.

If you could purchase just one customer service training video, this would be it. First produced by CRM more than 20 years ago, *Remember Me* immediately hit the best-seller list and has remained there to this day! It's a 10-minute gem that's easily adaptable to current training programs. It's also an ideal training tool around which an entire training program can be developed. Either way you'll have unforgettable customer service training at your disposal.

Participants will learn that:

-
- Customers can forgive mistakes but not bad attitudes
 - Poorly treated customers spread the word
 - Customers will take their business elsewhere without a second thought
 - Exceeding customer expectations is the key to building customer loyalty and a healthy bottom line

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Respectful Communicator: The Part You Play DVD

PRICE 795.00Euro

Duration: 18 minutes

Benefits

- Shows how interpersonal communication can make or break productivity and morale
- Provides practical learning on the sometimes abstract concepts of respect and inclusion
- Illustrates how to communicate clearly (without demeaning, devaluing or offending others)

Effective communication is at the heart of organizational performance. When miscommunications occur,

results are bound to suffer. In today's diverse workplace, a number of things can undermine successful communication, including a perceived lack of respect or inclusion. This program shows how taking a few extra steps can keep misunderstandings to a minimum.

With the increased diversity present in today's workplace, the potential for miscommunication has never been greater. Well-intentioned people can cause others to feel disrespected. And when that happens, morale and productivity drop. Good people leave the organization and, in some cases, lawsuits are filed.

Disrespect is most often caused when we fail to recognize and appreciate the different backgrounds, experiences and opinions of others. Employees at all levels need to understand specific things they can do to build an environment where respect and inclusiveness thrive.

This program goes beyond communication "basics" and includes techniques for making sure we understand what someone has said, caring about the way we come across and showing people we value their ideas. In the program, onscreen hosts and vignettes demonstrate five guidelines that participants can put into practice immediately:

1. Consider Your Audience
2. Talk With Someone Instead of About Them
3. Confirm that You Understand What Someone is Saying
4. Know the Boundaries of What's Appropriate to Talk About
5. Communicate Respectfully During Disagreements

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Worksheets

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



The Respectful Supervisor: Integrity and Inclusion DVD

PRICE 795.00 Euro

PRICE 795.00 Eur **Duration:** 12 minutes

Benefits

- Helps supervisors see their role in a discrimination-free workplace
- Reminds supervisors to build people up (not tear them down)
- Encourages supervisors to embrace inclusion and collaboration

Supervisors have many responsibilities. And the most important and impactful responsibility of all is the task of creating a workplace built on respect, integrity, and inclusion. A supervisor's ability to create such an environment depends on their personal self-awareness and individual commitment to setting the right example and honoring the contribution of every employee.

The Respectful Supervisor: Integrity and Inclusion opens with an exploration of integrity. It explains how maintaining a positive, productive workplace is contingent upon the supervisor's personal integrity and commitment to ensuring that every person is shown the proper respect. The video then challenges viewers to identify areas where they may not be modelling the best behavior relative to organizational ethics and values. The video also explains what it means to be inclusive, and demonstrates how the best supervisors create a sense of belonging among all their employees.

Specific Learning Objectives Include:

1. Understand your role in preventing harassment and discrimination
2. Be aware of unconscious bias and microinequities
3. Don't be a bully
4. Act ethically
5. Be inclusive

Supervisors are inspired to lead with sincerity and integrity and encouraged to be fair-minded and inclusive. They are also reminded that while employees are desperate to work for someone they respect, this can only happen if the supervisor first shows respect to them.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Worksheets

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



The Respectful Supervisor: Motivating and Retaining Employees DVD

PRICE 795.00 Euro

Duration: 11 minutes

Benefits

- Reminds supervisors that it is crucial to make employees feel valued
- Shows how supervisors can demonstrate commitment to success
- Explains the importance of consistent, two-way communication

Employees equate respect with actions on the part of the supervisor that say, *"You are a valued member of this team. How can I help you be successful?"* Yet in a recent study, more than half the employees polled did NOT think their bosses showed this type of respect. The top reasons cited were that the supervisor: didn't interact enough with the team; didn't communicate well; or didn't know enough about the work the employee was doing. This video improves employee motivation and retention by teaching supervisors five behaviors that convey the respect workers seek.

The degree to which an employee is motivated depends in large part on how they feel they're being treated. Those who feel disrespected typically become demoralized; they are less productive, less engaged, and more likely to quickly move on to other jobs. All of which impacts the bottom line.

The Respectful Supervisor: Motivating and Retaining Employees tackles this issue by revealing some of the best ways supervisors can convey respect: paying attention to employees, engaging them in regular communication, and demonstrating commitment to employee well-being and success.

Specific learning points include:

1. Have regular one-on-one meetings with employees where you communicate expectations, solve problems, and give feedback (both positive and negative)
2. Provide tools and training
3. Show concern

4. Be the Boss (in a productive, professional manner)
5. Stay "in the know" about employees' duties

Viewers are reminded that when supervisors invest themselves in developing team members, those team members thrive and the whole department performs at a higher level.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Worksheets

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Respectful Workplace: It Starts With You DVD

PRICE 795.00 Euro

Duration: 15 minutes

Benefits

- Breaks the larger and sometimes abstract concept of respect into easily recognized behaviors
- Shows how an "inclusion" mindset maximizes the collective potential of everyone
- Reduces the threat of harassment and discrimination while improving communication and morale

In today's organizations, the word "respect" is used a lot. But what does respect look like? What does it sound like? How do people know it when they see it? And how can organizations make it a central part of their path to success?

The Respectful Workplace explores this timely learning challenge through the introduction of 4 important skill points. Wrong-way scenes depict the negative impact of disrespect while right-way scenes inspire positive, respectful, inclusive behavior.

Today's workplace is a vibrant melting pot... an ever-changing mix of co-workers. And, while employees may vary in terms of their comfort level with change and diversity, they must all embrace one simple truth: the organization will succeed only when the unique skills and experiences of all individuals are respected.

The key to building this kind of workplace lies in ensuring that each and every individual understands the part they play in the process. This program combines dramatic vignettes and helpful on screen hosts to illustrate four things individuals must do to ensure that their work place is respectful and inclusive:

1. Avoid Clearly Discriminatory or Intolerant Behavior
2. Respect the Unique Perspective and Knowledge Each Person Has to Offer
3. Act in Ways That Build People Up, Not Tear Them Down
4. Let Go of the Belief That Your Way is Always Right

Employees are taught that while they don't need to be best friends with everyone on the team, they must respect each other, appreciate their differences and look for the value that each person brings to the overall group effort.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Worksheets

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Speaking Effectively To One or One Thousand DVD

PRICE 995.00 Euro

Duration: 24 minutes

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

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

This video proves that the ability to speak effectively is one of the most powerful tools for personal and professional success. And because people who speak effectively are perceived as leaders, the importance of training all members of your organization in the techniques presented here cannot be overstated. By showing this film to both management and the workforce, you'll help people build better relationships with colleagues and customers while greatly enhancing the quality of communication, creativity, productivity and the very image of your organization.

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

Employees are taught that while they don't need to be best friends with everyone on the team, they must respect each other, appreciate their differences and look for the value that each person brings to the overall group effort.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Stress Is a Gift DVD

PRICE 395.00 Euro

Duration: 4 minutes

It turns out that a little bit of stress can be good for you!

Stress is a Gift, a meeting opener from CRM Learning, will change the way you think about the challenges of work – and life – forever. While chronic stress can certainly be detrimental, this four-minute video vividly illustrates why nature intended all of us to face adversity from time to time. It demonstrates that stress can serve a purpose and sparks discussion on stress and its manifestations.

The video takes you inside the *Biosphere* project, a glass-walled dome in the Arizona desert where scientists monitored hundreds of varieties of animals and plants. They discovered that without the stress of occasional winds, sturdy Acacia trees failed to develop the specialized bark necessary to grow strong.

Participants are left to ponder their own stress patterns.

- Do they avoid challenges, thereby missing out on chances to learn and grow?

- Do they put themselves in situations where there is excessive stress?
- Or, do they feel they have achieved a healthy balance?

Stress is a Gift comes with a leader's guide filled with ideas for using this compelling message in a variety of training settings. It's an empowering way to open a meeting – or give any group new energy to take on the day.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Supervisor Toolkit DVD

PRICE 1095.00 Euro

Duration: 82 minutes

A library of 90 video clips on various aspects of supervision, plus a comprehensive guide for using the clips in a number of innovative ways.

Designed for maximum flexibility, *The Supervisor Toolkit* provides you with high-quality video vignettes that you can easily incorporate into your own custom training courses. The clips are drawn from CRM's library of best-selling programs. Each vignette/clip runs anywhere from 20 seconds to 3 minutes and depicts a common workplace interaction involving a supervisor and usually, a subordinate. Suggestions are provided in the Leader's Guide for using the clips to draw out specific lessons on supervision.

The 90 clips in the Toolkit are organized into the following supervisory skill categories:

- Hiring and Building Your Team
- Planning, Prioritizing, and Delegating Tasks
- Coaching and Training
- Motivating, Encouraging and Giving Positive Feedback
- Building Trust and Showing Respect
- Handling Conflict
- Performance Appraisals
- Discipline and Giving Constructive Feedback

Clips are provided in two formats:

- **Format 1:** The clip is introduced with some brief narration to set up the scene and give a very general idea of what to look for in the vignette. As the introductory narration plays, key phrases and words are highlighted through on-screen graphics. The clip follows.
- **Format 2:** The clip plays without any set-up narration.

The Leader's Guide gives context to each clip in each of the supervisory skill categories, suggests where and how to use the clips and explains how to combine clips for maximum impact. Discussion starter questions and activity suggestions are also included.

Contents:

DVD

Produced by CRM Learning.



Taking Charge of Change, Revised DVD

PRICE 1095.00 Euro

Duration: 18 minutes

Teach individual employees the skills necessary to understand and support change initiatives. By learning to recognize and address the internal transitions associated with any change, individuals are better able to guide themselves productively through organizational change.

This updated version of our best seller features vignettes in a variety of industries: manufacturing, white-collar business, healthcare, government and education, plus many more "how-to" applications than the original.

Stunning visual images feature a rookie skydiver making his first solo jump... a powerful metaphor for the leap we take into the unknown each time we experience a change in our own work lives.

Develop useful strategies for moving through workplace change:

- Differentiate between "change" and "transition".
- Discover the three stages of change transition.
- Identify which of the three stages of change is more difficult for you and why.
- Learn how causes or conditions around a change can influence one's needs through the transition that follows it.
- Understand how and why each person in a workgroup may experience transition stages differently.
- Recognize the role of communication (within teams, between teams, and between management

levels) in the transition process.

The workplace vignettes provide viewers with a realistic look at the types of changes we experience at work, and the steps you can take to help manage our response to those changes.

Contents:

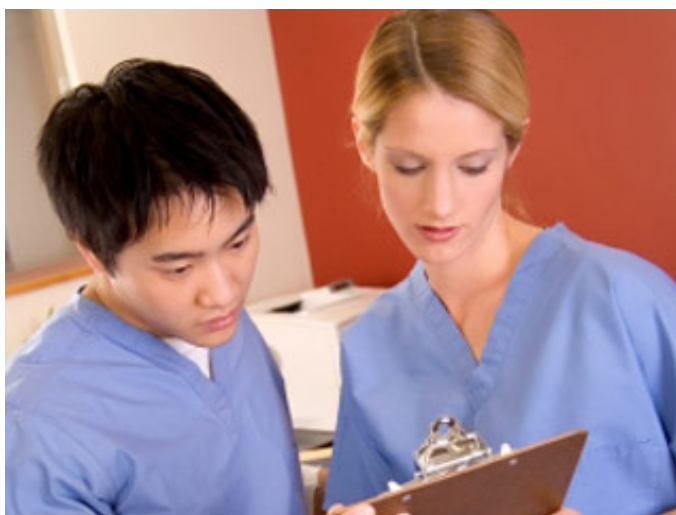
DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Taking Charge of Change, Healthcare Version DVD

PRICE 695.00 Euro

Duration: 20 minutes

Benefits

- Helps healthcare workers understand the change process
- Provides practical tools for efficiently transitioning from "old" to "new"
- Enables the organization to experience less resistance to new initiatives

Change often produces fear and resistance. But, with the proper tools and attitude, change can be a morale and confidence-building experience. The three-step model presented in this video program helps healthcare workers let go of the past, deal with uncertainty and get energized by future possibilities.

Over the past few decades, the healthcare industry has undergone massive amounts of change. And, there's

no end in sight. Healthcare workers at every level of the organization are constantly being asked to adopt new technologies, new skills and new attitudes.

As human beings, employees tend to prefer the familiar over the unknown. So, they see organizational change as a profound challenge they are not emotionally equipped to handle. This film is a critically needed tool for teaching individuals how to understand change, embrace it and make it work to maximum advantage. Emotionally engaging vignettes, combined with a simple three-step model, inspire people to overcome their resistance to change and see it as an opportunity for personal growth.

Viewers will learn to:

- Follow a simple model for transitioning through the 3 stages of change ("endings", "the neutral zone" and "beginnings")
- Abandon limiting thought patterns and self-images
- Get excited by new initiatives rather than be victimized by them
- Embrace cooperation and productivity during change

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Team Building: What Makes A Good Team Player? DVD

PRICE 895.00 Euro

Duration: 20 minutes

To thrive in today's business climate, organizations depend on teams to develop new products, achieve cost reductions, improve quality, increase productivity and solve problems. This requires that teams, and the members of teams, achieve quality outcomes faster and more effectively than ever before. That's the goal of this insightful film, which focuses on the team player as the cornerstone of a productive and successful team — and how team players can complement, challenge and inspire one another to new performance heights.

Based on the principles developed by Glenn M. Parker in the best-selling *Parker Team-Player Survey*, this film shows in detail the four primary team-member styles in action — the contributor, the collaborator, the communicator and the challenger. The object is to make the most of each team player's unique perspective. To accomplish this goal, team players must learn to identify their own style and the style of other team members, avoid carrying their style too far, learn to acknowledge the value of others' styles, use the appropriate style to maximum team advantage, and learn to switch their style when it suits the needs of the team.

Participants will be able to identify:

- Four distinct team-player styles and recognize how each style contributes to a team and can potentially hinder a team
- Five strategies for becoming a better team player and maximizing the team's effectiveness

-
- The personal and organizational benefits of becoming better team players and team leaders

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Teamwork In Crisis: The Miracle Of Flight 232 DVD

PRICE 1095.00 Euro

Duration: 20 minutes

Benefits

- Shows what teamwork can do
- Builds team cohesiveness
- Helps groups overcome adversity

Organizational teams need everyone committed to a plan, pulling together to achieve goals, communicating vital information and executing as successfully as possible. This powerful program shows how its done under the most stressful of situations... and gives insights into how to become a high performing team under normal circumstances.

This powerful video program shows how, what started out as a very ordinary event, turned into a catastrophic situation where teamwork helped achieve a miraculous outcome.

United Airlines Flight 232 was on a routine flight when one of its primary engines failed and the plane experienced the complete loss of hydraulic power—a situation so dire, it was doubtful anyone would survive. Captain Al Haynes and his flight crew managed to bring the plane into Sioux Gateway Airport where the outcome was far better than expected. While some passengers were lost, 184 survived as a result of teamwork by the disaster preparedness of the rescue crews on the ground, the flight crew in the air, and the air traffic controllers, who worked together to achieve results that in all respects beat the odds.

The program examines these important issues:

- **Preparation** – Are you ready for what you expect to happen?
What about what you don't expect?
- **Luck** – Misfortune can strike at any moment.
Is your team willing to create its own good luck?
- **Cooperation** – How would you cooperate without departmental boundaries?
When a crisis occurs, there won't be any boundaries.
- **Communication** – How would you communicate if your goals depended on it?
They do, so clear communication is critical.
- **Execution** – Take a good look at your team's "snapshot".
Do you like what you see?

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Verbal Communication: The Power Of Words DVD

PRICE 895.00 Euro

Duration: 22 minutes

Poor communication can create chaos in the workplace. The point is clearly illustrated as this award-winning video visits a newsroom and a hospital where miscommunication reigns. We guarantee you won't forget the lessons.

The complexities of verbal communication are explained from this simple perspective: the very reason for communication is to be understood. To get positive results, speakers need to understand the effect of their words on others. Listeners need to understand what they hear by avoiding quick judgment and misinterpretation. With this video, viewers learn the five critical elements of successful verbal communication, and the skills for adhering to them: Be a responsible speaker, Choose clear language, Choose the right environment, Be a receptive listener, and Practice feedback.

This video program helps trainers teach people how to speak and listen responsibly for essential results: quality of product, more error-free efficiency, higher productivity, smoother performance and better human relationships. After more than a decade as a bestseller, this video and leader's guide was updated with a new infusion of training power so needed for the era of empowerment, diversity management and total quality.

Participants will learn:

- Good verbal communication isn't automatic: we must work hard at it
- The five critical elements of successful verbal communication, and how to apply them
- The art of responsible speaking and responsible listening to achieve mutual understanding

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Downloadable materials will be emailed after order completion

Produced by CRM Learning.

WAYMISH

Why Are You Making It So Hard...
for me to give you my money?



WAYMISH DVD

PRICE 995.00 Euro

Duration: 18 minutes

Benefits

- Develops front-line service skills
- Builds customer-friendly attitudes
- Helps companies compete

Nothing is more frustrating for customers than when they are trying to do business with your organization and they are thwarted by service providers who:

- are unfriendly or just plain disinterested
- are less than helpful when a question or problem is presented
- blindly enforce "policy" without using common sense

These are the very behaviors behind a "WAYMISH"—a situation where a customer was ready and willing to give you their money but left without doing so. One WAYMISH = One lost customer (and all the future revenue they represent)!

Through a reality TV approach that is both funny and timely, this program reveals customer service reps in a variety of settings who are inadvertently driving good customers away. Having been caught "in the act",

each gets a chance to see themselves the way others see them. The show's folksy, straight-talking host then coaches them on attitudes and behaviors that satisfy customers and keep "WAYMISHes" from occurring.

Skills points include: Quickly Acknowledge the Customer, Coach Each Other, Find a Way to Say YES, Listen Carefully, Fix It on the Spot and It IS Your Job!

The Supervisor Show component plays off the main WAYMISH show and helps supervisors see the role they play in supporting their front-line employees and preventing WAYMISHes.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



We're On the Same Team, Remember? DVD

PRICE 1095.00 Euro

Duration: 20 minutes

What can a mere 20 video minutes do to help all employees take a hard look at their own performance, operate as team players and understand the supreme importance of satisfying customers? Plenty.

In fact, no video training program has ever done so much for so many. *We're on the Same Team, Remember?* is one of today's most versatile and important teaching tools.

It dramatizes striking examples of how much can be lost when employees are careless, don't pull together and don't put the customer's real needs first. As the all too familiar drama unfolds, participants see how listening to clients' needs and expectations, clarifying inter- and intradepartmental tasks when servicing the customer, and being available and responsive are all crucial to keeping customers from going elsewhere.

The ending is left open-ended so that viewers' imaginations are challenged and the group can be left to discuss:

- Why efficient teamwork has everything to do with customer satisfaction, job satisfaction and company survival
- Why every employee in every department must focus on the needs of the customer.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning..



What to Do When Conflict Happens DVD

PRICE 1095.00 Euro

Duration: 21 minutes

What causes the most stress across **all** occupations? The interpersonal conflicts we experience on a daily basis. Give your employees a memorable, easy-to-implement way to stay calm and productively work through issues with co-workers.

No one likes to deal with conflict, but the truth of the matter is that we must. Problems that aren't dealt with tend to fester and spread into other areas and relationships.

This program acknowledges that it's difficult to confront someone who—in our opinion—is behaving in a way that is disruptive, unprofessional or self-serving. It presents a simple 4-step approach that helps individuals collect their thoughts and initiate resolution in the most productive way possible.

What to Do When Conflict Happens introduces the C.A.L.M. model:

- **C – CLARIFY** the issue
- **A – ADDRESS** the problem
- **L – LISTEN** to the other side
- **M – MANAGE** your way to resolution

What makes the C.A.L.M. approach unique is the first stage - CLARIFY, where employees step back and think. They rationally examine what's happening, why they feel the way they do, what the other person might be feeling and what to keep in mind as they address the issue.

All four stages of the model are depicted in the video program while various stories, set in a variety of workplaces, play out. An added vignette shows how to "scale back" the C.A.L.M. model when there isn't time to use the full approach.

Note: Workshop materials contain a module that can be used for leadership development. This module helps managers and supervisors address conflicts that individuals simply can't (or won't) resolve on their own. Video clips and role plays are used to teach the difference between Mentoring, Mediating and Mandating -- as well as when to use each style of intervention.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



When The Coach Is You! DVD

PRICE 895.00 Euro

Duration: 18 minutes

These days, coaching isn't only the responsibility of the manager. Any team member may be called upon to coach a coworker. This video walks viewers through the practical steps to increasing success for coaches and learners in any organization. You'll visit an accounting office, a factory and service center as workers resist and stumble through the coaching process, finally learning to create positive outcomes.

This important training tool explores the perspective of both coach and learner. You will watch purchasing administrator Wes try to move Peggy from one-on-one vendor ordering to an online purchasing system. His incomplete coaching results in an ordering snafu on Peggy's part. Ultimately they learn to work together to make the coaching process successful.

In the factory, shop foreman Michelle enlists Hector to help a coworker increase productivity. Hector's not too keen on losing his own time on the line but in the end sees that teaching Arnold what he has learned over the years not only improves his coworker's skills and efficiency, but increases the entire shop's productivity.

At the service center, veteran service representative Todd is none too pleased to have a freshman rep assigned to coach him on calls. His defensiveness and stubbornness make it difficult for him to take Vicki's suggestions but Vicki's coaching allows him to see how his technical proficiency could be balanced with a greater sensitivity toward client needs.

You will watch the evolution of these encounters, skipping from one scenario to the next as each pair illustrates the skills necessary for successful coaching.

Viewers will explore how to:

- prepare the learner
- demonstrate for the learner the skills desired
- establish and maintain a positive coaching atmosphere
- let the learner perform his/her newly learned skills
- follow up

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Working with You Is Killing Me DVD

PRICE 1095.00 Euro

Duration: 23 minutes

Benefits

- Helps people deal with difficult co-workers
- Reduces stress-related problems
- Improves interpersonal relations

We've all worked with someone who makes work impossible. But it doesn't have to be that way. This powerful video program, based on the national best-selling book, teaches how to unleash your inner strengths to tame a toxic co-worker.

From chronic complainers to idea-stealers, boundary pushers to just plain jerks, a toxic co-worker can ruin your day – and your life!

Everyone – including the lucky few who've never had to work with a difficult person – will benefit from this program. It brilliantly portrays how employees on any career path and at any level of an organization can be undone by a problem co-worker. The amount of time spent worrying, avoiding, raging and obsessing over toxic employees can affect performance on the job and peace at home.

With authors **Katherine Crowley** and **Kathi Elster** as hosts, this video provides the antidote, showing exactly how to take responsibility for addressing the problem and put a stop to it all. It shows employees how to "unhook" from difficult situations in four simple ways: *Physically, Mentally, Verbally* and *With a Business Tool (memo, email, etc.)*.

Participants will learn to:

- examine how their own reactions can enable the situation.
- internalize a series of proven responses to problem behavior.
- reinforce the message if the problem behavior returns.

Contents:

DVD plus Downloadable Materials

Downloadable Materials:

Leader's Guide, Powerpoint Presentation, Participant Workbook

Downloadable materials will be emailed after order completion.

Produced by CRM Learning.



Human Resources DVD Combo-Pack (DS)

PRICE 1,741.00 Euro

Prepare your team to handle challenging work situations from how to perform effective on-the-job training, to handling conflicts and workplace stress. Help your employees understand how to handle diversity, discrimination, and sexual harassment. Also, help your employees recognize potential substance abuse and how to handle violence in the workplace.

This 9 DVD Combo-Pack includes:

- Adult Learning
- Conflict Management
- Discrimination in the Workplace
- Diversity in the Workplace
- OJT Mentor
- Sexual Harassment Awareness
- Stress Management and Prevention
- Substance Abuse Awareness
- Violence in the Workplace

Duration: 5.4 Hours (3.75 hours of video + 1.6 hours of testing)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Adult Learning DVD (DS)

PRICE 229.00 Euro

People learn in a variety of different ways. That is why it is critical to understand the basics of adult learning when training people at work. This course explains how people learn and lists specific principles of adult learning. It also covers different learning styles and the importance of active learning, explains how information is stored in and later retrieved from the brain, and gives tips for aiding that process.

Topics Covered in This Course:

- Definition of "learning" and "training"
- Adult learning principles
- Different ways trainers can make it easier for people to learn
- How people perceive, store, and retrieve information

Duration: 20 Minutes (12 min. video + 8 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Conflict Management DVD (DS)

PRICE 229.00 Euro

When people work together, there will inevitably be disagreements. Some of these disagreements are minor, but some can turn into major conflicts. If conflicts are not resolved, they can lead to long-term tension and unhappiness amongst employees. This course illustrates how to resolve conflicts using the SLOW method, reasons for different points of view, and tips for face-to-face communication. Following the ideas in this course can help your team use conflict situations as an opportunity to solve work or personal problems, and therefore become more productive and unified.

Topics Covered in This Course:

- What workplace conflict is
- The positive and negative aspects of workplace conflict
- How people communicate
- How to work with other people to resolve problems
- When to involve supervisors
- The best type of interactions for resolving conflicts and avoiding misunderstandings

Duration: 23 Minutes (14 min. video + 9 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Discrimination in the Workplace DVD (DS)

PRICE 349.00 Euro

00,000 charges of workplace discrimination are filed every year. Workplace discrimination is the unfair or illegal treatment of a person based on their race, color, religion, sex, national origin, age, or disability. Discrimination amongst employees can contribute to a hostile work environment and negative company culture, leading to lower efficiency and high employee turnover. This course raises awareness by discussing the civil rights laws protecting people from discrimination, the types of discrimination, and how discrimination can affect the workplace.

Topics Covered in This Course:

- Civil rights laws
- Discriminatory practices
- Types of workplace discrimination
- The impact of discrimination on the workplace
- Recognizing and dealing with discrimination
- Penalties and discipline for discrimination

Duration: 24 Minutes (15 min. video + 9 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Diversity in the Workplace DVD (DS)

PRICE 349.00 Euro

Diversity is acknowledging, accepting, and respecting differences among people. These differences can include age, class, race, and gender. Companies can increase their creativity and openness to different ideas by building and encouraging a diverse workforce. This course covers the definition and benefits of diversity, the challenges in a diverse workplace, and how employees can be proactive and positive on a daily basis to promote the differences between workers.

Topics Covered in This Course:

- Globalization and diversity
- Several terms associated with diversity
- Some facts about workforce diversity
- The benefits of diversity
- The challenges of diversity
- Proactive behaviors to promote diversity
- The role of workplace sensitivity training

Duration: 21 Minutes (13 min. video + 8 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



OJT Mentor DVD (DS)

PRICE 229.00 Euro

On-the-job training programs can be very productive when properly structured. This course provides tips to help make people more effective OJT mentors, including explaining the structure of an OJT team, providing four questions to ask before training begins, stressing the importance of a training plan, giving tips for being a good mentor, explaining how to evaluate the OJT mentor and program, and more.

Topics Covered in This Course:

- Four questions to ask before creating a training program
- Definition of "performance gap" and "training plan"
- Traits of a successful trainer
- Characteristics of effective OJT programs
- Common reasons why OJT programs fail

Duration: 28 Minutes (17 min. video + 11 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Sexual Harassment Awareness DVD (DS)

PRICE 229.00 Euro

In 2010, more than 11,000 sexual harassment claims were filed with the United States Equal Employment Opportunity Commission (EEOC). The EEOC states that it is illegal to harass a person (an applicant or an employee) because of that person's sex. Sexual harassment can include unwelcome sexual advances, requests for sexual favors, and other verbal or physical harassment of a sexual nature. This course defines the term "sexual harassment" and explains the different forms it can take. It also delves into the negative effects sexual harassment has on both an individual and on the workplace as a whole, and suggests appropriate responses to sexual harassment.

Topics Covered in This Course:

- Definitions of sexual harassment
- Different types of sexual harassment
- Effects of sexual harassment
- How to respond to sexual harassment

Based on:

- OSHA 29 CFR 1604.11: Sexual Harassment
- Civil Rights Act of 1964: Title VII
- U.S. EEOC policies

Duration: 18 Minutes (11 min. video + 7 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Stress Management and Prevention DVD (DS)

PRICE 349.00 Euro

Employees constantly encounter conflicts with bosses, changing responsibilities, financial pressures and many other situations that can lead to stress. Workplace stress can negatively affect a company due to decreased attendance, proficiency, and productivity. This course will help workers identify potential stressful situations, become aware of the effects stress can have on their health, relationships, and careers, as well as list ways to manage stress.

Topics Covered in This Course:

- Current statistics about the impact of stress in the workplace
- Positive and negative aspects of stress
- Types of stressors
- Symptoms of stress
- Stress and work performance
- When stress is out of control
- Techniques for managing stress

Duration: 20 Minutes (12 min. video + 8 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Substance Abuse Awareness DVD (DS)

PRICE 349.00 Euro

Drug addiction is when an individual is involved in compulsive drug seeking and use, regardless of any negative health or social consequences. This compulsive drug use can cause employees to be more likely to miss work, be less productive, or even be involved in on-the-job accidents. This course raises awareness by discussing the effects of different types of drugs and alcohol as well as how to recognize and deal with symptoms of abuse.

Topics Covered in This Course:

- The risk factors and process of addiction
- The impact of addiction in the workplace
- The most common types of abused drugs
- Recognizing the symptoms of addiction
- Workplace drug policies and testing
- Helping an employee overcome abuse and addiction
- Common types of addiction treatment

Duration: 28 Minutes (17 min. video + 11 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Violence in the Workplace DVD (DS)

PRICE 229.00 Euro

Every year in the U.S., there are an estimated 2 million reported cases of workplace violence. NIOSH defines workplace violence as any act or threat of physical violence, harassment, or intimidation that occurs in the workplace. It can be instigated by criminals, customers, co-workers, or someone you have a personal relationship with. This course will raise awareness of the consequences of workplace violence and describe how to recognize warning signs so you and your coworkers can avoid these dangerous situations.

Topics Covered in This Course:

- Dangers of workplace violence
- Types of workplace violence
- Recognizing warning signs of workplace violence
- Risk factors that increase the likelihood of workplace violence
- Dealing with angry people
- The importance of reporting threatening behavior

Duration: 18 Minutes (11 min. video + 7 min. test)

PLEASE NOTE: All DVDs include a link printed on the inside cover for customers to download printable tests and other documents.

Produced by Convergence Training



Leadership at Every Level DVD

PRICE 289.00 Euro

Duration: 24 Minutes

Imagine if all your good managers became great leaders

When you have leaders at all levels, and not just at the top, productivity climbs and the atmosphere improves throughout your organization.

Good management skills are a start. But that's not what makes you a leader. What makes you a leader is the willingness of others to follow you. And this requires respect, admiration and many other intangibles that go into true leadership. Fortunately, even though not everyone is a "born leader," every manager in your organization has the potential to become a leader.

This leadership training video begins by demonstrating four successful management styles: direction, influence, collaboration, and delegation. It then explains how your setting and your subordinates determine which management style is most appropriate for your situation -- and the need to adapt to changing circumstances.

Our dramatic scenes help you recognize leadership behaviors at all levels of an organization. You'll learn how to exhibit leadership by making good decisions and keeping your own emotions under control. And you'll learn the critical importance of personal integrity.

Leadership takes more than good management. And there's no better time than right now for you to take it to the next level.

Leaders need to:

- Take initiative.
- Treat everyone fairly.
- Embrace change.
- Develop their people.
- Admit their mistakes.
- Build community.



Conflicts in the Workplace: Sources & Solutions DVD

PRICE 289.00 Euro

Duration: 17 Minutes

Constructive disagreement can add value, as employees compromise and reach better decisions based on input from others.

Conflict becomes destructive when anger, jealousy, and other strong emotions turn the focus away from problem solving and toward personal attacks. Destructive conflict can ruin relationships among workers, interfere with productivity, destroy teamwork, and contribute to employee absenteeism and turnover.

While acknowledging common sources of conflict, this entertaining video provides eight specific, reliable solutions: skills that help you put aside your differences, control your emotion, and move forward.

It is true that there are many things you CAN'T control when you are dealing with your coworkers or colleagues. But there are skills you can learn to keep disagreements constructive and resolve conflicts in a positive way. The most important thing to keep in mind is that resolving conflict is not about one person proving the other person wrong. Resolving conflict is about working WITH the other person to solve the problem and maintain the relationship.

The bottom line is that there will always be conflict. The secret is learning to manage it successfully. Doing so empowers you to take control of your life—and career.

Learn These Solutions:

- Responding with empathy
- Active listening
- Setting a limit
- Finding something to agree with
- Using "I" language instead of "You" language
- Disengaging to cool off
- Appealing to mutual self-interest
- Attacking the problem, not the person



Workplace Ethics DVD

PRICE 289.00 Euro

Duration: 16 Minutes

Ethics matter. It's not just the big scandals you see in the news, but the small everyday decisions that add up, too. In fact, that's where you need to draw the line—with the little things—before serious damage is done.

This award-winning employee ethics training video follows four realistic scenarios that demonstrate the importance of basic values such as respect for others, fairness, and honesty. And it teaches a three-part decision-making process that helps employees find their way to a solution even in complex situations where the right answer doesn't come easily.

Employees will learn to recognize behaviors that may do harm, determine whether they are personally responsible to take action, and compare possible outcomes to select the solution that best repairs the ethical breakdown while protecting the integrity of the organization.

Employees all share the responsibility to act ethically and to speak up if they see coworkers behaving badly. Use this training DVD to raise awareness, provide a framework for ethical decision making, and help create a company that employees can be proud of.



Professional Email Etiquette DVD

PRICE 259.00 Euro

Duration: 26 Minutes

Avoid embarrassing errors and make your best impression on customers and colleagues.

Email is fast becoming the preferred method of contact for sharing information and resolving problems. The impression you leave with others about the quality of your organization and your own personal competency is largely based on the courtesy and professionalism of your email correspondence.

Learn about:

- Email etiquette and best practices.
- Openings and closings.
- Proper formatting and subject lines.
- Grammar and punctuation.
- Writing “bad news” emails.
- Email customer service.

No matter how long you’ve been using email, you’ll learn some very important guidelines in this video—guidelines that will protect you from catastrophes and ensure your messages are professional, every time.



Professional Email Etiquette DVD

PRICE 289.00 Euro

Duration: 22 Minutes

How often have you asked someone how the meeting went, only to hear: a total waste of time! Yet meetings can be a powerful business tool, bringing people together to solve problems, share ideas, or focus everyone's efforts on a common goal.

So how do you go from "total waste of time" to "powerful business tool"? By training your employees on techniques to prepare and run effective meetings that are focused and meet their objectives.

Produced by a talented cast and crew, this business meeting training video starts with the common pitfalls that often derail meetings. Then you'll see proven methods that can have a dramatic impact on the effectiveness of your organization's meetings.

You'll learn how being properly prepared allows you to encourage engagement and teamwork while keeping the meeting on time and on track. And you'll see specific techniques for a variety of specialized situations, including web meetings.

We're all busy these days and we can't afford to waste our time with nonproductive meetings. Use this best-selling video to learn how to run a meeting well. Set a company-wide standard for meetings that reach their goals—and end on time.

Advance preparation:

- Define specific goals
- Create a clear agenda
- Provide materials up front
- Set expectations

Meeting management:

- Stick to your agenda
- Guide participation
- Control problem attendees
- End on time



Bullying and Respect in the Workplace DVD

PRICE 289.00 Euro

Duration: 19 Minutes

Have respect and good manners begun to slip in your workplace? Is rude behavior becoming the norm?

Bullies often act just under the radar, denying their hostile intent or shrugging off their behaviors as humorous or insignificant. Yet, the constant tension they create—and the way their harmful activities tend to build over time—not only damages the individual targets of their behavior but also the workgroup as a whole.

That's why you need to bring bullying out into the open. So you can deal with it directly and put an end to it.

In five dramatic stories taking place in settings that range from a hospital to City Hall, victims and witnesses will see how to speak up and challenge a coworker's mean-spirited behavior in a straightforward way that earns them respect. They'll also learn they do not have to face this problem alone. If they are not comfortable challenging a bully on their own—or if they do speak up and the behavior continues—they can reach out to supervisors, HR or other designated resources to help resolve the issues.

As for any bullies who may be watching: this video clearly shows that mistreating a fellow employee makes you look bad in the eyes of others and will not be tolerated in your workplace.



When the Phone Rings: Telephone Skills for Better Service DVD

PRICE 269.00 Euro

Duration: 20 Minutes

When the phone rings, your employees have only a few seconds to set a tone. To communicate that your company listens to customers and gives them what they need- every single time they call.

Great telephone service doesn't have to be a thing of the past. Even with the advent of email and the Internet, your customers still want to be able to call sometimes and reach a live person. And how that call is handled still makes a huge difference to the success of your organization.

Those who answer the phones are speaking for everyone in the company. Make sure they have training.

Teach the ABC's of telephone courtesy:

- Customer service etiquette.
- Taking an accurate message.
- Handling transfers and multiple lines.
- Voice mail and leaving a message.
- Problem calls.



Harassment: Sex, Religion, and Beyond DVD - Employee Version

PRICE 389.00 Euro

Duration: 19 Minutes

Every employee needs to understand one basic truth: a respectful workplace is more pleasant and more productive for everyone.

This award-winning harassment training program brings this message home, showing that bad behavior is not OK—whether it applies to sex, religion, or anything beyond...and whether it actually crosses the line into illegal harassment or not.

In a series of compelling stories, this broadcast-quality film explains the law. But it also captures the imagination and personalizes the value of inclusiveness by showing the potential harm that can be caused by unwelcome conduct. The Employee Version focuses on their responsibility to take action if employees experience or witness inappropriate behavior—either asking for help or speaking to the harasser directly if they feel comfortable doing so.

Attorney moderators, Stefanie Schaeffer and Greg Dehm, provide commentary on these stories and discuss the issues frankly and openly.

This comprehensive harassment training program meets the highest standards of Kantola Productions' prize-winning video line. We fully expect viewers will take to heart the positive message of this film—that everyone shares in the responsibility to maintain a civil, respectful workplace. And this makes going to work better for everybody!



Managing Ethics DVD

PRICE 289.00 Euro

Duration: 17 Minutes

The benefits of working in an ethical company are well known. This managing ethics training video will help your managers and supervisors develop an ethical leadership perspective in order to sustain a culture of integrity among all employees.

Managing Ethics replays the scenarios portrayed in its award-winning companion training video, Workplace Ethics, but this time from the leader's point of view, illustrating essential management skills.

Your managers and supervisors will learn how to share core values in ways that employees can personally understand, live the values themselves every day, and take appropriate action—by acknowledging positive behavior or promptly correcting ethical lapses.

Ethics shouldn't be taken for granted. Without constant attention, ethical standards can be weakened by small decisions that add up. This ethics training DVD gives your managers the tools they need to uphold standards and protect the integrity of your organization.



Performance Appraisals: Getting Results DVD

PRICE 269.00 Euro

Duration: 18 Minutes

Effective performance appraisals add value to your organization. They motivate your top employees to do even better. And they tell underperformers exactly what is expected and how to improve.

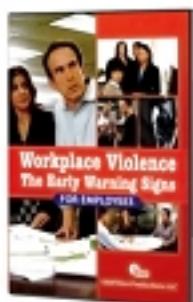
Unfortunately, performance appraisals are often regarded as mere formalities. Performance reviews are sometimes administered late—or skipped altogether. Clear guidance falls by the wayside, and halfhearted work goes unchallenged.

In this performance evaluation training video, you'll follow two story lines. One involves a small business taking steps to formalize a review process for the first time. The other presents a large corporation attempting to energize an existing system. Watch as two very different managers prepare for challenging review meetings—and see them apply skills that defuse tension and achieve the desired results.

This performance review video shows that effective reviews can increase productivity, resolve problems, and improve work satisfaction—both for employees and their managers.

Managers will learn:

- Critical elements to cover in your performance evaluation process.
- The advantages of sticking to a regular schedule.
- The importance of fairness and consistency.
- The nuts and bolts of formats and record-keeping.
- Methods of motivating the top producers.
- How to deal with underperformers.
- Skills for the face-to-face review meeting.
- The value of employee feedback.



Workplace Violence: The Early Warning Signs DVD - Employee Version

PRICE 299.00 Euro

Duration: 17 minutes

Workplace violence is an issue that can affect any organization, of any size, in any industry. This training video takes on this important topic without sensationalizing, but by approaching the subject directly and honestly.

Stephen White is a leading expert on workplace violence. Over the past twenty years, Dr. White has consulted on thousands of threat cases for Fortune 500 companies and other organizations of all sizes, both public and private. In this workplace violence training video, Dr. White draws from his experiences to dispel some of the common myths about workplace violence, while providing a better understanding of what you should be aware of to help keep your workplace safe.

The employee version details the ten distinct warning signs that could foretell violence. It emphasizes the need for employees to speak up and get help if they notice anything that causes concern.



Harassment: Sex, Religion, and Beyond DVD - Manager's Version

PRICE 389.00 Euro

Duration: 23 Minutes

Managers need to understand more than the basic rights and wrongs surrounding workplace harassment. They also need a healthy dose of empathy—one that helps them appreciate not only the business implications of maintaining a respectful workplace, but the emotional aspects as well.

With top-quality video vignettes our newest award-winning harassment training video brings this message to life, showing that bad behavior is not OK—whether it applies to sex, religion, or anything beyond...and whether it actually crosses the line into illegal harassment or not.

Demonstrating workplace behaviors through a series of compelling stories that include today's newer social media technologies, this broadcast-quality training DVD explains the legal definition of harassment and provides specific examples, while explaining to your managers the potential harm that can be caused by unwelcome conduct and their responsibility for preventing it. They will receive specific instructions on steps they should take in meeting these responsibilities.

Managers will learn how to:

- be aware of what affects their workgroup, including improper use of social media
- periodically conduct workplace audits, looking for inappropriate items
- respond to complaints of inappropriate behavior
- conduct investigations or assist HR/legal, depending on organizational structure
- inform employees that retaliation will not be tolerated.

This video portrays supervisors who step in early, before problems escalate. And it emphasizes the theme that a respectful workplace is more pleasant and more productive—which, in the end, makes their job easier. Our attorney moderators, Stefanie Schaeffer and Greg Dehm, provide commentary throughout, discussing the issues frankly and openly.

This new video meets the highest standards of Kantola Productions' prize-winning training video line. Your

managers will take to heart the positive message of this DVD—that everyone shares in the responsibility to maintain a civil, respectful workplace. And this makes going to work better for everybody!



Harassment: Sex, Religion, and Beyond DVD - California Manager Version

PRICE 389.00 Euro

Duration: 25 Minutes

All managers and supervisors need to understand more than the basic rights and wrongs pertaining to workplace harassment. They also need a healthy dose of empathy—one that helps them see beyond the legal implications of maintaining a respectful workplace to appreciate the emotional aspects that can affect morale and productivity. And California managers need to understand the specific responsibilities set forth under California law.

With top-quality video vignettes, our newest award-winning harassment training video brings these messages to life, showing that bad behavior is not OK—whether it applies to sex, religion, or anything beyond...and whether it actually crosses the line into illegal harassment or not.

Qualified trainers can use this video as part of their two-hour course that meets the requirements of California's AB1825 legislation for supervisor training.

Demonstrating workplace behaviors through a series of compelling stories that include today's newer social media technologies, this broadcast-quality training video explains the legal definition of harassment and provides specific examples, while explaining to your California managers the potential harm that can be caused by unwelcome conduct, and their responsibility for preventing it. They will receive specific instructions on steps they should take in meeting these responsibilities as well as California's unique requirements.

This video portrays supervisors who step in early, before problems escalate. And it emphasizes the theme that a respectful workplace is more pleasant and more productive—which, in the end, makes their job easier. Our attorney moderators, Stefanie Schaeffer and Greg Dehm, provide commentary throughout, discussing the issues frankly and openly, while providing unique instructions pertaining to supervisors in California.

This video meets the highest standards of Kantola Productions' prizewinning training video line. Your California managers and supervisors will take to heart the positive message of this video—that everyone shares in the responsibility to maintain a civil, respectful workplace. And this makes going to work better for everybody!

California supervisors will learn how to:

- display posters and distribute brochures as required by California law
- comply with California's specific training requirements
- understand California complaint processes and remedies
- be aware of what affects their workgroup, including improper use of social media
- periodically conduct workplace audits, looking for inappropriate items
- respond to complaints of inappropriate behavior
- conduct investigations or assist HR/legal, depending on organizational structure
- inform employees that retaliation will not be tolerated.



Managing the Workplace Bully DVD

PRICE 289.00 Euro

Duration: 18 Minutes

What do you do if you're the supervisor or manager of a problem employee? What if you are the target of bullying behavior, yourself? Or if you are accused of acting like a bully?

As a manager, it's up to you to be a role model. You need to insist on being treated respectfully yourself, and you need to provide a safe and respectful atmosphere for your people.

Sure, it takes courage to confront a disruptive team member. And, yes, you may be tempted to look the

other way when a star performer is the one who is behaving badly. Or when under-performing employees disappoint you again and again—well, it's admittedly tough not to treat them harshly yourself.

This release tackles these issues head on, providing practical solutions that help you put an end to bullying behavior in your subordinates—and find new ways to deal with your own frustrations so that you don't end up looking like the bad guy.



The Power of Positive Discipline DVD

PRICE 289.00 Euro

Duration: 21 Minutes

You have a discipline problem with an employee. You've tried looking the other way. You've tried gentle reminders. Maybe you've even tried getting mad. Nothing changed. So now what do you do? How do you handle the situation in the best possible way for the employee and for your organization?

This award-winning positive discipline video gives you six steps of progressive discipline which begin with coaching and escalate to stronger measures only as needed to solve the problem. In many cases, employees will respond early in the process. But if not, the later steps help you address continuing performance shortcomings calmly and professionally.

You'll see the best ways to:

- Clarify what's expected.
- Convince the employee that change is necessary.
- Get the employee's agreement to change.
- Come up with an action plan together.

This process is not intended as punishment. Instead, these steps help employees satisfy expectations—and possibly save their jobs. And if they do not have a commitment to improve, you will know that you have given them a fair and legal opportunity.

Disciplining employees is never easy. But if you follow the progressive steps illustrated in this positive discipline video, it doesn't have to throw you for a loop every time. Instead of disruption and anxiety, positive discipline can make working with employees to help them improve their job performance a rewarding part of any manager's or supervisor's job.



Workplace Violence: The Early Warning Signs DVD - Manager Version

PRICE 299.00 Euro

Duration: 24 minutes

Workplace violence. It can happen in any size organization, in any industry. We read about it in the news often enough that it seems to be a fairly common threat.

Fortunately, these tragedies are rare considering the millions of people who go to work every day without incident. And since much is now known about such attacks, the vast majority can be prevented by paying attention to the warning signs and responding with quick, decisive action.

This dramatic video is narrated by Stephen G. White, PhD, President of Work Trauma Services and Associate Clinical Professor at the University of California, San Francisco. Over the past twenty years, Dr. White has consulted on thousands of threat cases for Fortune 500 companies and other organizations of all sizes, both public and private. Based on this experience, he shares facts about workplace violence that can help you identify risks of violence in your workplace.

The manager version and its accompanying study guide offer additional content for managers and supervisors, such as how to hold information-gathering meetings, confront a bully, or terminate a problem employee. Managers are strongly encouraged to get support—from HR, security or other designated resources—if they feel uncomfortable or if there is any possibility of a violent reaction.

Even if your workplace does not experience threats that indicate immediate danger, proper training on the appropriate response to warning signs of violence will improve employee comfort levels, show due diligence, and help the overall mental health of your organization