

# Learning Resources

## Change: Making It Work For You

Learning to successfully handle transitions in today's ever-changing world could mean the difference between success and stagnation. This timely program encourages individuals to view change not as a threat, but as an ongoing process. A series of vignettes feature three employees who are simultaneously dealing with their company's restructuring and experiencing shifts in their personal lives.

The program examines some common emotional responses to both planned and unplanned changes, including the anxiety that can be caused even by positive changes. Guidelines are offered for individuals coping with change, such as recognizing emotional responses to change, becoming involved in the change and communicating with others involved.

Accompanying the program is a Trainer's Manual, which examines key issues and offers additional exercises to encourage discussion. *Closed Captioned*

Adult  
16 minutes, order 1-8541-IN

*A comprehensive collection of video resources offering increased understanding, productivity for a smoother running organization.*

## Communicating Effectively With Customers Series

*Communicating Effectively With Customers Series*

The greatest customer service policies and goals are totally ineffective unless your people know how to make these policies and goals understood by your customers.

These programs are for entry level staff, and address communicating with the customer as an important sales activity - the first step in making the next sale.

Each module covers an important step toward effectively communicating with all customers, whether it is someone who purchases your products or services, a fellow worker, or a supervisor or manager.

A comprehensive leader's guide accompanies each program.

**Effective Communication Starts With You**  
14 minutes, order 1-8887

**Communication is Selling**  
16 minutes, order 1-8888

**The Art of Questioning**  
16 minutes, order 1-8889

**Professional Word Power**  
13 minutes, order 1-8890

**Effective Telephone Communication**  
13 minutes, order 1-8891

**Communicating with Irrate Customers**  
14 minutes, order 1-8892  
Adult, Professional  
86 minutes, order 1-88871-IN

**Communication For Results**

Norman Sigband highlights specific barriers frequently encountered in the work environment, offering suggestions for increasing understanding, productivity and a smoother running organization.

Adult  
27 minutes, order 1-8443-IN

## Conflict Resolution

Two step by step approaches *Constructive Confrontation* and *Behaviour Modification* are illustrated by a supervisor/employee interaction. Also features four open-ended exercises for analysis and discussion.

Manual by management authority Lester R Bittel.

*Closed Captioned*

Adult  
28 minutes, order 1-8444-IN

## Correcting And Rewarding Employee Behavior

Separate dramatic episodes outline four correcting and rewarding techniques designed to obtain or sustain performance levels: *Supportive Correction; Supportive But Unmistakable Criticism; Assertive Criticism; Supportive Reward.*

Supervisor/employee interactions are presented as Skills Exercises, with built in discussion breaks. Training Manual by management authority Lester R Bittel.

Adult  
27 minutes, order 1-8445-IN

## Crime Check: Computer Security

*The Crime Check Series*

An up-to-date program on how to protect your electronic files, hard drives and floppy disks from theft and accidental loss due to computer viruses.

Shows how to avoid these menacing viruses and what to do if your system becomes infected. Also explains who to contact in case of a computer emergency or a total system breakdown.

Adult  
19 minutes, order 1-8805-IN



### Learning Resources

#### Decision Exercises: Dealing With Difficult Situations

One of *Human Resource Executive* magazine's "Top 20 Training Tools".

Twelve open ended exercises give managers and supervisors the understanding they need to make crucial decisions dealing with a wide range of problems - from low productivity to charges of sexual harassment.

Trainer's Manual by management authority Lester R Bittel.

Also available in Laser Videodisc.

Adult  
25 minutes, order 1-8187-IN

#### Employee Assistance: Management Intervention (2nd Edition)

The productivity of most companies today is being undermined by the widespread use of alcohol and other drugs. One in six employees is chemically dependent. These employees cost business and industry billions of dollars every year. The problem strikes at all levels ... from corporate boardrooms to loading docks and delivery bays.

Few management tasks are as difficult as dealing with an employee suspected of alcohol or drug addiction or one who may have emotional, financial, or personal problems that interferes with work.

Managers are in a tough spot. They want to help, but they are not trained counsellors and they must make decisions that are right for the company. Firing is rarely one of them.

Post Secondary - Introductory,  
Post Secondary - Advanced,  
Professional  
21 minutes, order 1-8188-IN

#### Employee Awareness: Sexual Harassment (Industrial Workplace)

Closed Captioned

Adult  
19 minutes, order 1-8539-IN

#### Employee Awareness: Sexual Harassment

Dramatizations sensitize employees to behaviour that constitutes harassment; stresses effects on entire work environment; answers common questions.

Closed Captioned

Adult  
19 minutes, order 1-8446-IN

#### Exercises In Communication Skills

Presents supervisors with opportunities to analyze, develop, and improve their approach to communication on the job.

Dramatic supervisor/employee interactions demonstrating the kind of response likely to create a larger problem are combined with responses leading to resolution.

Includes maintaining control over a meeting, handling disruptive comments, minimizing resistance to change, communicating clearly under time pressures, and being precise when giving instructions.

Trainer's Manual by management authority Lester R Bittel.

Closed Captioned

Adult  
17 minutes, order 1-8289-IN

#### Exercises In Leadership Skills

Leadership is a quality of getting others to do willingly the things that must be done. Within the organizational setting, supervisors must learn to establish rapport with employees, to influence, and be persuasive.

This program builds confidence by presenting three exercises that give supervisors the opportunity to analyze and practice their leadership skills.

Segment A of each exercise dramatizes a supervisor's failure to provide effective leadership, increasing employee dissatisfaction and conflict. Segment B shows approaches that result in problem solving, improved rapport, and greater productivity. "Leadership Check Instruments" are provided for each exercise to use as a written test for individual participants or for group discussion. Key Features

- \* Examines the proper handling of employee complaints.
- \* Discusses the importance of being willing to represent employee interests "up the line."
- \* Illustrates supportive ways to conduct a performance appraisal.
- \* Explores when to insist on adherence to established procedures and when to allow employees to use their own initiative.
- \* Examines the fragile balance between the need for productivity and concern for employees' personal problems.
- \* Gives supervisors the opportunity to practice dealing with complex situations that require immediate action.

Closed Captioned

Adult  
17 minutes, order 1-8290-IN



### Learning Resources

#### Harassment In The Workplace: Employee Awareness

Working relationships built on respect are productive and are essential for a business to succeed. However, when an employee is the victim of harassment of any kind, there are negative effects for the individuals involved as well as for the whole group. Anger, hurt feelings, fear and resentment undermine morale and impair teamwork.

Harassment may be based on a variety of factors. Some employees are unaware of what constitutes harassment, whether they are the victims or the harassers. Using dramatizations, this employee training program defines harassment and demonstrates various types, describes how individuals might feel if they are being harassed, and discusses how the victim should handle the situation.

A comprehensive Leader's Guide accompanies the program.

#### KEY POINTS

- Harass: To irritate or torment persistently or to wear out and exhaust constitutes harassment.
- Harassment may be based on a person's physical appearance, race, cultural background, religion, age, sexual orientation, physical handicap, etc.

- If a reasonable person feels harassed by someone's comments or behaviour, then it's harassment, no matter how the act was intended.
- No one should have to choose between their dignity and their job.
- An employee who experiences or observes an incident of harassment should report it to the appropriate person.

Adult  
20 minutes, order 1-2269-IN

#### Harassment In The Workplace: Management Awareness

Harassment in the workplace is an important issue for managers and supervisors today. Besides the legal issues involved, lack of leadership in dealing with harassment creates an unproductive work environment, in which the target of the harassment feels so uncomfortable with the offender's behaviour that their work, attitudes and even health may begin to suffer. A proactive approach by management that combines prevention, recognition and intervention can help deter and resolve many harassment problems.

Harassment may be based on a variety of factors. Training is necessary before many employees will even recognize behaviours that constitute harassment, whether they are the victims or the harassers. Using

dramatizations, this program defines harassment and demonstrates various types, describes how individuals might feel if they are being harassed, and discusses how management should respond to harassment situations and complains. A comprehensive Leader's Guide accompanies the program.

#### KEY POINTS

- Harass: To irritate or torment persistently or to wear out and exhaust constitutes harassment.
- Harassment may be based on a person's physical appearance, race, cultural background, religion, age, sexual orientation, physical handicap, etc.
- Common warning signs of harassment include a sudden change in the behaviour of an employee, or a change in the way two or more employees act toward each other.
- An organization's official policy on harassment needs to be well-known to all employees. Periodic memos should be distributed reminding employees of the policy.
- Management should encourage employees to assert their right to be treated with respect by using the support systems at the workplace.

Adult  
21 minutes, order 1-2270-IN

#### Helping Hands: Disabilities In The Workplace

An open-captioned video guide to accommodating disabilities in the workplace.

Through interviews with employers, employees, and accommodations coordinators, the tape demonstrates that many modifications or adaptations can be made simply by using ingenuity or common sense. The video also includes tips for able-bodied employees on how to work effectively with a co-worker who has a disability.

A valuable tool for outreach and education within the business community, for increasing awareness of disability issues among employees, and for empowering those who have disabilities to be active partners in defining and devising accommodations that will help them become an active part of the work force.

Adult  
38 minutes, order 9-6902-IN



# Learning Resources

### The Human Communication Series Sampler

This lesson offers opportunities for students to examine five communication contexts such as intrapersonal, interpersonal (both dyadic and small group), a student's informative speech, and a student's persuasive speech. By analyzing the interactions that occur, your students can learn techniques to model or avoid, ultimately improving their communication skills. As new information is learned, this lesson can be reviewed repeatedly, leading to more in-depth analysis and critique.  
30 minutes, order 5-4773

#### Introduction

Video series hosts Hubert Brown, Judy Pearson, T. Marni Vos, and their guests discuss the value of effective communication skills and the transactional model of communication. Your students will learn the three types of communication addressed in this series: intrapersonal communication, interpersonal communication, and public speaking, and how each offers the potential for personal and professional growth and increased levels of self-confidence, sensitivity to others, and self-satisfaction.  
30 minutes, order 5-4772

### Perception

Several factors influence perception, such as physiological conditions, current emotions, and past experiences. This lesson illustrates how these perceptions vary from individual to individual, and how they affect not only the way we view the world, but also how we communicate with others. Activities built into the video teach your students how perceptual differences can lead to problems in communication, and offer opportunities for students to test their skills in selection, retention, and organization of stimuli.  
30 minutes, order 5-4774

#### Self-Awareness

This lesson examines how we develop our "sense of self" and how both our personal and public communication is affected by it. The hosts and a panel of experts look at the process of self-awareness, the components of the self-concept, and how this self-understanding forms the foundation for communication with others. Your students will learn how self-concept can vary with the communication context, and that it is influenced by a variety of factors including personal experience and gender.  
30 minutes, order 5-4775

### Listening

Hosts Hubert Brown and Bill Arnold discuss the listening process, focusing on the importance of active listening, the barriers to effective listening, and the distinctions between evaluative and informative listening. Your students will learn the various types of listening, the four most common distractions to listening, and both verbal and nonverbal active listening skills.  
30 minutes, order 5-4776

#### Critical Thinking

This lesson reviews the five principles of critical thinking and discusses the appeals of emotional, personal and logical proofs. The hosts also address and demonstrate the distinctions between observations and inferences and between inductive and deductive reasoning. Your students are encouraged to seek their own truths instead of blindly adopting opinions and behaviours advocated by friends, family and the media.  
30 minutes, order 5-4777

### Non-verbal Codes

Taking a look at the variety of ways we communicate nonverbally, this lesson discusses the potential misunderstandings that can result from giving, or reading, the wrong message. The hosts and various experts explore how previous experiences, gender and culture affect our use and interpretation of these nonverbal messages. Your students will learn how to interpret these nonverbal messages as well as how to overcome problems in interpreting nonverbal codes.  
30 minutes, order 5-4778

#### Language

This lesson discusses the importance of appropriate language choices and the role verbal codes play in our communication with others. The video host gives examples of words and phrases that mean different things to different people, helping to convey to your students that language choices should be made to suit the audience, topic, situation and status. Excerpts and in-depth analysis are given to demonstrate how to choose appropriate language and how to adapt to audience responses.  
30 minutes, order 5-4779



## Learning Resources

### *Interpersonal Relationships Interviews*

The video host explores the unique qualities of interpersonal relationships, helping your students learn what distinguishes "interpersonal relationships" from other interpersonal and communication interactions. They explore the concept of self-disclosure and trace the stages of a relationship from development to disintegration, while looking at supportive and defensive communication behaviours.

30 minutes, order 5-4780

### *Intercultural Communication*

This lesson explores the diversity of communication patterns between cultures and offers suggestions for building bridges of understanding. Host Hubert Brown, joined by many experts, describes how intercultural communication offers us the opportunity to interact with a wide range of different people, enriching our experiences. Your students will learn the differences in verbal codes and nonverbal codes between cultures and some of the common barriers that disrupt effective intercultural communication.

30 minutes, order 5-4781

Providing information and insight into the broad subject of interviewing, this lesson offers tips on both job interviewing and informational interviewing. The job interview process takes center stage as the hosts and experts offer ten tips for a successful interview, relating several challenges encountered in the job interview to similar experiences in the public speaking context. The informational interviewing portion of the program helps your students learn guidelines that should be followed when researching information for a speech or other presentation.

30 minutes, order 5-4782

### *Small Group Communication*

This lesson focuses on communication issues in small groups, describing the important role that small-group work plays in the business world today. An emphasis is placed on improving your students' communication skills for successful teamwork, while stressing the significance of trust, responsibility to group goals and tasks, and group cohesiveness. Also addressed are group conflicts, leadership, group norms and roles.

30 minutes, order 5-4783

### *Conflict Management*

Managed properly, conflict can be positive and can lead to better decision-making. This lesson explores the causes of conflict, the positive aspects of conflict, and some common styles of conflict management. Your students will learn theoretical approaches to leadership, the procedures in "principled negotiations", and some techniques for effective problem solving.

30 minutes, order 5-4784

### *Selecting and Researching a Topic*

Discovering a topic is often the most difficult step in speech preparation. This lesson offers your students strategies for finding a speech topic that fits the occasion, audience, and speaker, while looking at ways to narrow the topic for an effective speech. It explores the range of information resources available for effective speech development, including the students' own experiences and attitudes, interviews with experts and librarians, and through Internet research. Also included are a discussion of how to use oral footnotes to cite sources in a speech.

30 minutes, order 5-4785

### *The Audience*

The video hosts introduce, expand upon and summarize the key concepts in audience analysis and adaptation, comparing methods of audience analysis conducted by speakers with those conducted by market researchers. The lesson emphasizes to your students the importance of audience analysis and adaptation before, during, and after the speech, while detailing some of the cues speakers receive from an audience to indicate whether or not a connection is being made.

30 minutes, order 5-4786

### *The Speaker*

The video hosts emphasize how credibility must be earned from every audience, and that audiences want speakers to exhibit trustworthiness, competence, enthusiasm, and shared experiences. By demonstrating these qualities, speakers can greatly increase the effectiveness of their presentations. Using the four dimensions of source credibility and analyzing a variety of speeches, your students can learn how these qualities are achieved.

30 minutes, order 5-4787



### Learning Resources

#### **Introductions and Conclusions**

A good introduction makes an audience want to listen to a speech, while a good conclusion makes a lasting impression. From featured excerpts that employ humour, poignant stories, or memorable quotations, your students learn to take into account the size and type of an audience, and to create effective introductions and conclusions.

30 minutes, order 5-4788

#### **Organizing and Outlining**

A speaker's credibility hinges on the ability to identify and develop main points and integrate them into a coherent, cohesive, well-structured speech. While learning the importance of organization and outlining in creating an effective speech, your students will learn seven patterns of organization as well as the concepts of division, subordination and parallelism.

30 minutes, order 5-4789

#### **Delivery**

Effective speakers understand that the mastery of both verbal and nonverbal aspects of delivery can greatly enhance a presentation. This lesson demonstrates the four modes of delivery (manuscript, memorized, impromptu and extemporaneous) and the pros and cons of each, as well as a range of nonverbal aspects of delivery. Your students will have the opportunity

to analyze and evaluate the delivery styles of a wide variety of speakers and determine what works best for them.

30 minutes, order 5-4790

#### **Presentational Aids**

With a variety of examples, the video hosts illustrate the importance of presentational aids, while discussing the factors that must be considered when selecting an aid for use in a presentation. In this program your students will learn how to use presentational aids to help make complex concepts easier to understand, reinforce learning and add variety—just some of the ingredients that make a speech memorable and effective.

30 minutes, order 5-4791

#### **The Persuasive Speech**

This lesson focuses on arguments, evidence and organizational patterns for persuasive speeches. The hosts expand upon the key concepts and illustrate practical applications of persuasive theories, helping your students learn what makes a persuasive message most effective, and how to distinguish valid arguments from groundless ones. Your students will also learn about organizational patterns such as problem-solution, Monroe's Motivated Sequence, and topical sequence.

30 minutes, order 5-4792

#### **Mass Communication**

Mass communication has three functions—to inform, to entertain, and to sell—and these functions are examined as the hosts explore the manipulation of truth. They focus on the differences between the mass media and other types of communication with regard to intimacy and feedback, and they comment on the potential of the Internet to redefine these concepts within a mass communication medium. Your students will learn about the influence of the media as it attempts to dictate “what deserves our attention,” and the varying theories about “reality and the media,” while becoming better critical consumers of the mass media. They will also learn about audience response mechanisms such as selective attention, selective perception and selective recall.

30 minutes, order 5-4793

#### **Summary**

In this program, the hosts review the qualities of effective communicators, illustrating ten basic characteristics with examples from intrapersonal, interpersonal, and public communication settings. The lesson allows students to reflect on their own interactions with others and consider the role that communication will continue to play in their work, their social relationships and their community activities.

30 minutes, order 5-4794

#### **The Informative Speech**

Informative speaking allows us to teach others what we know about topics we care about. Effective informative speakers consider their purposes and utilize proven learning principles to create successful presentations. In this program your students will learn the four types of informative speeches and four common patterns of organization. They will observe that good organization increases audience comprehension and retention, and helps the speaker remember main points and supporting arguments.

30 minutes, order 5-4795

Ages 16 to Adult  
minutes, order 5-47720-IN

#### **Listening: A Key To Problem Solving, Second Edition**

Focuses on a typical situation between a manager and a subordinate emphasizing barriers to listening and suggesting aids to effective listening. Provides many options and potential solutions to each listening situation. Illustrates how to arrive at solutions by exploring and analyzing available options. Technical advice and Study Guide by Norman Sigband.

Adult  
27 minutes, order 1-8442-IN



## Learning Resources

### Making Decisions And Solving Problems

*Thinking In Skillful Ways*

There are three essential and overlapping components of skillful thinking; creative thinking, clarifying thinking and critical thinking.

Scenarios depicting college students facing a variety of problems illustrate common thinking roadblocks such as hasty, narrow and fuzzy thinking.

The characters in this video help each other recognize and overcome the roadblocks and use skillful thinking to solve their problems.

Clearly demonstrated is the importance of skillful thinking in the decision-making process.

Ages 15 to 18  
30 minutes, order 5-4516-IN

### Making Your Team Work

This program will enable students to understand the process and skills needed to create, staff and manage complex project teams. The steps in the process are modelled as a student work team uses the steps along with good team management techniques to complete a class project.

Viewers will identify with the different team members as they question the process, struggle with roles, resolve conflicts and overcome problems to ultimately complete a successful project.

Their experience vividly demonstrates that the process works. Throughout the video, comments from practicing professionals reinforce the importance of teams and illustrate the use of the process in meeting their firms' business goals and objectives.

Ages 15 to 18  
30 minutes, order 5-4515-IN

### Management: Conducting Effective Meetings

Practical techniques for productive meetings are shown as managers learn maintenance activities (meeting individual needs, and team building) that strengthen the group, and to prepare agendas.

*...delivers sound advice in an interesting format. The setting is a moderate-sized firm that would be credible to retail, production, technical or service-oriented audiences.*  
Choice, Association of College And Research Libraries.

Adult  
18 minutes, order 1-9856-IN

### Older Voices: Interviewing Older Adults

A training package teaching the principles and techniques of conducting research interviews with older adults.

Interviewing older adults, especially the frail and sick, can be challenging, even for a trained interviewer. Many factors can influence their willingness and ability to participate in a study.

Because of this, interviewers who have been trained to collect data in a standardized manner must also learn to be flexible enough in their techniques to accommodate the special needs of older adults.

Produced by the New England Research Institutes, the training package consists of a 46 minute video and a corresponding 67 page manual. Both are divided into several sections and cover the following topics:

- Role of the interviewer - Older adults as respondents
- Introducing yourself and the study - Enlisting the respondent's cooperation - Guidelines for a successful interview - Home visits and dealing the "gatekeepers" - Dealing with special situations - Dealing with impairments

Adult, Professional  
46 minutes, order 9-7280-IN

### Performance Management

The basic elements of successful performance management are presented in this step-by-step guide designed to assist supervisors in this critical process. The program shows the importance of establishing a coaching relationship that involves a collaborative approach to increasing the level of performance among employees.

*Performance Management* illustrates how supervisors can work with their employees to define performance so that everyone knows what is expected of them and how they will be evaluated. The program also shows how supervisors can develop productive and self-satisfied employees...giving them feedback and reinforcement, providing help and appropriate rewards. Finally, the program walks supervisors through the steps of a performance appraisal...giving tips on how to keep the discussion positive, involving the employee, listening actively and mutually setting new goals for the employee.

Accompanying the program is a Trainer's Manual, which examines key issues and offers additional exercises to encourage discussion. Produced by AIMS Media

*Closed Captioned*

Adult  
26 minutes, order 1-8542-IN



### Learning Resources

#### Proactive Management And Sexual Harassment

**G**eared to supervisors, raises awareness and sensitivity, stresses early action to curb problems. What is and isn't acceptable behaviour.  
*Closed Captioned*

Adult  
21 minutes, order 1-8447-IN

#### Sexual Harassment In The 21st Century

**O**rganizations today may find themselves embroiled in sexual harassment or sexual discrimination litigation caused by an employee's inappropriate behaviour at the workplace. But there are more aspects to these cases than individual culpability or corporate responsibility.

This program dramatizes the personal consequences from a victim's viewpoint and addresses appropriate measures an individual might take to put a stop to the harassment. It also defines what sexual harassment is, identifies the types of personal consequences that may result from this behaviour and provides examples of common types of sexual harassment situations. While outlining possible consequences for an individual who sexually harasses another individual, it also gives general advice regarding the parameters of acceptable behaviour in a

work environment. This program reflects the most recent Supreme Court rulings on sexual harassment.

Sexual harassment is a form of sexual discrimination which is illegal. Such harassment damages self-esteem making it difficult for that person to lead a normal life. This program emphasizes that sexual harassment is used as a method of exerting power and control through abusive, demeaning behaviour and is unacceptable in the workplace.

#### KEY POINTS

- Sexual harassment is determined by the victim's perception.
- Sexual harassment programs in the workplace are key in aiding Human Resource professionals to remove this behaviour from the workplace.
- Do not assume behaviour is appropriate because no one is objecting.
- Offensive behaviour related to gender, pregnancy, menopause and reproductive cycles is considered to be sexual harassment.

Program Consultant: Penny Harrington, *Director of the U.S. National Center for Women and Policing*. She is a nationally-known consultant on issues of gender discrimination. The author of "Triumph of Spirit" and "Hiring & Retaining Women: A Self-Assessment Guide for Law

Enforcement," Ms. Harrington also provides consulting and training services on issues of gender.

Adult, Professional  
22 minutes, order 1-2533-IN

#### The Speaking With Confidence Series

**U**se this flexible series as a classroom supplement or as a comprehensive telecourse. The series is based on the widely used speech textbook, *Confidence in Public Speaking* by Paul Nelson and Judy Parson, and complements other communication textbooks such as *Art of Public Speaking* by Stephen E. Lucas. You can purchase the twenty-four program series on classroom-use videocassettes or order the series as a telecourse.

#### Introduction to Public Speaking

**I**n the introductory lesson, Hubert Brown and his co-host discuss and demonstrate the role that public speaking plays in a wide variety of occupations, from police officer to physician, and how public speaking skills can empower both individuals and communities.

30 minutes, order 5-4748

#### Ethics

**T**he ethical responsibilities of both the speaker and the listener are addressed in this video program.

30 minutes, order 5-4749

#### Student Speeches

**I**n this lesson, four student speeches are analyzed and critiqued for organization, content and delivery.

30 minutes, order 5-4750

#### The First Speech

**T**his video program explores the challenges confronting the first-time speaker.

30 minutes, order 5-4751

#### Anxiety

**T**he most troublesome topic in public communication—*anxiety*—is explored in depth and suggestions are offered for turning nervous tension into positive energy.

30 minutes, order 5-4752

#### Listening

**A**cknowledging the difference between hearing and listening, this program focuses on the importance of active listening. Special insights on the process of listening are provided by a hearing-impaired speaker, a physician, and a TV news reporter, among others.

30 minutes, order 5-4753

#### The Audience

**T**he single most important concept in successful public speaking is understanding the audience and using this knowledge in preparing a speech.

30 minutes, order 5-4754





### Learning Resources

#### *The Speaker*

The focus of this program is on how a speaker can establish ethical proof and credibility. Excerpts from speeches by Richard Nixon, Robert Kennedy, Ellen Goodman, Mister Rogers, and others are analyzed.

30 minutes, order 5-4755

#### *Selecting a Topic*

Second only to anxiety, selecting a topic is the biggest problem for the novice public speaker. This lesson explores strategies for finding a topic that fits the occasion, the audience and the speaker.

30 minutes, order 5-4756

#### *Finding Information*

This program focuses on the wealth of information available in preparing a speech and how to access it. Sources of information can be as varied as acquaintances, topic experts, the library and the Internet.

30 minutes, order 5-4757

#### *Organizing and Outlining*

The importance of organization and outlining to enhance a speaker's credibility and aid audience understanding forms the core of this program. Several professors in the field of speech communication offer their insights on patterns of organization and outline procedures.

30 minutes, order 5-4758

#### *Critical Thinking*

Probably the most important skill students can develop—critical thinking—affects their ability to make choices about their beliefs and actions. This video provides an overview of many aspects of critical thinking.

30 minutes, order 5-4759

#### *Introductions and Conclusions*

A good introduction makes an audience want to listen to a speech, while a good conclusion makes a lasting impression. In this video the functions of introductions and conclusions are illustrated with excerpts from speeches by John F. Kennedy, Gloria Steinem, Henry Cisneros, Elie Weisel, and others.

30 minutes, order 5-4760

#### *Language*

In this lesson, the presenters emphasize the importance of appropriate language choices in public speaking and that many words and phrases mean different things to different people. Excerpts from speeches by Bob Dole and Pat Buchanan, among others, are analyzed for language choices.

30 minutes, order 5-4761

#### *Delivery*

Your class will have the opportunity to analyze and evaluate the delivery styles of a variety of speakers as the students strive to determine what works best for them. The four modes of delivery—manuscript, memorized, impromptu and extemporaneous—are demonstrated as the hosts comment on the merits and disadvantages of each. Many nonverbal aspects are also shown and discussed.

30 minutes, order 5-4762

#### *Presentational Aids*

This program advises that presentational aids can help make complex concepts easier to understand, reinforce learning, add variety and make a speech memorable. Host Hubert Brown and his guest co-host describe and illustrate a variety of presentational aids, discuss the factors to be considered in choosing them and make suggestions for using an aid properly.

30 minutes, order 5-4763

#### *Critiquing Public Speeches*

The process of giving and receiving constructive criticism is addressed in this program. Various speeches by politicians, students and community leaders are analyzed and critiqued for organization, delivery, content and ethical standards.

30 minutes, order 5-4764

#### *Informative Speaking: Strategies*

The program explores informative speaking and provides the five learning principles that guide development and delivery.

30 minutes, order 5-4765

#### *Informative Speaking: Organization*

The variety of organizational patterns, and how to choose the best pattern, are discussed in this program. Excerpts from student speeches, community presentations, and business seminars are used to illustrate key concepts.

30 minutes, order 5-4766

#### *Persuasive Speaking: Strategies*

What makes a persuasive message more effective? How can we distinguish valid arguments from groundless ones? This program discusses and illustrates extrinsic and intrinsic proofs. Excerpts of speeches by JFK, Gloria Steinem and FDR are analyzed.

30 minutes, order 5-4767



## Learning Resources

### **Persuasive Speaking: Organization**

The focus here is on arguments, evidence, and organizational patterns for persuasive speeches. Excerpts from a commencement address by the late Barbara Jordon are analyzed, and interviews with community leaders and activists such as Margarethe Cammermeyer, expand upon the key concepts. 30 minutes, order 5-4768

### **Small Group Communications**

In this video, the focus is on group climate and communication. Business leaders and speech professors describe the important role that small groups play in the business world today and detail ways to improve communication skills for successful teamwork. Conflict, leadership, group norms and roles are also addressed. 30 minutes, order 5-4769

### **Special Occasion Speeches**

The many types of special occasion speeches—after-dinner, graduation, welcome, farewell, etc.—are addressed in this program. Suggestions are made for how to develop and deliver an effective special occasion speech. 30 minutes, order 5-4770

### **Summary**

This video offers students the opportunity to review important concepts, to reflect on their own presentations, and to consider the role that public speaking will continue to play in their work, their social relationships, and their community activities. 30 minutes, order 5-4471  
Ages 16 to Adult  
minutes, order 5-47480-IN

### **Stress Management: A Practical Approach**

Technology helps us get our jobs done but also brings us new types of stressful situations. So much information comes at us from all sides that it is easy to feel overloaded. And if we're not organized it's even worse.

Stressful situations come in all shapes and sizes. We react differently to them at different times. And we are striving for greater productivity and are often working longer hours than we once did.

Here are ways to deal effectively with the new stress that technology has brought into the workplace. You will see specific methods of coping using real-life examples employees will find familiar.

By following these suggestions, viewers will learn to make positive choices for themselves that will result in greater personal satisfaction and productivity.

Adult  
18 minutes, order 1-9118-IN

### **Substance Abuse: A Management Intervention Program**

Firing costs money. This program presents a four step intervention program that calls for managers to manage, not become expert in counselling. Techniques will become basic business skills.

*"We use this program for two purposes: as a training tool for managers, referral agents and shop stewards; and for educating employees as to the worth of EAP. We get positive comments from managers, and the employees are more comfortable with EAP after seeing the film."* Don Allison, EAP Coordinator, Fraser Inc., Atholville, NB  
Adult  
17 minutes, order 1-9723-IN

### **Substance Abuse: Reasonable Suspicion**

Substance abuse by employees has a negative effect on motivation, productivity and employee morale and presents legal risks for employers.

Early intervention is essential to limit potential damage to your company. In this program, a certified substance abuse expert defines the major drug categories and their specific effects; ex-substance abusers reveal their methods of hiding their habits; and techniques for confronting a troubled employee are shown.

Adult  
16 minutes, order 1-8963-IN

### **Teamwork: Achieving Success**

There are numerous benefits to be gained from working on a team versus working individually to achieve goals.

This program describes the positive results of effective teamwork, including increased participation, empowerment of the members to make decisions, a greater sense of involvement and achievement, improved product quality, and higher customer satisfaction.

Viewers will also learn ten important factors that help the individual to become an effective team member, including establishing clearly-defined roles, communicating well, showing respect and support for fellow team members, and being flexible.

Adult  
11 minutes, order 1-9119-IN

### **The Truesteel Affair**

A dramatic look at an Aethical dilemma faced by an engineer whose loyalties to family & employer obscure professional judgment resulting in losses, legal repercussions and diminished reputation. An Atlantis Film. A Canadian Film, an American Film Festival winner.

Ages 15 to 18, Post Secondary - Introductory, Adult, Professional  
25 minutes, order 9-5500-IN



### Learning Resources

#### A Videoguide To (Dis)ability Awareness

Explores the impact of personal attitudes and public awareness on the goals of The Americans with Disabilities Act. Helpful suggestions and personal insights are offered through interviews with people who have disabilities and their supervisors. Suitable for supervisory training and sensitivity awareness, this program distinguishes myth from fact and dispels many widely held misconceptions about people with disabilities. Opens and closes with U.S. President Bill Clinton.

Adult  
25 minutes, order 1-8659-IN

#### Working Now

Employers looking for guidance on complying with the Americans with Disabilities Act (ADA) will appreciate this enlightening program which explains the benefits of working with individuals who have disabilities, what adjustments are needed to enable these workers to reach their full potential and how to navigate the interview process smoothly.

According to recent study, two thirds of all Americans with disabilities aren't working. The ADA was adopted earlier this year in an effort to reduce this unfortunate and unnecessary statistic.

This program, geared for employers, challenged workers and their colleagues, focuses on Title I of the ADA which outlaws discrimination against people with disabilities in hiring, compensation or advancement.

Spotlighting a variety of multi-ethnic workers and their supervisors in various work settings, the program provides sensitive and personal perspectives on accepting and developing one of our nation's largest untapped labour pools. Produced by Peregrine Productions.

#### Key points

- \* Provides guidance for human resource professionals responsible for implementing the ADA.

- \* Points out that workers with disabilities are valuable individuals, who like others are motivated when given a chance to succeed.

- \* Demonstrates the effectiveness of these employees and dispels myths about their job performance capabilities.

Adult  
28 minutes, order 1-8643-IN

#### Workplace Stress

Studies show that stress causes accidents, injuries, thousands of hours of lost time and millions of dollars in worker's compensation claims and medical costs each year.

This program enables viewers to recognize stress causing situations and eliminate them. Outlining the ways that stress affects a person's mind and body, the presentation shows employees how to recognize the symptoms of stress in themselves and others and provides them with simple stress relieving techniques.

Making a distinction between positive and negative stress the program points out that the physical changes associated with positive stress are short lived and can actually help people meet challenges, while negative stress prevents natural relaxation and makes the body unable to recharge itself.

Adult  
15 minutes, order 1-8528-IN

#### Workplace Violence: When The Shooting Starts

Workplace violence has become an all-too-common occurrence in today's society. All employees should be aware of its warning signs and should receive training on how to respond to violent incidents.

This video addresses violence in the workplace, particularly the violence of handgun assaults. It suggests methods of screening prospective employees, details signs of possible violent behavior, and illustrates survival skills in the event of an armed assault.

A very practical program for increasing employee awareness and minimizing or preventing violence in the workplace.

Professional  
22 minutes, order 1-8807-IN

This listing is correct as of Friday January 5, 2001 but is subject to change without notice. If this listing appears to be out of date, please contact us for up-to-date pricing and availability. This is Subject Nbr 14. For a brief master list of all available subjects, request document number 800. For an ORDER FORM, request document number 801

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