

## 5. Implementing Training

Valuing People - Program 4 told you what - this one tells you how. It gives a digestible account of an important process. It proceeds from a systematic account of the phases of learning and the main ways in which individuals learn, to a 'feet-firmly-on-the-ground' treatment of how managers can recognise learning opportunities and exploit them. The variety of methods of delivering the learning is then comprehensively reviewed - the tried and trusted and the increasingly fashionable. It answers the questions: who, how, where and when? British Steel and Brathay Hall make illustrative inputs. The final summary is a hamper of good insights to be used to initiate, refresh or update managers at all levels. *DVD 22 mins.*



## 6. Communication

'Let's just put it down to a failure of communications.' How many disasters does that describe? It is a truism that communication is at the heart of any successful management. This program examines the implications - for the nature of the communication process itself and for the message. Nissan, McDonald's and Brathay Hall case studies offer insights into skills and methods. *DVD 27 mins.*



## 7. Coaching and Counselling

Managers today play more of an enabling role than did their predecessors, which makes it most desirable that their toolbags contain coaching and counselling skills. This program provides a valuable introduction to these skills and demonstrates how they may be acquired and put to use. The companies featured offer enthusiastic help in many facets; structured and unstructured: a specific application or a way of life; from the standpoint of the counsellor and from that of the counselled. Any manager who wants to be able to help an employee work through a problem (or merely to grow and develop) will find this program of much use. *DVD 15 mins.*



## 8. Culture

The aim of this program is to give managers an awareness of the nature and importance of culture. Tom Kilcourse, formerly of GEC Dunchurch Staff College, delivers a characteristically vigorous account, with some memorable images. Nissan describe how and what they do, offering tremendous insights. Alan Dale surveys the classic theories and practices and manages to make it both delightful and stimulating. McDonald's clearly and simply explain the culture they are establishing. This is a fascinating program and vital for any manager wishing to understand better the cultural parameters of relevance to the management of change. *DVD 28 mins.*



## 9. Introduction to Assertiveness Training

Here is a timely and effective account of what assertiveness is and what it is not. It makes clear how assertiveness training is relevant to any organisation and the considerable benefits associated with it. The delivery of the message is clear, purposeful and in parts, quite brilliant. The section on body language is a 'must'. Practical and down to earth throughout, the manager chasing that exclusive 5% improvement, whether individually or group-wise, will find this program a very useful and enjoyable aid. *DVD 28 mins.*

