

## Personnel Management

### ABC 20/20 SERIES

For descriptions see individual titles:

SEXUAL HARASSMENT: HOW FAR IS TOO FAR? [BC0375]

### THE ABILENE PARADOX

28 min; color; c,a

1/2" VHS **BC0419,VH**

Presents the "Abilene Paradox," which explains how groups often make unsatisfactory decisions. Illustrates with short vignettes why people are afraid to discuss their true opinions, preferring to go along with what they believe the group thinks, and suggests that poor communication is often at fault. Claims that the inability to manage agreement is just as destructive as the inability to manage conflict. (AMACOM;CRM;c1974)

Decision-making; Personnel management

### AGE NO PROBLEM

50 min; color; c,a

1/2" VHS **CC6277,VH**

Highlights Vita Needle, a medical manufacturing company in Massachusetts that only employs the elderly and allows them to work there as long as they are able. Illustrates how these employees gain confidence and independence through feeling useful. Interviews and follows several of the employees, ranging in age from 70's to 89, through a typical day. Interviews president Fred Hartman, who says that after the company went through some economic problems he began hiring elderly people who had been laid off from their jobs; because of their loyalty and dedication, he now hires only the elderly. Suggests this as a useful strategy as the population ages. (FILMK;c2002)

Aged; Personnel management; Work

### AMERICANS WITH DISABILITIES ACT: NEW ACCESS TO THE WORKPLACE

40 min; color; c,a

1/2" VHS **EC2566,VH**

Explains the Americans with Disabilities Act, signed into law in 1990, which bans discrimination against disabled individuals by private-sector employers. Shows how the law will affect employers and outlines steps required to implement it within an organization. Dispels myths about people with disabilities and shows how they can benefit businesses. *Closed Captioned.* (MTI;c1991)

Handicapped; Law; Personnel management

### THE ARK SERIES

#### SURVIVAL OF THE FITTEST

59 min; color; c,a

1/2" VHS **BC0433,VH**

Profiles current management changes at the London Zoo, known as the Ark. Presents the Zoo's philosophy, history since its inception in 1826, and current financial problems. Relates strategies devised by an outside entertainment management team to make the Zoo self-supporting: refocusing on money-making popular exhibits and cutting the staff of animal handlers by one-third. Centers on the animal handlers, examining their personal perspectives on their jobs, the effect of new management changes, and the necessity to interview to keep their jobs. Points out that the management consulting team wants handlers who are ambitious and display leadership qualities, and follows several handlers, some of whom achieve their goals of higher positions while others, hoping for early retirement or continuation in their present positions, are let go. Concludes with the announcement that 1,300 animals must be dispersed to other collections. (DINEEMO;RTOPICT;ICAR;c1993)

Management; Zoos

### NATURAL SELECTION

59 min; color; c,a

1/2" VHS **BC0434,VH**

Presents the second part of a series on the reorganization of the London Zoo, known as the Ark, focussing on the procedure of selecting which animals will stay and which will be dispersed to other zoos. Points out that the earlier downsizing of the staff caused them to be overwhelmed by the selection procedure and exacerbated a disagreement between the staff and the management over whether the chimpanzees or the orangutans should be retained. Interviews the handler of birds of prey, a famous ornithologist, about the dispersal of the world-renowned collection and his early retirement. Documents an acrimonious meeting of the Fellows of the London Zoological Society, who have ultimate authority over the Zoo, as they debate policy and attribute blame. Counterpoints the difficult move of a skittish elephant with the news that a panda will soon be added to the collection as a mass draw for the public. Uses interviews, voice-over narration, and documentary footage. (DINEEMO;RTOPICT;ICAR;c1993)

Management; Zoos

### THE POLITICAL ANIMAL

60 min; color; c,a

1/2" VHS **BC0435,VH**

Contrasts the negotiating and media hype surrounding the arrival of a popular panda exhibit with the deteriorating structural condition of the aquarium under the Mappin Terraces, a formerly renowned attraction at the London Zoo, better known as the Ark. Suggests this as an analogy to the managerial decision to change the focus of the Zoo from research to commercial concerns. Covers initial efforts by the staff to force out the management, which is seen by them as responsible for the fiscal troubles of the Ark, by appealing to the group with ultimate authority over the Zoo, the Fellows of the London Zoological Society. Uses documentary footage, interviews, and voice-over narration. (DINEEMO;RTOPICT;ICAR;c1993)

Management; Zoos

### TOOTH AND CLAW

60 min; color; c,a

1/2" VHS **BC0436,VH**

Profiles difficulties between the staff and the management of the London Zoo, also known as the Ark, which resulted from serious financial troubles. Parallels the intense political fight over the best philosophy to follow to ensure the survival of the zoo with the story of a very small koala bear's fight for survival against acute illness. Explains how the staff, who perceive a need to promote a program of captive breeding and research, want to oust the new management, who perceive a need to attract visitors who will bring operating capital to a commercial venture. Points out the lack of information at the management level, as the Director waits to be told whether or not he will be removed from his post. Uses voice-over narration, documentary footage, and interviews. (DINEEMO;RTOPICT;ICAR;c1993)

Management; Zoos

### AVOIDING THE 10 MOST COMMONLY MADE BUSINESS FAUX PAS

33 min; color; c,a

1/2" VHS **BC0376,VH**

Details business etiquette for students going through the interview process, as well as for those who are actually entering the business world, through a question and answer session with a college audience. Covers a Rule of Twelve which deals with first impressions in interviews. Reviews the ten most common business mistakes committed, and reveals how people can avoid them. (ATEASI;c1989)

Etiquette; Job interviews

## Personnel Management

### BOEING REINVENTS THE AIRPLANE

37 min; color; c,a

1/2" VHS **BC0424,VH**

The View from the Top: Managing Change in the Global Marketplace Series - Hedrick Smith speaks with Philip M. Condit, president the Boeing Company, who introduced the Boeing 777, an example of American ingenuity and a product of "teaming," an approach integrating people and functions that once operated in isolation. Because of the keen competition, particularly from Airbus Industries, Boeing had to come up with new designs and engineering methods. (FFHS;c1994)

Airplanes; Business; Personnel management

### BRAIN POWER

12 min; color; j,h,c,a

1/2" VHS **BC0265,VH**

Explains how to get the most out of business meetings the old fashioned way—by using brain power. Focuses on how thinking skills can be developed, enabling a constructive interchange of human minds and not "an exercise in stupidity." Features John Houseman and based on the book by Karl Albrecht. (LCA;c1982)

Motivation; Personnel management

### BUSINESS ETHICS II SERIES

Designed to help managers at all levels within an organization develop the skills needed to effectively identify and deal with ethical dilemmas. Both programs use dramatic vignettes and commentary by Barbara Ley Toffler of the Harvard Business School.

#### BUSINESS ETHICS II: WE WERE JUST FOLLOWING ORDERS

15 min; color; c,a

1/2" VHS **BC0358,VH**

Addresses the ethical problems employees at all levels face when it's necessary to provide quality products or services under pressure to "get the job done." Explores reconciling personal standards with company expectations. Emphasizes the responsibility of organizations to create a work environment that clearly explains their company code of ethics and that allows employees the leeway to make tough ethical decisions while preserving integrity. (WGBHTV;MTI;c1989)

Business ethics; Philosophy (CPI)

#### BUSINESS ETHICS II: WHAT ARE FRIENDS FOR?

15 min; color; c,a

1/2" VHS **BC0359,VH**

Explores what happens to the normal functioning of an organization when the ethics of personal relationships and those of business collide. Discusses the obligations, expectations, and constraints of organizational relationships and how personal friendships can influence the success of a company. (WGBHTV;MTI;c1989)

Business ethics; Philosophy (CPI)

### THE BUSINESS OF PARADIGMS

40 min; color; h,c,a

1/2" VHS **BC0378,VH**

Discovering the Future Series - Discusses the concept of organizational change in terms of paradigms and focuses on the need to overcome resistance to change or "paradigm paralysis." Explains a paradigm as an established pattern or model that acts as a filter to screen incoming experience. Discusses how people resist change by ignoring or deflecting data that does not fit a current paradigm. Uses examples from Japanese business, such as zero defect production and participatory management, to emphasize that when there is a paradigm shift everyone goes back to zero and past success guarantees nothing. Points out the necessity for personal and organizational change and suggests ways to be more open to innovation. Features Joel Barker. *Second Edition.* (CHARTHL;c1989)

Creative ability; Personnel management

### BUY-OUT

28 min; color; h,c,a

1/2" VHS **BC0277,VH**

Enterprise II Series - Demonstrates the problems faced by the workers and managers of the Hyatt Clark Industries of New Jersey when they bought the unprofitable business from General Motors. Explains the trouble they experienced trying to overcome a recession and trying to reorganize an autocratic firm into a participatory one. Explores some of the reasons behind management's distrust of labor and vice versa. Shows the two groups eventually coming to an agreement and working together to save the company. (WGBHTV;MTI;c1983)

Industrial relations; Labor and laboring classes; Labor economics; Management

### CASE STUDY SERIES

*For descriptions see individual titles:*

CONFLICT ON THE LINE—A CASE STUDY  
[BC0228]

### A CEO GOES BACK TO THE CLASSROOM

33 min; color; c,a

1/2" VHS **BC0430,VH**

The View from the Top: Managing Change in the Global Marketplace Series - An interview with Robert W. Galvin, Chairman of the Executive Committee of the board, Motorola, and one of the earliest advocates of continuing professional education. Under his leadership, Motorola launched a successful and extensive employee training program which earned the company the Baldrige Award, the Oscar of quality performance in the industrial world. (SMITHEP;FFHS;c1994)

Adult education; Business; Personnel management

### CHAMPIONS OF DIVERSITY

30 min; color; c,a

1/2" VHS **CC4263,VH**

Valuing Diversity Series - Documents changing demographics in the labor pool and marketplace and the benefits of diversity. Emphasizes the personal growth involved in valuing diversity. Senior executives share why they are "champions of diversity" and how they change their own behavior and lead their organizations in change. (COPGRI;c1990)

Ethnic groups; Personnel management; Prejudices and antipathies

### CHANGING NATURE OF WORK SERIES

NURSE [EC2781]

### COMMUNICATING NON-DEFENSIVELY: DON'T TAKE IT PERSONALLY

25 min; color; h,c,a

1/2" VHS **EC1977,VH**

Defines defensive communication, explains when and why defensive communication is likely to take place, and presents a step-by-step plan of counteraction. Details the attitudes and behavior necessary to cultivate nondefensive communication. Covers how to give and receive criticism and discusses ways to create a supportive, productive, and nonthreatening environment. (CRM;MCGH;c1982)

Communication; Personnel management

### COMMUNICATION: BARRIERS AND PATHWAYS

17 min; color; c,a

1/2" VHS **EC1859,VH**

Analyzes each person's culpability in the communication process and shows how pathways to better communication can be opened. Observes such communication problems as office distractions, interruption, lack of organization, misperceptions, and failure to listen. Demonstrates the value of feedback and the effects of nonverbal communication by presenting an office problem from three viewpoints—what really happened, and what both parties perceived to have happened. (PARMC;AIMS;c1979)

Communication; Personnel management

## Personnel Management

### CONDUCTING A PERFORMANCE APPRAISAL

13 min; color; c,a

1/2" VHS **BC0255,VH**

Management Basics in Action Series - Dramatizes a performance appraisal to analyze and reinforce how to conduct a proper appraisal for the benefit of both the employee and the employer. Focuses on task review, employee strengths, developmental needs, and scheduled follow-ups. Emphasizes the importance of documentation and paying attention to the employee's point of view. (MTI;c1985)

Personnel management

### CONDUCTING A SALARY DISCUSSION

10 min; color; c,a

1/2" VHS **BC0272,VH**

Management Basics in Action Series - Explains how proper documentation of an employee's performance gauged against the job description can take salary discussions beyond "why not?" to "what can I do to get more next time?" Expresses the importance of raises from both an economical and psychological standpoint and how most employees consider raises the ultimate measure of their worth to an organization. (MTI;c1985)

Personnel management

### CONDUCTING A TERMINATION

8 min; color; c,a

1/2" VHS **BC0256,VH**

Management Basics in Action Series - Presents important steps and considerations for a manager conducting a termination. Uses an on-screen narrator to introduce the situation and enumerate the key points. Dramatizes a situation in which a manager terminates an employee. Returns to narrator who discusses the preceding episode with reference to the steps he pointed out at beginning. Gives reasons for the smoothness of the difficult encounter. (MTI;c1985)

Personnel management

### CONFLICT ON THE LINE--A CASE STUDY

16 min; color; c,a

1/2" VHS **BC0228,VH**

Case Study Series - Dramatizes an open-ended case study of a manager's mishandling of conflict between two valued employees. Portrays the manager's errors as failure to provide and obtain adequate information, and failure to provide his employees with a means to resolve their disagreements. Concludes with the two employees engaged in an emotional, name-calling argument on the line. (CRM;MCGH;c1982)

Personnel management

### CONSTRUCTIVE CRITICISM: HOW TO BUILD BETTER PERFORMANCE

18 min; color; c,a

1/2" VHS **BC0398,VH**

Emphasizes the importance of criticism and its positive impact on employees' development and productivity, while discouraging excessive or overly negative approaches. Shows ways to open up lines of communication and encourage feedback, to motivate employees, to target obstacles and develop strengths, to assess performance objectively, to set realistic goals, and to take the negative sting out of criticism. (BURBUPR;MORNINP;MTI;c1988)

Communication; Personnel management

### COURAGEOUS FOLLOWERS, COURAGEOUS LEADERS

21 min; color; c,a

1/2" VHS **BC0438,VH**

The New Directions series - One of a series of training videos for dealing with change in the workplace, highlights the relationships between bosses and workers. Based on the book *The Courageous Follower* by Ira Chaleff, looks at the changing roles of leaders and followers in an organization no longer adhering to the traditional top-down leadership. Suggests that it takes courage to change roles and discusses four areas where it is necessary. Begins with the courage to serve and to assume responsibility; both are means to help build credibility with the leader. Follows with the courage to challenge, which should be done only after careful preparation and with tact. Concludes with the courage to leave when all other avenues to resolve conflict have been exhausted. (CRM;c1996)

Personnel management; Social change; Work

### THE CREATIVE SPIRIT AT WORK

59 min; color; c,a

1/2" VHS **RC1562,VH**

Creative Spirit Series - Looks at creativity in the global workplace, visiting companies in Europe, the U.S. and Japan to learn how businesses are using innovative programs to enhance the creative output of their people. Unusual architecture, meditation, an outdoor obstacle course and lack of a managerial hierarchy are some of the successful programs in use today. (PERLMAL;HIGHBRI;c1991)

Creative ability; Personnel management

### CREATIVE SPIRIT SERIES

Looks at creativity--how art, ideas, and inventions happen. Each program blends animation, cartoons, humorous celebrity sketches, original music and vivid location shooting to capture the emerging spirit of innovation and creativity. Through observations of creative people and places, indicates that creative solutions to problems begin with basic human qualities: passion, persistence, vision, caring and trust.

THE CREATIVE SPIRIT AT WORK [RC1562]

### CRITICAL CONDITION SERIES

MANAGING CARE, MANAGING DOLLARS  
[HC1692]

### CRITICAL EDGE: CRITICIZE UP AND DOWN

22 min; color; c,a

1/2" VHS **BC0383,VH**

Critical Edge Series - Demonstrates the importance of constructive criticism as a tool for positive change and outlines appropriate techniques for both managers and employees. Shows, through dramatization, the negative effects of harsh criticism or no criticism at all. Stresses that direct, positive criticism with a plan for improvement increases trust and enhances productivity. Gives basic guidelines for implementing improvement-oriented criticism. (MTI;c1990)

Personnel management

### CRITICAL EDGE: PERFORMANCE APPRAISAL

28 min; color; c,a

1/2" VHS **BC0384,VH**

Critical Edge Series - Focuses on how performance appraisal can be used to motivate employees and improve production. Shows how negative feelings usually associated with performance appraisals can be turned into positive experiences. Uses vignettes that dramatize office and warehouse situations which are then evaluated for strengths and weaknesses. Reviews the five phases of the Performance Appraisal and the responsibilities for both the employee and the supervisor. (MARKSJO;MTI;c1990)

Personnel management

## Personnel Management

### CRITICAL EDGE SERIES

For descriptions see individual titles:

CRITICAL EDGE: CRITICIZE UP AND DOWN  
[BC0383]

CRITICAL EDGE: PERFORMANCE APPRAISAL  
[BC0384]

### CROSSTALK AT WORK PART 1 & 2

100 min; color; c,a

1/2" VHS **CC6525,VH**

Part 1: Performance Appraising Across Cultures; Part 2: Recruitment Interviewing Across Cultures. Examines how different cultures communicate differently, and how that affects business and performance reviews. Specifically focuses on formal interviews and offers advice on how to communicate more effectively in that context, as well as how to be sensitive to cultural assumptions. Based on interviews in a London Transport recruitment office and Asian Resource Centre involving applicants and employees of Chinese or Korean origin. (FFHS)

Culture conflict; Job interviews; Personnel management

### CUSTOMER SERVICE: IT PAYS TO PLEASE

19 min; color; h,c,a

1/2" VHS **BC0316,VH**

Emphasizes the importance of good customer relations and dramatizes some common mistakes that customer service representatives make when dealing with people in person and over the telephone. Illustrates how to create a good business relationship with a customer, convey a sense of competence and helpfulness, handle customer complaints, and use the telephone effectively. (AIMS; c1985)

Personnel management

### A DANGEROUS BUSINESS

60 min; color; c,a

1/2" VHS **CC6460,VH**

Reveals the blatant workplace abuse that happens within the steel industry. Investigates the deaths of steel workers at a smelting plant owned by the McWane Company, which uses "disciplined management practices" to achieve tremendous profits through increased worker productivity. Interviews former employees, injured workers, and surviving family members. Reviews OSHA investigations and legal challenges to McWane's practices and compares McWane's practices to those of its longtime Birmingham competitor, the American Cast Iron Pipe Co. (ACIPCO). A Frontline production. (PBSV;c2003)

Industrial management; Labor and laboring classes; Safety education; Steel

### DEFINING THE JOB

9 min; color; c,a

1/2" VHS **BC0257,VH**

Management Basics in Action Series - Stresses the need for the employee to know the job performance standards expected of him/her and the set criteria for evaluation.

(MTI;c1985)

Personnel management

### THE DEMING OF AMERICA

57 min; color; c,a

1/2" VHS **BC0397,VH**

Profiles American management expert Dr. W. Edwards Deming, who was instrumental in revitalizing Japanese industry after World War II, leading to their current supremacy in the business world. Interviews 92-year-old Dr. Deming about his ideas for improving quality, dependability and customer satisfaction and provides testimonials from various business leaders regarding the implementation of Total Quality Management in their companies. (PETTYCO;KINETIC;c1991)

Management

### DISCOVERING THE FUTURE SERIES

For descriptions see individual titles:

THE BUSINESS OF PARADIGMS [BC0378]

PARADIGM PIONEERS [BC0414]

THE POWER OF VISION [BC0415]

### DISCUSSING CAREER GOALS

11 min; color; c,a

1/2" VHS **BC0258,VH**

Management Basics in Action Series - Explains how managers can develop a sensitivity for the career climber, provide constructive appraisals, and establish a structured plan for advancement in order to help an employee move ahead in his career. Presents six steps to be considered in discussing career goals with an employee. Suggests ways a manager can steer an employee in the right career direction. (MTI;c1985)

Career guidance; Personnel management

### DOES AMERICA STILL WORK?

56 min; color; h,c,a

1/2" VHS **CC5617,VH**

Frontline Series - Explores the uncertainties faced by U.S. workers as industries continually downsize their workforces and move corporations overseas. Follows two unemployed workers in Milwaukee over a period of five years as they enter training programs, struggle to find other jobs, and provide for their families. Interviews workers, family members, union organizers, labor historians, and industry officials. Discusses the efforts of some Milwaukee industries such as Harley Davidson, Chrysler and Master Lock to reinvest in their communities rather than moving overseas. Concludes with the two workers eventually finding steady and reliable work with Chrysler and Master Lock. *Closed captioned.* (WGBHEF;PBSV;c1996)

Industrial relations; International business; Labor and laboring classes; Work

### DRUG TESTING IN THE WORKPLACE

23 min; color; c,a

1/2" VHS **BC0317,VH**

Points out the importance of drug testing to ensure that all employees are able to work in a safe and secure workplace. Dispels the myths and misconceptions about drug testing, demonstrates urine and blood testing in the lab, and deals with the issues of confidentiality, prevention of tampering, and rehabilitation. Presents one company's policy for drug screening, showing how it goes into effect after an on-the-job accident, and follows the worker who caused the accident through all the interviewing and testing procedures. Stresses that drug testing is not a law enforcement tool but a diagnostic tool designed to help those who need it and to prevent accidents on the job. (AIMS;c1987)

Business ethics; Personnel management; Substance abuse; Philosophy (CPI)

### EMPOWERMENT

24 min; color; c

1/2" VHS **BC0449,VH**

Explores how the concept of empowerment has been implemented in five different companies operating in the U.K. Uses archival footage of mass production lines to establish a brief historical context for the ensuing discussion. Demonstrates the different interpretations of empowerment by filming on location at McDonalds, Land Rover, Harper Collins Publishing, a telephone banking corporation, and a natural foods co-op. Interviews management and staff level employees about such issues as control, decision-making, performance monitoring, team-work, and limitations. Includes narration and short cartoons. (BBC;MEDG;c1995)

Personnel management

### ENTERPRISE I SERIES

For descriptions see individual titles:

FIRED [BC0279]

KYOCERA EXPERIMENT [BC0315]

## Personnel Management

### ENTERPRISE II SERIES

*For descriptions see individual titles:*

BUY-OUT [BC0277]

### EVEN EAGLES NEED A PUSH

23 min; color; h,c,a

1/2" VHS **BC0420,VH**

Presents an essay-style lecture by David McNally, an author of motivational books, on five personal qualities possessed by confident people: self-appreciation, vision, purpose, commitment, and a high value on making a personal contribution. Urges the cultivation of these qualities as a way of succeeding in the current business climate, whose unpredictability is compared to whitewater rafting. Defines and explains the qualities using primarily verbal examples and visual metaphors. (CRM;c1992)

Motivation; Personnel management

### EXCELLENCE IN THE PUBLIC SECTOR

60 min; color; c,a

1/2" VHS **BC0361,VH**

Reveals that the management revolution is not confined to private business but that it is sweeping the public sector as well. Focuses on five model organizations to examine the management techniques that help them cut costs, improve competitiveness, and increase productivity.

Features the Naval Aviation Depot, Alameda, CA; Dept. of Juvenile Justice, New York City; City of Phoenix, AZ; National Theatre Workshop of the Handicapped, New York City; and Ochoco National Forest, OR. Hosted by Tom Peters. (SANMAP;PBSV;c1989)

Management

### FEEDBACK: GIVING CONSTRUCTIVE CRITICISM

19 min; color; c,a

1/2" VHS **BC0451,VH**

Offers solid information on building trust, boosting morale and increasing productivity through constructive criticism. (AMA;CRM;c1986)

Communication; Personnel management

### FINDING FOCUS: RESPONDING TO ORGANIZATIONAL CHANGE

28 min; color; c,a

1/2" VHS **BC0352,VH**

Depicts change and restructuring as inevitable realities of business that require skill in managing. Calls for managers to ensure that employees perceive change as beneficial and not as disruptive or counterproductive. Identifies the need for managers to develop a focused, goal-oriented strategy for dealing with issues that arise when change occurs. Uses dramatic vignettes to demonstrate the need to confront change directly and positively. (WGBHTV;MTI;c1988)

Management; Personnel management

### FIRED

29 min; color; h,c,a

1/2" VHS **BC0279,VH**

Enterprise I Series - Documents the true story of a fired, 44-year-old former vice-president of a large packaged-goods firm who is trying to regroup and find a new job. Describes the special problem unemployed executives face and the responsibilities of corporations as they make personnel changes. Profiles an executive outplacement firm that attempts to find jobs for their clients and also helps the person determine a protocol which could include self-exploration exercises, fitness training, confidence building, even suggestions for clothing and hairstyle changes. (WGBHTV;MTI;c1983)

Business; Career guidance; Personnel management

### FISH!

17 min; color; c,a

1/2" VHS **BC0455,VH**

Interviews employees at a Seattle Pike Place Market fish stand to demonstrate the FISH! philosophy of work, showing how play can be incorporated in work and emphasizing the importance of attitude. Advises on how to interact with reluctant customers. (CRM)

Motivation; Personnel management; Salesmanship

### FOR ALL PRACTICAL PURPOSES: INTRODUCTION TO CONTEMPORARY MATHEMATICS SERIES

Each program incorporates innovative techniques, such as computer-generated graphics, to present the dynamics of mathematical processes, enabling viewers to see quantities and dimensions progressively changing through time. *For descriptions see individual titles.*

MANAGEMENT SCIENCE (1)-OVERVIEW [IC0845]

### THE FOURWINDS MARINA--A CASE STUDY

24 min; color; c,a

1/2" VHS **BC0177,VH**

Details the issues and problems of management strategy involved in the operation of a large inland lake marina as presented in *A Case Study: Fourwinds Marina*.

Combines location footage at the marina with interviews by the case study authors as they talk with the marina's owner-developer, the present marina general manager, and a management professor who is also a marina customer. Discusses such management problems as unplanned involvement of developers in the operation of the marina, unanticipated rapid growth rate, insufficient expansion capital, and inattention to customer satisfaction in a service industry. (INUAVC;INUISS;p1976)

Business; Management

### FRONTLINE COMMITMENT

23 min; color; c,a

1/2" VHS **BC0386,VH**

Quality Service Series - Encourages frontline employees to develop skills that are effective in providing service that is good from a customer's point of view. Uses a fictional situation in which frontline personnel handle challenging customer situations that result from a computer software problem. Reviews the situation using five key principles that emphasize skills which effectively meet customer loyalty and develop overall improved customer relations. (WGBHTV;MTI;c1990)

Job advancement; Office practice; Personnel management

### FRONTLINE SERIES

Probes into the heart of the issues behind the headlines, investigating a wide variety of topics from international affairs to domestic news and current trends. Produced by the Documentary Consortium of public television stations (KCTS Seattle, WGBH Boston, WNET New York, WPBT Miami, WTVS Detroit). *For descriptions see individual titles:*

DOES AMERICA STILL WORK? [CC5617]

YOU ARE IN THE COMPUTER [CC3767]

### GAY ISSUES IN THE WORKPLACE

25 min; color; c,a

1/2" VHS **CC4748,VH**

Introduces the problems and prejudices facing homosexuals in the workplace. Interviews people who have come out and those who have not come out about their personal experiences. Observes educator Brian McNaught as he conducts a seminar on homophobia. Brings out important issues such as non-discrimination policies, benefits packages for gay partners, and other equality topics. (MCNAUGB;ROBINR;TRBPRO;c1993)

Business ethics; Homosexuality; Personnel management; Prejudices and antipathies

## Personnel Management

### GETTING A POSITIVE RESPONSE IN EACH OF THE SEVEN INTERVIEW PHASES

21 min; color; c,a

DVD

**EC3073,DV**

Getting the Job You Really Want series - Based on the best-selling book by Michael Farr, this eighth part of the ten-part series identifies the seven stages of the interview as 1) Before the interview; 2) Opening moves; 3) The interview itself; 4) Closing the interview; 5) Following up; 6) Negotiating salary; 7) Making a decision. Emphasizes the importance of appearance, dependability, and skills when presenting yourself to a potential employer. Illustrates the stages with interviews with employers and job seekers as they discuss their perspectives on the interview process. (JISTPUB;c2005)

Career guidance; Job interviews

### GETTING THE JOB YOU REALLY WANT SERIES

GETTING A POSITIVE RESPONSE IN EACH OF THE SEVEN INTERVIEW PHASES [EC3073]

### GIVING POSITIVE FEEDBACK

7 min; color; h,c,a

1/2" VHS

**BC0259,VH**

Management Basics in Action Series - Demonstrates some simple techniques managers can use to give employees positive feedback. Expresses the importance of feedback to both manager and employee. Shows how positive feedback helps managers keep their best employees, shows a sense of personal concern for those feeling underappreciated, and brings out the best in everyone. (MTI;c1985)

Personnel management

### GREATEST MANAGEMENT PRINCIPLES IN THE WORLD: THE BASICS

13 min; color; h,c,a

1/2" VHS

**BC0302,VH**

Focuses on the proper relationship between performance and reward as author/narrator Michael LeBoeuf presents his ten "Greatest Management Principles in the World" designed to encourage desirable behavior in employees. Contains extensive animation, interesting anecdotes, and mild humor to illustrate each point. (MTI;c1985)

Management; Personnel management

### GREATEST MANAGEMENT PRINCIPLES IN THE WORLD: THE STRATEGIES

55 min; color; h,c,a

1/2" VHS

**BC0252,VH**

Illustrates author/narrator Michael LeBoeuf's ten reward strategies to achieve organizational excellence. Contains computer animation, anecdotes, parables, and real world examples to show how to encourage a spirit of entrepreneurship among employees, how to boost productivity, and how to promote teamwork and cooperation. (MTI;c1986)

Management; Personnel management

### GRIEVANCE

30 min; b&w; h,c,a

1/2" VHS

**CB0848,VH**

Labour in Canada Series - Presents a hypothetical case to show the methods by which legitimate employee grievances can be settled. Describes the steps in the process as a factory worker is transferred to another job for refusing to work on a truck cab that he claims is too hot. Follows the procedure from the initial filing of the grievance form to the selection of an arbitrator by union and management officials who make a critical assessment of the facts and arrive at a decision. (NFBC;NLA;c1954)

Labor and laboring classes; Personnel management; Trade-unions

### HANDLING PERSONAL PROBLEMS

10 min; color; c,a

1/2" VHS

**BC0260,VH**

Management Basics in Action Series - Outlines steps managers can take to help identify an employee's problem and help guide the worker to the appropriate resource either from professionals within the organization or outside of it. Describes how drinking, drugs, home life, and financial problems can adversely affect an employee's job performance and how a manager might cope with the situation. Uses a narrator and a dramatized incident to emphasize the strategy a manager should follow. (MTI;c1985)

Personnel management

### HARVARD BUSINESS REVIEW VIDEO SERIES

*For descriptions see individual titles:*

MANAGERS CAN AVOID WASTING TIME [BC0253]

THE MANAGER'S JOB: FOLKLORE AND FACT

[BC0321]

MANAGERS WITH IMPACT: VERSATILE AND

INCONSISTENT [BC0268]

MANAGING YOUR BOSS [BC0320]

MIDDLE MANAGER AS INNOVATOR [BC0269]

### HELPING NEW EMPLOYEES FEEL VALUED

12 min; color; c,a

1/2" VHS

**BC0410,VH**

The Mosaic Workplace series - Gives viewers a sense of what it is like to be a new minority employee in a department or company. Follows an African American professional woman on her first days on the job to demonstrate the acts and omissions that cause her to feel isolated, unimportant, unwanted, and unmotivated so that these errors can be avoided in real-life situations.

(MASTCOG;FFHS;c1991)

Personnel management

### IDEA POWER

17 min; color; h,c,a

1/2" VHS

**BC0313,VH**

Demonstrates how idea power can fuel innovation and increase productivity. Uses a workshop format to give examples of idea impediments and explain several methods which can be used to fight these distractors and lead to more efficient thinking. Vincent Price hosts. (MTI;CORT;c1985)

Creative ability; Personnel management

### IMPROVING EMPLOYEE PERFORMANCE

11 min; color; c,a

1/2" VHS

**BC0261,VH**

Management Basics in Action Series - Identifies steps that managers should take in discussing with an employee any performance problems and emphasizes the importance of dealing with the problem as soon as it comes up. Demonstrates how open cooperation between manager and employee enhances a constructive, nonthreatening approach to solving performance problems before they have an impact on productivity. Uses narration and a dramatized incident to outline the strategy a manager should follow. (MTI;c1985)

Personnel management

### INTERVIEWING

31 min; color

1/2" VHS

**BC0452,VH**

Management Skills Series - Shows an interviewer move through the four stages of a realistic interview. The host introduces each segment of the process and recaps essential guidelines for interviewing. (AMA;CRM;c1993)

Job interviews

## Personnel Management

### THE INTUITIVE MANAGER

34 min; color; c,a

1/2" VHS **BC0323,VH**

Stresses the importance of intuition, gut feelings, and hunches in the business world. Interviews several highly successful business executives who trust their own intuition enough to make important decisions even when all the facts are not known. Offers suggestions on how managers can develop real world skills to enhance intuitive thinking powers. Based on the book by Roy Rowan. (MTI;r1987)

Leadership; Management

### KEIRETSU AND THE FRIDAY LUNCH

36 min; color; c,a

1/2" VHS **BC0427,VH**

An interview with Minoru Makihara, President, Mitsubishi Corporation, who holds a lunch every Friday for employees, shareholders, and partners to discuss long-term strategy. Having spent most of his early years overseas, Makihara compares American and Japanese management styles and explains how the two can learn from each other. (FFHS;c1994)

Business; Japan; Personnel management

### KYOCERA EXPERIMENT

30 min; color; h,c,a

1/2" VHS **BC0315,VH**

Enterprise I Series - Shows the adjustments that American workers must make when they are employed by a Japanese firm. Explains how it is the company's white-collar workers who are having the most difficult time getting used to the Japanese style of management, focusing on the tension between Japanese managers and American salesmen. Suggests that both cultures can learn much from each other. (WGBHTV;MTI;c1981)

International business; Management

### LABOUR IN CANADA SERIES

*For descriptions see individual titles:*

GRIEVANCE [CB0848]

### LEADERSHIP SECRETS OF ATTILA THE HUN

35 min; color; c,a

1/2" VHS **BC0360,VH**

Advocates developing fundamental leadership qualities in managers and executives using Attila the Hun as a role model. Uses storytelling to demonstrate that, though Attila the Hun is historically portrayed as a ruthless plunderer, if he were alive today he might have had the reputation as an aggressive entrepreneur, an astute diplomat, and a charismatic leader. Based on the book by Wess Roberts, Ph.D. (MTI;c1989)

Leadership

### THE LEGACY OF ACHIEVEMENT

27 min; color; a

1/2" VHS **EC2789,VH**

Dr. Dennis Kimbro, author of *Think and Grow Rich: A Black Choice*, discusses common traits found in high achievers of all races and backgrounds. Provides motivation by teaching the keys for overcoming any obstacle to fulfill one's dreams. (HOLMANJ;FLMIDEA; c1995)

Career guidance; Guidance, Personal; Motivation

### MAKING ADVANCES: WHAT ORGANIZATIONS MUST DO ABOUT SEXUAL HARASSMENT

36 min; color; c,a

1/2" VHS **BC0385,VH**

Presents a workshop for managers and supervisors on how to recognize, respond to and prevent sexual harassment in the workplace. Includes interviews with EEOC officials and business officials and discusses a six step plan for formulating a sexual harassment policy. Uses dramatizations to examine examples of harassment and its prevention and graphics to outline steps and review major points. (CORT;MTI;c1988)

Sexual harassment

### MAKING THE FUTURE WORK

22 min; color; c,a

1/2" VHS **BC0254,VH**

Examines the ideas of John Diebold, a leading authority on management and technology, who sees the need for creative leadership to face the challenges of advanced technology on a constantly changing workplace. Examines the results of such trends on the county's social, economic, and political future. Contains live-action sequences, monologue, and computer and print graphics to illustrate Diebold's management philosophy. (MTI; c1984)

Leadership; Management; Technology

### MANAGEMENT BASICS IN ACTION SERIES

*For descriptions see individual titles:*

CONDUCTING A PERFORMANCE APPRAISAL [BC0255]

CONDUCTING A SALARY DISCUSSION [BC0272]

CONDUCTING A TERMINATION [BC0256]

DEFINING THE JOB [BC0257]

DISCUSSING CAREER GOALS [BC0258]

GIVING POSITIVE FEEDBACK [BC0259]

HANDLING PERSONAL PROBLEMS [BC0260]

IMPROVING EMPLOYEE PERFORMANCE [BC0261]

TAKING DISCIPLINARY ACTION [BC0262]

### MANAGEMENT: CONDUCTING EFFECTIVE MEETINGS

18 min; color; c,a

1/2" VHS **BC0318,VH**

Describes and demonstrates how to hold productive meetings. Points out that managers must attend to three areas: 1) the task—working on items on the agenda; 2) maintenance—controlling and attending to the needs of individuals and anticipating things that can go wrong; and 3) team building—activities that strengthen the group. Offers suggestions about how to keep control of the meeting and how to conduct brainstorming sessions. (SANDLER;AIMS;c1986)

Management

### MANAGEMENT IN CHINESE CULTURES

30 min; color; h,c,a

1/2" VHS **CC6147,VH**

Describes key elements of modern Chinese business and entrepreneurship. Focuses on the Chinese interpretations of teamwork, harmony and deference to authority. Emphasizes the importance of understanding Chinese culture in international business relationships. Shows how Chinese business practices differ from their Western counterparts. (FFHS;c1998)

China; Culture conflict; Entrepreneur; International business; Management

### MANAGEMENT SCIENCE (1)—OVERVIEW

30 min; color; c,a

1/2" VHS **IC0845,VH**

For All Practical Purposes: Introduction to Contemporary Mathematics series - Defines management science as the study of scheduling (people, work flow, etc.) in order to maximize efficiency and effectiveness by using algorithms to generate accurate solutions for optimum results.

Presents optimization and shows how resources can be used/mixed to greatest advantage. Designed to demonstrate the scope of applicability of management science concepts. *Closed Captioned.* (COMAP; ANBERG;p1985)

Management; Operations research

### MANAGEMENT SKILLS SERIES

INTERVIEWING [BC0452]

## Personnel Management

### MANAGERS CAN AVOID WASTING TIME

30 min; color; c,a

1/2" VHS **BC0253,VH**

Harvard Business Review Video Series - Demonstrates a four-part process to help managers use time more effectively to meet the demands of anxiety-causing problems. Focuses on time management problems and looks at the planning, organizing, and execution of strategies of managing time. Presents situations where inappropriate management behavior has caused problems and suggest ways to deal with these problems.

(WGBHTV;MTI;c1985)

Time management

### THE MANAGER'S JOB: FOLKLORE AND FACT

30 min; color; c,a

1/2" VHS **BC0321,VH**

Harvard Business Review Video Series - Presents the ideas of Professor Henry Mintzberg who believes that traditional management theory has three major myths—managers are systematic, reflective planners; managers get their information from computers; and management is a science and a profession—and suggests that in reality managers' jobs are full of chaos and challenges, and not very predictable. Profiles Rusty Pierre, a middle manager at the Gillette Company recently put in charge of a declining personal care product line, who Mintzberg believes is free of the stereotypical manager suggested by the traditional business theories. Follows Pierre through a series of business days as she faces situations that don't always go as planned. Based on the article by Henry Mintzberg. (WGBHTV;MTI;r1987)

Business; Management

### MANAGERS WITH IMPACT: VERSATILE AND INCONSISTENT

32 min; color; h,c,a

1/2" VHS **BC0268,VH**

Harvard Business Review Video Series - Illustrates the need for managers in an industrial setting to be flexible in their managing styles to meet new challenges. Introduces several case studies of actual situations such as labor disputes and project completion overruns that were effectively handled by inconsistent management.

Discusses some common problems experienced by managers and how to avoid them. (MTI;CORT;c1986)

Industrial management

### MANAGING A DIVERSE WORKPLACE: RECRUITING AND INTERVIEWING

18 min; color; c,a

1/2" VHS **BC0399,VH**

The Mosaic Workplace series - Shows how good recruitment efforts and effective, non-biased job interviews can find and select the best employees. The realities of today's workplace are that there are not enough qualified employees who have the proper skills. (MASTCOG; FFHS;c1991)

Job interviews; Personnel management

### MANAGING CARE, MANAGING DOLLARS

30 min; color; c,a

1/2" VHS **HC1692,VH**

Critical Condition Series - Analyzes the current status of America's healthcare system by talking to experts and probing the high costs and complaints surrounding managed care. Contrasts the University of Pennsylvania's innovative Disease Management System with existing managed care. Recommends this new program, based on a partnership between experts, primary care physicians and nurse practitioners, as a way to increase the overall quality of healthcare. Talks to the editor-in-chief of the *New England Journal of Medicine* about the current reality of healthcare as a multi-tiered system that caters to the wealthy and virtually ignores the millions of citizens without insurance. (FFHS;c1999)

Management; Medical economics

### MANAGING UP

17 min; color; h,c,a

1/2" VHS **BC0250,VH**

Looks at some ways a constructive employee/employer relationship can be established. Uses the ideas presented by Michal LeBoeuf in his book *The Greatest Management Principle in the World*, who points out that employees own 50% of their relationship with their boss and are 100% in control of their own behavior, and that the way workers behave toward their boss indicates to their boss how to treat them. Uses vignettes to show practical techniques for making working relationships successful. Hosted by James Brolin. (MTI;c1986)

Personnel management

### MANAGING YOUR BOSS

32 min; color; h,c,a

1/2" VHS **BC0320,VH**

Harvard Business Review Video Series - Introduces the revolutionary concept of managing up that will increase employees' job satisfaction and increase a company's productivity. Examines the three factors imperative to building and improving employee/employer relations: employees understanding their own roles and behaviors better and using these understandings to form an effective and rewarding relationship. Presents a case study of Au Bon Pain, the Boston-based speciality fast-food chain, to demonstrate how managing up is applied. Based on the article by John G. Gabarro and John P. Kotter. (MTI;r1986)

Personnel management

### MAX AND MAX

20 min; color; c

1/2" VHS **BC0456,VH**

Aims to increase a sense of empowerment in the workplace based on the potential of an organization's employees. Uses a satiric comparison of a well-trained dog and a new customer service representative to show the importance of fostering independent initiative, creativity, and resourcefulness in employees. Emphasizes the positive results associated with allowing workers to incorporate innovative ideas in their daily tasks. Hosted by Stephen Covey. (CRM;n.d.)

Personnel management

### MEETING THE DIVERSITY CHALLENGE

16 min; color; c,a

1/2" VHS **BC0408,VH**

The Mosaic Workplace series - Looks at the manager's role in helping all employees understand the challenges faced by minorities and women. Points out that such understanding may require both individual attitude changes and a re-examination of the organization's policies and procedures. Lists ten actions that can be taken to assure that both the managers and employees receive a clear picture of acceptable behavior in the workplace and the right of all individuals to succeed. (MASTCOG;FFHS;c1991)

Ethnic groups; Personnel management; Prejudices and antipathies

### MEN AND WOMEN WORKING TOGETHER

18 min; color; c,a

1/2" VHS **BC0412,VH**

The Mosaic Workplace series - Looks at the issues raised by the changing roles of women in the workplace as the number of working women, especially the number of women with family obligations, is dramatically increasing. Considers discrimination based on sex and the legal issues involved, as well as the more common issues of confusion, resentment, and lack of cooperation and emotional support, as the changes in the workforce have not been matched by changes in the workplace. (MASTCOG;FFHS;c1991)

Personnel management; Sex roles; Work

## Personnel Management

### MIDDLE MANAGER AS INNOVATOR

34 min; color; h,c,a

1/2" VHS **BC0269,VH**

Harvard Business Review Video Series - Discusses the importance of innovation as a tool for keeping organizations ahead of their competitors and points out the important role middle managers play in business—provided they are innovative. Addresses innovation issues as outlined by Rosabeth Moss Kanter, Ph.D., including the steps necessary for a successful innovation and the characteristics of effective innovators. Illustrates how innovation techniques have been productively employed in two diverse organizations. (MTI;c1984)

Business; Management

### MIND MATTERS

20 min; color; c,a

1/2" VHS **BC0442,VH**

Presents Dr. Oren Harari discussing his five principles for creating and growing an organizational brain so that a business can thrive in the emerging economy. Uses graphics and case studies to illustrate the principles. Interviews employees from all levels of three companies—a small start-up company specializing in custom clothing, the electro-optics division of an established Fortune 200 company, and a leader in the information management systems market. Provides growth rates for each company and analyzes how each is applying Dr. Harari's principles. (AMASSOC;CRM;c1995)

Business; Management

### MOMENTS OF TRUTH

30 min; color; c,a

1/2" VHS **BC0357,VH**

Points out ways for frontline employees of service industries to maintain positive interpersonal customer relations. Presents a 10-Step Code of Quality Service developed by Karl Albrecht, Ph.D. Details each step with enacted examples and with comments by employees, managers, and executives of several large and well-known service industries, including a hotel chain, insurance company, food service, and a hospital. Emphasizes the concept of the "moment of truth" as any occasion when a customer comes into contact with a person within an organization that delivers service. (MTI;c1986)

Personnel management; Salesmanship

### MOMMY TRACK

22 min; color; h,c,a

1/2" VHS **BC0363,VH**

Examines the controversy over whether professional and executive women should be placed on a slower advancement or "mommy" track when they have children. Explores the various ways businesses are or are not adapting to the needs of working mothers through such programs as part-time and flexible work schedules, on-site daycare, and extending these same options to working fathers. Includes interviews with both men and women affected by the issue. Ends with a panel discussion including Betty Friedan, founder of N.O.W.; Lester Korn of Korn/Ferry International, an executive search service; and Lisa Hirsch, a bank employee from North Carolina. Taken from ABC News' Nightline with Ted Koppel. (ABCNEWS; ABCVE;c1989)

Personnel management; Sex roles

### THE MOORE REPORT SERIES

*For descriptions see individual titles:*

WHERE THERE'S SMOKE [HC1336]

YOU'VE COME A LONG WAY, MAYBE? [CC3089]

### THE MOSAIC WORKPLACE SERIES

HELPING NEW EMPLOYEES FEEL VALUED

[BC0410]

MANAGING A DIVERSE WORKPLACE:

RECRUITING AND INTERVIEWING [BC0399]

MEETING THE DIVERSITY CHALLENGE [BC0408]

MEN AND WOMEN WORKING TOGETHER

[BC0412]

SEXUAL HARASSMENT [BC0413]

SUCCESS STRATEGIES FOR MINORITIES

[EC2588]

UNDERSTANDING DIFFERENT CULTURES

[BC0411]

UNDERSTANDING OUR BIASES AND

ASSUMPTIONS [BC0407]

WHY VALUE DIVERSITY [BC0406]

### MULTICULTURAL WORKPLACE

32 min; color; c,a

1/2" VHS **BC0382,VH**

Uses dramatizations and professional commentary to clarify perceptions of multicultural issues encountered in the workplace. Shows how cultural values influence people on the job and corrects some common misinterpretations of culturally determined behavior. Conveys the changing nature of the American work force while emphasizing ways that cultural diversity can strengthen organizations. (WGBHTV;MTI;c1990)

Ethnic groups; Personnel management; Prejudices and antipathies

### THE NEW DIRECTIONS SERIES

COURAGEOUS FOLLOWERS, COURAGEOUS

LEADERS [BC0438]

TAKING CHARGE OF CHANGE [BC0439]

### A NEW LOOK AT MOTIVATION

31 min; color; h,c,a

1/2" VHS **BC0204,VH**

Examines the basic psychological principles of motivation and shows their application to worker behavior and managerial styles. Identifies the underlying human needs for affiliation, power, and achievement as motivators and describes the personality types which correlate with each. Observes how managers can use these existing motivators, as well as their own strengths and weaknesses, to best advantage when motivating employees. Presents examples from actual business situations. (CRM;MCGH;c1980)

Motivation; Personnel management

### NICE GUYS FINISH LAST

55 min; color; c,a

1/2" VHS **CC5705,VH**

Documents the effects of "whistleblowing" in the careers of five people who spoke the truth and whose lives were destroyed as a result. Their compelling stories are all of harassment, blacklisting and threats of careers ruined and lives changed forever, regardless of the nature of the wrongs they revealed: the cause of the Challenger space shuttle disaster; illegal oil pollution in Alaska; significant safety problems in a nuclear plant and extensive corruption among senior police. (FILAUS;THAMED1;c1994)

Business; Business ethics

**NOT A BEDROOM WAR: NEW VISIONS OF LEADERSHIP FOR WOMEN**

52 min; color; h,c,a

1/2" VHS **CC4847,VH**

Speaks with women attending a conference on women and leadership in Dublin, Ireland in 1992. Presents various views from female leaders on the definition and future of feminism, and of women's roles in politics, business, religion, marriage and family life. Emphasizes the diversity of opinions and backgrounds of women leaders, and includes interviews with and speeches by Mary Robinson, President of Ireland; American feminists Bella Abzug and Betty Friedan; and others from all areas of the world. (DEVANPR;FFHS;c1993)

Feminism; Leadership; Women's rights

**NURSE**

12 min; color; c,a

1/2" VHS **EC2781,VH**

Changing Nature of Work Series - An ICU neonatal nurse describes her work, the changing role of nurses in a hospital toward more responsibility and authority, her relationship with the patients, competition with doctors, and other issues. For use in a discussion of work attitudes, motivation, high performance, and job analysis and design. Captures a traditional job coupled with new technology, a strong theme of intrinsic motivation, and a shift in the authority and responsibility of work. (GOODMPS;ROUSDEM;c1996)

Job analysis; Nurses and nursing; Occupations

**NURSING MANAGEMENT IN THE 80S SERIES**

Brings together national leaders in the field of nursing management who exchange viewpoints and offer insightful perspectives on issues of vital importance to today's nursing administrators.

**NURSING MANAGEMENT IN THE 80S, NO. 1: ADMINISTRATIVE CHALLENGES**

59 min; color; c,a

1/2" VHS **HC1253,VH**

Presents an overview of the changes and challenges facing nursing administrators today, such as the nursing shortage problem, the growth of alternative health care options, and the recent emphasis on cost control and the related issue of competitive health care delivery systems. Explains how the nursing profession itself is also confronting changes and challenges such as the increase in technology that seems to force nurses to specialize in one narrow technical field, the question of unionization, participation in hospital management, and the changing nurse/physician relationship. (QED;MTI;c1985)

Management; Nurses and nursing

**NURSING MANAGEMENT IN THE 80S, NO. 4: MANAGEMENT DEVELOPMENT AND ORGANIZATIONAL DESIGN**

55 min; color; c,a

1/2" VHS **HC1256,VH**

Demonstrates how management development and organization design can work together for the most efficient accomplishment of goals. Explains that organizational design is concerned with the structure of the hospital's hierarchy: who reports to whom and how complaints are handled and promotion and changes made. Introduces management theories such as quality circles and team management that have worked in other businesses and suggests that they could work for hospitals too. (QED;MTI;c1985)

Management; Nurses and nursing

**NURSING MANAGEMENT IN THE 80S, NO. 6: PLANNING AND MARKETING PRACTICES**

59 min; color; c,a

1/2" VHS **HC1258,VH**

Focuses on managing change, marketing to consumers, and attracting the best qualified nursing professionals. Demonstrates how planning and marketing are necessities for survival and growth for both small single hospitals and huge multi-hospital systems. Explains how nursing administrators can use marketing to promote specific nursing services such as contract management, home health care, and to improve the image of nursing. (QED;MTI;c1985)

Management; Nurses and nursing

**NURSING MANAGEMENT IN THE 80S, NO. 8: STAFFING ALTERNATIVES AND PRODUCTIVITY**

59 min; color; c,a

1/2" VHS **HC1260,VH**

Presents the staffing plan developed at Chicago's Rush-Presbyterian-St. Luke's Medical Center and based on a patient-centered ideology. Demonstrates that nowhere is the nurse shortage more apparent than when it comes to staffing. Explains how nurse administrators can develop an overall staffing plan that fits the needs of the patients and the restraints of the hospital's budget by observing how other hospitals have confronted the problem, namely the model used by Chicago's Rush-Presbyterian-St. Luke's Medical Center. (QED;MTI;c1985)

Management; Nurses and nursing

**AN OBSESSION WITH QUALITY**

35 min; color; c,a

1/2" VHS **BC0423,VH**

The View from the Top: Managing Change in the Global Marketplace Series - Hedrick Smith speaks with George Fisher, currently the CEO of Eastman Kodak and CEO of Motorola from 1990 to 1993. Shows how Motorola has been investing heavily in the training of its employees, since only well-trained workers can manufacture products of quality. The strategy paid off for Motorola, which has achieved nearly zero-defect production. (FFHS;c1994)

Adult education; Business; Industrial management; Personnel management

**ON COURSE: MANAGING CHANGE SUCCESSFULLY**

51 min; color; c,a

1/2" VHS **BC0353,VH**

Identifies restructuring as a common occurrence in the business world. Presents guidelines for organizations and individuals to manage change successfully. Presents case studies from both the private and public sectors as well as candid interviews with employees from organizations in the midst of major upheaval. Reveals the effects of dramatic change and its resulting impact on morale, productivity, and performance. Hosted by Lindsay Wagner. (CORT;MTI;c1989)

Management

**OUT OF WORK**

60 min; color; c,a

1/2" VHS **BC0422,VH**

Examines the subjects of job termination, transition to joblessness, and the job search itself while presenting advice on maintaining control of one's life during unemployment. Emphasizes the mental state necessary to succeed in a job search: suggests avoiding panic; quickly accepting the situation; being determined, flexible, and as financially prepared as possible beforehand; and seeking out and accepting support from family and friends. Focuses on the massive personal and financial upheavals caused by the current downsizing trend in business, which usually involves the laying off of long-time white collar employees. (DONNELA;FFHS;c1992)

Career guidance; Job interviews

## Personnel Management

### P.A.T.H. IMPROVEMENT

30 min; color; c,a

1/2" VHS **BC0453,VH**

Describes the Proactive Approach to Hospitality (PATH) in customer service. Reinforces the advantages of going out of your way to surprise your customers with outstanding quality service. Addresses key service issues in park and recreational settings. Demonstrates the subtle differences between basic service and fantastic service. (YOUNLEP;c1999)

National parks and reserves; Personnel management

### PARADIGM PIONEERS

30 min; color; c,a

1/2" VHS **BC0414,VH**

Discovering the Future Series - Host and author Joel Barker explores the future of "paradigm pioneers" and shows how one can become a better anticipator of those changes and innovations that occur every day. (CHARTHL;c1993)

Creative ability; Personnel management; Social change

### PARTNERS: BETHLEHEM STEEL AND THE UNITED STEELWORKERS

35 min; color; c,a

1/2" VHS **CC6113,VH**

Looks at the relationship between labor unions and management. Documents the partnership between steelworkers and management at Bethlehem Steel. Traces the history of Bethlehem Steel's relationship with the union. Chronicles workers' efforts to unionize Bethlehem Steel. Includes interviews with Bethlehem Steel employees and management. (MERRIMF;c1994)

Industrial management; Steel; Trade-unions

### PASSION AND DISCIPLINE: DON QUIXOTE'S LESSONS FOR LEADERSHIP

70 min; color; c,a

1/2" VHS **BC0458,VH**

Explores the role of Cervante's character as a model for leadership in a lecture by Professor Emeritus James G. March of Stanford University. March describes the imagination, steadfastness, and innovation depicted in Don Quixote's experiences and character and juxtaposes them with historical leaders, often incorporating archival photos or film footage for illustration. Quixote's "lessons" are also applied to current scenarios and experiences described by colleagues and former students of Marsh. (FFHS;c2003)

Business; Leadership; Spanish literature

### PERFORMANCE APPRAISAL

19 min; color; c,a

1/2" VHS **BC0365,VH**

Presents the "do's and don'ts" of performance appraisal through a series of dramatizations. Follows a district sales manager as he struggles through the performance appraisals of his staff, juxtaposing his problems with the procedures employed by his own more experienced manager. Emphasizes the following precepts for successful appraisal: establishing goals; preparing before discussion; including extensive employee participation; considering the employee's ideas; documenting the discussion and plans agreed on for the future; and following up to implement decisions and confirm results. (BARR;c1985)

Personnel management

### PERFORMANCE APPRAISAL INTERVIEWING TECHNIQUES

29 min; color; h,c,a

1/2" VHS **BC0189,VH**

Contrasts, through two dramatizations, management's use of the directive and participative approaches to performance appraisal interviewing. Emphasizes that it is important to have an accurate and objective performance appraisal and that there must be a climate of mutual respect and trust between employee and supervisor. Concludes each dramatization open endedly to facilitate discussion on the merits of each interviewing technique. (PENNSU;c1976)

Personnel management

### THE POWER OF LISTENING

26 min; color; h,c,a

1/2" VHS **EC1849,VH**

Uses animation, dramatizations, and interviews to explore the meaning and benefits of active listening and to point out the deterrents to good listening skills. Presents a workshop led by Dr. Anthony Alessandra where techniques for more efficient, active listening are shown. Observes the benefits that improved listening habits can bring to both productivity and morale. (CRM;MCGH;c1978)

Listening; Personnel management

### THE POWER OF POSITIVE REINFORCEMENT

29 min; color; c,a

1/2" VHS **BC0198,VH**

Documents the systematic on-site application of behavior management techniques employed in several large businesses, including the 3M Company, Valley Fair amusement park, and the Minnesota Vikings football team. Demonstrates behavior modification techniques used in a number of familiar interpersonal situations, illustrating how the same methods have been employed successfully in organizations. Discusses the values of such programs in terms of productivity, financial savings, and employee satisfaction. (CRM;MCGH;c1978)

Behavior modification; Personnel management

### THE POWER OF VISION

30 min; color; c,a

1/2" VHS **BC0415,VH**

Discovering the Future Series - Joel Barker looks at what successful individuals, organizations, and nations have in common; a positive, detailed, and compelling vision of their future. (CHARTHL;c1990)

Creative ability; Leadership; Personnel management

### POWER SHARING AT DAIMLER-BENZ

36 min; color; c,a

1/2" VHS **BC0426,VH**

The View from the Top: Managing Change in the Global Marketplace Series - An interview with Edzard Reuter, Chairman, Daimler-Benz. Germany's economic strength lies in the good relationship between labor and management, a relationship based on the principle of co-determination. In addition, economic policies are founded on long-term planning. (FFHS;c1994)

Automobiles; Business; Germany; Personnel management

### PRISON THINKING

9 min; color; j,h,c,a

1/2" VHS **CC3522,VH**

Presents the ideas of Lt. Charles Plumb, a former prisoner-of-war in Vietnam, who now travels the country giving lectures on his experiences and how people can take control of their lives, be more positive, and become successful. Contains excerpts from his lectures and brief segments with his family. Touches on the experiences of other Vietnam War veterans, and contains film clips of returning prisoners and some drawings of prison incidents. (NBC;CARSL;c1986)

Motivation; Prisons; Veterans

## Personnel Management

### **PRODUCTIVITY AND THE SELF-FULFILLING PROPHECY: THE PYGMALION EFFECT (REVISED EDITION)**

30 min; color; h,c,a

1/2" VHS **BC0351,VH**

Uses contemporary case studies to illustrate the Pygmalion Effect—that expectations have a strong influence, even a determining influence, on results. Introduces the Galatea Effect—the prolonged power of a positive Pygmalion Effect. (MCGH;CRM;c1987)  
Perception; Personnel management

### **PROFILES IN CHANGE**

60 min; color; c,a

1/2" VHS **CC4264,VH**

Valuing Diversity Series - Documents programs and processes of cultural change by organizations in order to maximize their diverse human resources. Focuses on recruitment, training, mentoring, team building, accommodating differences, communicating, rewarding, and holding managers accountable. (COPGRI;c1990)  
Civil rights; Personnel management

### **PROFIT THE EARTH**

60 min; color; c,a

1/2" VHS **BC0400,VH**

Looks at development programs by businesses that create profits while contributing to efforts to preserve the natural environment. Profiles programs on solar power, recycling, emissions trading, and water rights. (NEBETV;GPN;c1990)

Business ethics; Environmental protection

### **THE QUALITY CONNECTION**

20 min; color; c,a

1/2" VHS **BC0441,VH**

Presents John Guaspari discussing his concepts of changing negative perceptions of quality, held by many employees, to more positive, productive perceptions by viewing quality through the customer's perspective. Stresses that quality means striving to be better (not perfect), adding value, exceeding expectations, and seizing opportunities. Promotes strengthening the customer connection in all functions and encourages creative approaches to quality improvement from all levels of employees. Uses dramatizations to illustrate concepts. (AMASSOC;CRM;c1989)

Business; Management; Personnel management

### **QUALITY SERVICE SERIES**

FRONTLINE COMMITMENT [BC0386]

### **RACE & SEX DISCRIMINATION IN THE WORKPLACE: WHAT YOU NEED TO KNOW**

21 min; color; h,c,a

1/2" VHS **BC0387,VH**

Reviews the different ways in which a company can reduce the incidence of racial and sexual discrimination in the workplace. Describes the benefits of a bias-free company and depicts nondiscriminatory hiring and promoting practices as well as methods for correcting existing imbalances. Discusses the legal importance of the Equal Employment Opportunity Act. Stresses that the bottom line rationale for non-discrimination includes an increase in productivity and profit, as well as better employee morale and retention. (MJCOMMI;MTI;c1990)

Civil rights; Personnel management; Prejudices and antipathies; Sexual harassment

### **REENGINEERING THE FUTURE**

18 min; color; c,a

1/2" VHS **BC0443,VH**

Presents Dr. Ray Manganelli discussing his concepts of targeting "breakthrough business results" by rapidly and drastically changing the way a business operates. Explains the five essential elements in reengineering, stressing that only key processes should be changed. Exposes misconceptions about reengineering. Uses graphics to provide examples of successful reengineering by various U.S. companies. Uses archival photographs to tell the story of William Sims, a U.S. Naval Officer who successfully reengineered the U.S. Navy at the turn of the century. (AMASSOC;CRM;c1994)

Business; Management; Personnel management

### **RESOLVING CONFLICTS**

22 min; color; c,a

1/2" VHS **BC0231,VH**

Dramatizes several true-to-life situations where the manager/supervisor is called upon as a third party in a conflict. Illustrates several conflict resolution strategies, such as avoidance, giving the conflict back to those involved, imposing a solution, compromising, and collaborating. Suggests that, while each is a valid strategy by itself, the key is to select the most appropriate strategy for the particular situation. (CRM;MCGH;c1982)

Leadership; Personnel management

### **RETURNING STRENGTH TO U.S. STEEL**

34 min; color; c,a

1/2" VHS **BC0432,VH**

The View from the Top: Managing Change in the Global Marketplace Series - An interview with Tom Usher, President, U.S. Steel Group, USX Corp. Ten years ago, it took U.S. Steel eleven man-hours to ship a ton of steel. Today, the company makes and ships a ton in under three-and-a-half hours. Tom Usher recounts how one of America's great business failures turned around its business by forging a partnership with its employees, shedding an overseer mentality, and building a lean, teamwork-oriented company whose productivity now competes toe-to-toe with its Japanese and German competitors. (FFHS;c1994)

Business; Industrial management; Personnel management; Steel

### **THE ROUGE: THE FACTORY AND THE WORKERS**

46 min; color; h,c,a

1/2" VHS **CC5669,VH**

Uses narration, interviews, and archival photography to explore labor history at Henry Ford's Rouge River Plant, built in Detroit in 1918. Explains how the Rouge was the largest industrial complex in the world, and how thousands of American and foreign workers migrated to the city to work there. Discusses how many Rouge workers lost their jobs during the Depression, and how Ford used surveillance and violence to counter growing dissatisfaction and pressures by union organizers until the 1941 agreement with the United Auto Workers. Presented by Emery King. (KINGBPR;WDIVTV;FILMK;n.d.)

Emigration and immigration; Industrial relations; Labor and laboring classes; Trade-unions; U.S.—History: 1918-1945

### **SERVICE MANAGEMENT**

26 min; color; h,c,a

1/2" VHS **BC0273,VH**

Describes the concept of service management—an idea that came out of the innovative turnaround strategy of Jan Carlzon, president of Scandinavian Airline Systems. Examines how he managed to turn the airline from a company working with an \$8 million loss into one with a gross profit of more than \$70 million in just one year. Explains that service management focuses on a commitment to customer-oriented service quality as suggested by host Karl Albrecht, PH.D.. (MTI;c1986)

Management

## Personnel Management

### SEXUAL HARASSMENT

19 min; color; c,a

1/2" VHS **BC0413,VH**

The Mosaic Workplace series - Using the EEOC definition of sexual harassment, shows how this damaging and expensive problem in the workplace is played out, how situations get out of hand, and how the problem can be addressed and stopped. Reviews all the well-worn excuses for ignoring harassment, provides suggestions for action if harassment is suspected, and highlights the cost of failing to take action at various stages of harassment. (MASTCOG;FFHS;c1991)

Sexual harassment

### SEXUAL HARASSMENT: BUILDING AWARENESS

24 min; color; c,a

1/2" VHS **EC2811,VH**

Led by Jean Kilbourne, examines the issue of sexual harassment on college campuses and in the workplace. Begins by defining what sexual harassment is, specifying that it is a form of sexual discrimination that includes unwelcome sexual advances, creating a hostile work or learning environment. Talks with students, professors, and experts about the complexity of the problem which is tied to issues of power imbalances. Teaches that the impact of behavior is all important, and intent is not relevant. Presents tips on how to deal with unwanted advances, advising the victim to communicate to the harasser to stop, and to tell someone what is going on. Discusses the potential problems involved in consensual relationships between students and professors. Insists that education and awareness of the problem are the keys to dealing with the issue in the future. (GRAHAMJ; KINETIC;c1995)

Guidance, Personal; Sexual harassment; Universities and colleges

### SEXUAL HARASSMENT FROM 9 TO 5

26 min; color; c,a

1/2" VHS **BC0405,VH**

Looks at the legal and human sides of sexual harassment in the workplace, showing the rights of women, the responsibilities of male workers, and the obligations of the companies which employ them. (EDUCBC;FFHS;c1985)

Personnel management; Sexual harassment

### SEXUAL HARASSMENT: HOW FAR IS TOO FAR?

17 min; color; c,a

1/2" VHS **BC0375,VH**

ABC 20/20 Series - Presents an ABC News 20/20 report on sexual harassment in the workplace. Interviews two women, a 30 year old marketing coordinator and a 62 year old government worker, who filed lawsuits against their supervisors. Includes a segment from a management training seminar on recognizing and dealing with sexual harassment. (ABC;MTI;c1987)

Personnel management; Sexual harassment

### SEXUAL HARASSMENT SERIES

YOU DON'T HAVE TO TAKE IT [EC2666]

### SEXUAL SENSITIVITY IN THE WORKPLACE

29 min; color; c,a

1/2" VHS **BC0401,VH**

Argues for corporate responsibility in combatting sexual harassment. Focuses on commentary by Jennifer James, Ph.D., a cultural anthropologist, who defines sexual harassment and discusses techniques both for preventing and for dealing with it. Portrays situations which illustrate her comments. Emphasizes a need for a grievance procedure and group workshops, and the possibilities for litigation if a case of sexual harassment is neglected or ignored. (VISIONV;c1992)

Personnel management; Sexual harassment

### SO LIKE YOU

22 min; color; h,c,a

1/2" VHS **EC2527,VH**

Reviews an incident of sexual harassment from the point of view of both the man and the woman. Illustrates, through the use of flashbacks, the interaction that resulted in the charges of harassment. Shows both sexes' interpretation of the same events, and how simple voice inflection and body posture can change the content of the message. (CRAFTWF;MTI;c1990)

Sex differences (psychology); Sexual harassment

### SUCCESS STRATEGIES FOR MINORITIES

21 min; color; c,a

1/2" VHS **EC2588,VH**

The Mosaic Workplace series - Shows how the perceptive manager will learn how to deal with many of the problems of making diversity a harmonious rather than disruptive fact of life. A prominent African-American consultant shares some down-to-earth techniques for success in corporate America, and explains how to turn the anger that results from discrimination into a positive force. (MASTCOG;FFHS;c1991)

Ethnic groups; Personnel management; Prejudices and antipathies

### TAKING CHARGE OF CHANGE

20 min; color; c,a

1/2" VHS **BC0439,VH**

The New Directions series - A training program that deals with social and organizational change. Distinguishes between change in the past—slow and manageable—with change in the 20th century—chaotic and fast—and discusses some strategies for coping. Presents the change cycle with its three discrete stages: (1) an ending, akin to grieving, where we leave behind something known and stable; (2) the middle stage or neutral zone, where we learn to live with ambiguity; and (3) a new beginning, when we plunge into something unpredictable. Proposes that although there are no panaceas for dealing with change, we need to view it positively. (TIMMOKI;CRM;c1993)

Personnel management; Social change

### TAKING DISCIPLINARY ACTION

10 min; color; h,c,a

1/2" VHS **BC0262,VH**

Management Basics in Action Series - Presents six steps for a manager to take to promote change and avoid firing an employee when talking over a problem doesn't help. Contains a dramatization of an incident concerning a disciplinary action to emphasize each step. (MTI;c1985)

Personnel management

### TALKING 9 TO 5: WOMEN AND MEN IN THE WORKPLACE

29 min; color; c,a

1/2" VHS **EC2742,VH**

Explores the differences between how men and women converse on the job and how their words may be perceived by those around them. Shows the different ways men and women use small talk, body language and eye contact. Develops an awareness of the different "lenses" through which women and men tend to view conversation and how lenses color reactions. Features linguist Deborah Tannen. (CHARTHL;n.d.)

Communication; Language and languages; Personnel management; Sex differences (psychology)

## Personnel Management

### **TAYLOR CHAIN II, A STORY OF COLLECTIVE BARGAINING**

30 min; color; c,a  
1/2" VHS **CC5609,VH**

Provides an unprecedented "behind the scenes" look at the actual 1981 collective bargaining sessions at an industrial chain plant in Hammond, Indiana. Films the union caucuses and the entire round of negotiations as both sides work to avoid the imminent possibility of a plant shutdown. Sequel to *Taylor Chain: Story of a Union Local*. (c1984)

Indiana; Industrial relations; Trade-unions

### **TEAM CREATIVITY**

20 min; color; c  
1/2" VHS **BC0421,VH**

Discusses how to develop and encourage creativity among members of a work team. Considers the need for creativity, how it can be stifled, the fears that most people experience in the creative process, and the cost of creativity, which can lead to conflict, uncertainty, and change. Illustrates points in the discussion by showing a work team that has been ordered to be creative, presenting both negative and positive responses to unexpected creativity. (CRM;c1995)

Creative ability; Personnel management

### **THE TEN COMMANDMENTS OF COMMUNICATING WITH PEOPLE WITH DISABILITIES**

26 min; color; c,a  
1/2" VHS **EC3029,VH**

Uses humorous skits to deliver a message about disability awareness. Explains that since over 53 million Americans have disabilities, companies need to improve customer service and avoid losing employees by learning to communicate with people with disabilities. Emphasizes respect and preserving independence and demonstrates preferred ways of communicating with people with various disabilities. Hosted by Tim Harrington, a businessman with cerebral palsy. Closed caption version is followed by a second version with open captioning and audio description. (PDA;c1994)

Communication; Handicapped; Personnel management

### **TIME FRENZY**

58 min; color; h,c,a  
1/2" VHS **EC2978,VH**

Investigates the relationship of time, work and computer technology to health and well-being. Explores the psychological, sociological, philosophical, and cultural ramifications of our increasingly fast-paced lives. Looks at how life is changing as people become more dependent on computer technology. Compares life in Tuscany, Italy to that of Silicon Valley, California. Presents interviews with Americans and looks at how different people live their lives. (UCEMC;c2001)

Future studies; Technology; Time management; Work

### **TIME MANAGEMENT: A SECOND CHANCE**

22 min; color; c,a  
1/2" VHS **BC0243,VH**

Summarizes principles and practices of time management proven effective for faculty and staff in colleges and universities. Follows a fictional faculty member through an average day's activities illustrating the problems which can result from unplanned use of time and suggesting alternative strategies for eliminating "time robbers" from the daily routine. Coping strategies include: how to plan for interruptions, how to increase results by consolidating or coupling tasks, how to limit commitments and set goals, how to organize time allowing for unexpected problems, and how to overcome procrastination. (INUAVC;INUISS;p1984)

Time management

### **TURNING AROUND GENERAL MOTORS**

30 min; color; c,a  
1/2" VHS **BC0428,VH**

The View from the Top: Managing Change in the Global Marketplace Series - An interview with Harry J. Pearce, Executive Vice-President and General Counsel, General Motors Corporation. Mr. Pearce attributes GM's loss of its automobile market share to its complacency, its failure to follow consumer trends. He explains how a change in strategy involving both customers and employees could turn the situation around. (FFHS;c1994)

Automobiles; Business; Personnel management

### **UNDERSTANDING DIFFERENT CULTURES**

56 min; color; c,a  
1/2" VHS **BC0411,VH**

The Mosaic Workplace series - Refutes the melting pot theory explaining that employees do not—and should not be expected to—set aside their particular cultural values when they come to work. The most successful organizations and managers are those who understand diversity and seek to profit from it. Presents the views of African Americans, Hispanics, Asians, and Native Americans who share their work experiences and demonstrate that what minorities want from co-workers and management is no more than an open mind and chance to make good. (MASTCOG;FFHS;c1991)

Ethnic groups; Personnel management; Prejudices and antipathies

### **UNDERSTANDING OUR BIASES AND ASSUMPTIONS**

14 min; color; c,a  
1/2" VHS **BC0407,VH**

The Mosaic Workplace series - Looks at the nature of biases and preconceptions, pointing out that almost everyone sees the world from his or her own perspective and stressing the need to examine one's own thinking about "us" and "them." Covers the concept of being "in" or "out" and the role of peer groups, community institutions, schools, and the media in determining what is "good" and "bad." Includes minority members speaking out about how bias affects their lives and challenges viewers to examine their own biases and to overcome them. (MASTCOG;FFHS;c1991)

Personnel management; Prejudices and antipathies

### **UNLEASHING THE POWER OF CREATIVITY**

43 min; color; h,c,a  
1/2" VHS **BC0418,VH**

Presents a procedure for encouraging both creative thought and the acceptance of new ideas. Details the process of using diverging and converging thought techniques for producing ideas and then selecting the ones that best fulfill a need or goal. Outlines a structure for this process and specifies who should be involved. Asserts that the use of creativity is essential to the future international competitiveness of American business. Uses narration, interviews, and dramatic enactments of meetings to illustrate points. (FIRESRO;KINETIC;c1994)

Creative ability; Personnel management

### **VALUING DIVERSITY SERIES**

For descriptions see individual titles:  
CHAMPIONS OF DIVERSITY [CC4263]  
PROFILES IN CHANGE [CC4264]

## Personnel Management

### VIDEOGUIDE TO (DIS)ABILITY AWARENESS

19 min; color; h,c,a

1/2" VHS **EC2653,VH**

Provides basic guidelines for comfortable interactions between disabled and non-disabled employees that promote better job performance. Emphasizes the "abled" part of "disabled" and the preference of the individual to be considered as a person who happens to have a disability rather than as a "handicapped person." Encourages employers to take advantage of the creativity and capabilities of those with disabilities through interviews with workers with visual, hearing, developmental, and physical disabilities. *Closed Captioned.* (IDEABAN;FANLIGH;c1993)

Etiquette; Handicapped; Personnel management

### THE VIEW FROM THE TOP: MANAGING CHANGE IN THE GLOBAL MARKETPLACE

Looks at how global markets and powerful new competitors are rewriting the rules of business for American CEO's and their counterparts overseas. A handful of corporate leaders are working profound and often surprising changes in their companies. A series of ten probing and candid conversations, journalist Hedrick Smith speaks with executives who are successfully transforming their companies and the industries they compete in.

BOEING REINVENTS THE AIRPLANE [BC0424]

A CEO GOES BACK TO THE CLASSROOM [BC0430]

AN OBSESSION WITH QUALITY [BC0423]

POWER SHARING AT DAIMLER-BENZ [BC0426]

RETURNING STRENGTH TO U.S. STEEL [BC0432]

TURNING AROUND GENERAL MOTORS [BC0428]

### WHEN YOU'RE SMILIN'

6 min; color; j,h,c,a

1/2" VHS **BC0267,VH**

Stresses the importance of smiling—both as a human stress valve and as being good for business. Portrays the smiling faces of past and present celebrities, as well as ordinary people of all ages, while Louis Armstrong sings the title song. Emphasizes that smiling is the secret to leadership because it projects confidence and a good feeling and illustrates everyday situations where smiling can make a positive difference. (LCA;c1982)

Guidance, Personal; Motivation

### WHERE THERE'S SMOKE

56 min; color; h,c,a

1/2" VHS **HC1336,VH**

The Moore Report series - Addresses the concerns of smoking in the workplace—from the employers' decisions to ban or limit smoking to designated areas to the intense struggle of smokers to overcome their addictive behavior. Documents the experiences of eight heavy smokers, all nicotine addicts. Viewers are made aware of the power of cigarette addiction, patterns in addictive behavior, and the physical and emotional price paid by smokers and those who live or work with them. (WCCOTV;INUISS;r1989)

Personnel management; Smoking

### WHO'S GETTING RICH AND WHY AREN'T YOU?

60 min; color; c,a

1/2" VHS **CC5206,VH**

Explores the forces that are causing white-collar workers to lose their jobs—often while corporate profits grow. Former Scott Paper CEO Al Dunlap, who made \$100 million while Scott fired more than 11,000 workers, is just one of numerous executives who explain why layoffs improve the bottom line and why many jobs are being moved overseas. There, Harry Smith notes "the middle-class dream is alive and well," with Indian engineers able to buy houses on salaries one-sixth of those in the U.S. Meanwhile, as plant closings threaten small towns and unions fight losing battles, Smith finds some fields that are actually desperate for workers. (CBSN;c1996)

International economic relations; Management; Work

### WHY VALUE DIVERSITY

26 min; color; c,a

1/2" VHS **BC0406,VH**

The Mosaic Workplace series - Looks at how individuals can benefit from the new emphasis on diversity in the workplace. An attorney, a corporate executive, a human resources manager, and a teacher explain some of the steps that can be taken by individuals to adapt to, make the best of, and, in fact, benefit from the new realities of the multi-racial, multi-lingual workforce in a society which continues to practice racism and sexism. (MASTCOG; FFHS)

Ethnic groups; Personnel management

### WIN/WIN

9 min; color; h,c,a

1/2" VHS **BC0264,VH**

Suggests that many problems in the workplace result directly from the conflict between task-oriented and people-oriented employees. Presents four vignettes that demonstrate the delicate balance between personalities and productivity. (NERG;MTI;c1984)

Personnel management

### WORKING TOGETHER: SATURN AND THE UAW

31 min; color; c,a

1/2" VHS **CC6115,VH**

Traces the history of General Motors' treatment of its workers, focusing on GM's subsidiary, Saturn. Shows how Saturn's improved treatment of its employees resulted in improved productivity. Includes interviews with UAW representatives and Saturn employees and management. (MERRIMF;c1994)

Automobiles; Factory system; Industrial relations; Labor and laboring classes; Trade-unions

### WRONG IDEA

20 min; color; c,a

1/2" VHS **CC4271,VH**

Presents a series of vignettes of potential sexual harassment situations between college professors and students and possible solutions/presentations, using pauses to facilitate training and discussion. Addresses multicultural/racial/sexual factors in interpersonal interactions that lead to discriminating actions, and demonstrates both inappropriate behavior as well as appropriate corrective action. (A training manual [MA0001] to be used with the program should also be requested.) (PENNSU;c1988)

Sexual harassment; Universities and colleges

### YOU ARE IN THE COMPUTER

58 min; color; h,c,a

1/2" VHS **CC3767,VH**

Frontline Series - Examines computerized information systems and the issue of privacy, focusing on a tenant information service that keeps records on more than one million people in Los Angeles county. Points out that such computer-based businesses are increasing and represent a threat to privacy and other rights of the individual. Hosted by Robert Krubvich. *Closed Captioned.*

(DOCUCO;PBSV;p1985)

Business ethics; Civil rights; Computers; Consumer education; Philosophy (CPI)

### YOU DON'T HAVE TO TAKE IT

17 min; color; i,j,h,c,a

1/2" VHS **EC2666,VH**

Sexual Harassment Series - Focuses on the concept of sexual harassment in schools among young adult students. Defines the term and explains what the victim can do to stop the sexual harassment. Emphasizes that the responsibility for harassing behavior lies with the aggressor and not the victim. Uses interviews with school administrators and faculty, a law professor, a social worker and several students, as well as dramatizations and voice-over. (ALTSCHG;c1994)

School discipline; Sexual harassment

**YOU'VE COME A LONG WAY, MAYBE?**

55 min; color; h,c,a

1/2" VHS **CC3089,VH**

The Moore Report series - Presents examples of some of the major court cases which have focused on the controversial concept of "comparable worth," as well as unique attempts by employers to re-evaluate how they pay men and women. Questions whether women are paid less because of marketplace factors or because of subtle, historical patterns of discrimination. Awards: American Women in Radio and Television, 1982; Women in Communications (Regional) Vanguard Award, 1982. (WCCOTV;INUISS;p1981)

Labor economics; Personnel management; Prejudices and antipathies; Women's rights