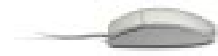


CD-ROMs for e-learning

easy PC



e-learning is becoming one of the most popular and fast-growing technologies in training. Our CD-ROMs for e-learning – one of which has won 'The Learndirect Award for Training' in June 2001 – give your people access to learning whenever they need it and it's easy to measure an individual's progress.

The CD-ROMs can be blended with classroom training at any stage – as a pre-course skills assessment tool to bring learners up to the same level – or as a post-course just-in-time tool to reinforce key messages.

“Video Arts has the content that we are seeking for high quality management and soft skills training. The humorous nature of their programs makes the training more enjoyable and memorable for our staff”

Patrick De Boom, Internal Market DG, The European Commission.

Each program is available as a standalone CD-ROM, or can be delivered over your network or intranet, to give your organisation maximum learning flexibility. You have the option of choosing either the video version, or a text and graphics version. And with 30 years of learning design and interactive programming experience, we can also offer you a complete, tailor-made e-learning solution. See pages 16 and 17 for details.

Each program includes:

- A pre-test to establish the user's current knowledge level
- A full one-and a-half hour course
- The option to choose specific course elements for just-in-time learning, using a unique viewfinder facility
- A variety of question types to retain the user's interest and reinforce knowledge
- A score tracking system to evaluate performance and track improvement
- A feature which allows the user to create a best-practice action plan for future use

We can also deliver our e-learning programs over your network or intranet. Choose from our annual subscription or 'pay-as-you-go' pricing plans.

interviewing

The dreaded appraisal

Both sides of the appraisal interview

Program objectives

- Managers will conduct positive appraisals
- They will focus on improving business effectiveness
- Staff will be more motivated and productive

Stand-alone CD-ROM **Price: £995**

Performance matters: praise

The importance of praise

Program objectives

- Managers will address the reasons why they don't praise
- They will understand the value of adding praise to the corporate culture
- They will be aware that it's important to seek opportunities to praise staff

Stand-alone CD-ROM **Price: £995**

Performance matters: criticism

The need for constructive criticism



Program objectives

- Managers will understand that criticism is part of their responsibilities
- They will see how criticism can be made worse when done badly
- They will learn seven rules for ensuring that criticism is conducted effectively and without acrimony

Stand-alone CD-ROM **Price: £995**

interviewing

It's your choice

Selection skills for managers

Program objectives

- Managers will understand how to conduct an effective recruitment interview
- The right selection will mean that the recruitment budget has been spent well, a valuable asset has been acquired and that colleagues will be motivated by the new team member

Stand-alone CD-ROM **Price: £995**

I'd like a word with you

The discipline interview

Program objectives

- Managers will appreciate how to maintain people's long-term performance
- They will put into practice the skills which will keep staff motivated and working towards the same goals
- Managers will be able to review performance and plan for improvement

Stand-alone CD-ROM **Price: £995**

Can you spare a moment?

Counselling skills for managers

Program objectives

- Managers will develop their counselling skills
- They will understand the techniques of handling delicate situations and encourage staff to overcome problems proactively

Stand-alone CD-ROM **Price: £995**



managing people

The helping hand

Coaching skills for managers

Program objectives

- Managers will learn to spot skills needs and act on them
- People's performance and motivation will be enhanced
- Individuals and the business will develop together

Stand-alone CD-ROM **Price: £995**

You'll soon get the hang of it

The techniques of one-to-one training

Program objectives

- Managers will learn to spot needs and teach new skills
- People will be well trained and perform better
- They will contribute to your organisation's success

Stand-alone CD-ROM **Price: £995**



Team spirit?

How to be an effective team member

Program objectives

- Staff will work together as a team and understand how teamwork contributes to business success
- They will remain motivated and co-operative, so reducing staff turnover and increasing efficiency

Stand-alone CD-ROM **Price: £995**

To order a demonstration CD-ROM or arrange a personal demonstration, call your local learning resource centre.

managing people

The best of motives

Informing and involving

Program objectives

- Informed people will be motivated and willing to contribute ideas
- Staff will work towards your organisation's goals
- Management decisions will be based on better information

Stand-alone CD-ROM **Price: £995**

communication

Negotiating: tying the knot

A skill for life

Program objectives

- Staff will learn a vital lifeskill that can be used in many ways to benefit the organisation
- People will feel more motivated and content after reaching a mutually acceptable agreement

Stand-alone CD-ROM **Price: £995**

The grapevine

Communicating in a world of change

Program objectives

- Managers will keep people motivated by communicating and ensuring they're informed
- They will understand the importance of a professional communications process

Stand-alone CD-ROM **Price: £995**

Report writing

The art of writing a good report

Program objectives

- People will learn how to write and present a good, clearly understood report
- Good reports will lead to better decision-making

Stand-alone CD-ROM **Price: £995**

communication**Meetings, bloody meetings****Making meetings more productive****Program objectives**

- Staff will learn how to conduct meetings which are productive and a valuable use of time
- A good meeting will have clear objectives, achieve results, motivate people and lead to better decision-making

Stand-alone CD-ROM **Price: £995**

More bloody meetings**The people side of meetings****Program objectives**

- Dealing with people properly in meetings will unite, motivate and direct them
- Meetings will become forums for group decision-making

Stand-alone CD-ROM **Price: £995**

**Straight talking****The art of assertiveness****Program objectives**

- People will be able to communicate their ideas and problems, and achieve better solutions
- Staff at all levels will be more motivated and productive
- Management will be able to make better informed decisions

Stand-alone CD-ROM **Price: £995**

To order a demonstration CD-ROM or arrange a personal demonstration, call your local learning resource centre

communication**I wasn't prepared for that****Overcoming the fear of making presentations****Program objectives**

- People will add value to presentations and your organisation's internal communications process
- They will be able to communicate complex proposals effectively
- They will gain the confidence to prepare and deliver better presentations

Stand-alone CD-ROM **Price: £995**

management skills**The unorganised manager****Organising yourself****Program objectives**

- Managers will realise that by organising time and tasks, they will be able to deal with priorities
- They will have more time to focus on core business objectives

Stand-alone CD-ROM **Price: £995**

The unorganised manager**Organising others****Program objectives**

- Managers will learn how to organise staff and motivate them
- They will enhance team performance and results
- Managers will be able to delegate work effectively, so freeing valuable time

Stand-alone CD-ROM **Price: £995**

The paper chase**Cutting back on paperwork****Program objectives**

- Staff will be well organised
- Work will be handled more efficiently and reliably
- Internal systems and procedures will be more effective

Stand-alone CD-ROM **Price: £995**

management skills**Project management****Leading a project team****Program objectives**

- Will help anyone running a project, whatever its size
- Highly watchable and clearly illustrated techniques to put into practice
- Will help to focus on project teams, as well as project mechanics

Stand-alone CD-ROM **Price: £995**

customer service**Telephone behaviour****The rules of effective communication****Program objectives**

- Staff at all levels will understand how to conduct a call, from start to finish
- They will help improve business performance by being more efficient and effective
- This will add value for customers who deal with your organisation

Stand-alone CD-ROM **Price: £995**

Demanding customers**Customer care made perfect****Program objectives**

- Customer-facing employees will learn how to handle complaints from internal and external customers
- Every satisfied customer will contribute to your organisation's reputation

Stand-alone CD-ROM **Price: £995**

**customer service****If looks could kill****The power of behaviour****Program objectives**

- Customer-facing employees will learn how their behaviour can be used to improve customers' attitudes and create new sales opportunities
- Customers will feel welcome and at ease

Stand-alone CD-ROM **Price: £995**

**An inside job****Meeting internal customer needs****Program objectives**

- People will understand that everyone they deal with is part of the customer-service chain – customer service could depend on them
- They will be motivated to contribute to this chain by dealing with internal customers professionally

Stand-alone CD-ROM **Price: £995**

Who sold you this, then?**Effective after-sales service****Program objectives**

- Service staff will know that they have a customer care role – to support the product, organisation, customer and salesperson
- They will put skills into practice that create the opportunity to sell other products and services

Stand-alone CD-ROM **Price: £995**

customer service**No complaints?****Complaints and the customer****Program objectives**

- Customer-facing employees will be prepared to handle complaints and help prevent them from recurring
- They will learn to take complaints seriously and show sympathy

Stand-alone CD-ROM **Price: £995**

sales and marketing**Sell it to me!****Essential skills for all salespeople****Program objectives**

- New and experienced sales staff will have the necessary skills to develop and nurture professional and productive customer relationships
- They will be able to ask open-ended questions and listen to what the customer is actually saying

Stand-alone CD-ROM **Price: £995**

Call to order**Converting telephone enquiries into sales.****Program objectives**

- Employees will learn how to make a sale over the phone by remembering a few simple steps
- They will realise that a poor telephone technique doesn't just create a bad impression, it also loses business

Stand-alone CD-ROM **Price: £995**

On the receiving end**Making call centres more effective****Program objectives**

- Call-centre staff will be able to resolve customer enquiries effectively and professionally
- Customers will be kept satisfied and loyal to your organisation

Stand-alone CD-ROM **Price: £995**

finance**The balance sheet barrier****The basics of business finance****Program objectives**

- Managers will appreciate how the key financial statements are calculated and what they mean
- They will have an insight into how their area of the business affects the figures

Stand-alone CD-ROM **Price: £995**

quality**Complaints and quality management****Quality through customer service****Program objectives**

- Managers will learn how every complaint can be used to improve the quality process
- Staff will be allowed to solve problems and propose solutions

Stand-alone CD-ROM **Price: £995**

**For the record**

Prices exclude VAT and delivery. For full terms and conditions please refer to page 130 of the main Resource Guide or visit www.videarts.com

AICC standard

The programs are designed to AICC guidelines and have passed the tests in the AICC test suite version 1.4.

Customer support

We are happy to answer any questions on the technicalities of e-learning and provide full technical or product support.

To order a demonstration CD-ROM or arrange a personal demonstration, call your local learning resource centre