

## Business & Finance Course Listing

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### Macroeconomics, Government and International Trade

Created in collaboration with a respected team of economics professionals, this programme is Vol. 2 in a unique two-part series based on National Council of Economic Education (NCEE) standards. John Stossel leads the exploration of complex economics topics through the engaging use of real world examples. He takes a stance of mostly pro-capitalism and 'economic freedom' using an engaging and thought-provoking style that will generate discussion and encourage exploration of topics like: Personal Income; Labour Productivity; Marginal Tax Rates; International Trade; Economic Growth and Sources of Prosperity; Inflation; Government Spending and Jobs; The Role and Size of Government; Labour Markets and Minimum Wage.

### Microeconomics

Created in collaboration with a respected team of economics professionals, this programme is Vol. 1 in a unique two-part series based on National Council of Economic Education (NCEE) standards. John Stossel leads the exploration of complex economics topics through the engaging use of real world examples. His engaging and thought-provoking style will generate discussion and encourage exploration of topics like: Opportunity Costs, Trade-off's, and Secondary Effects; Economics of Private Property Rights; Gains from Exchange and Wealth Creation; Market Coordination and the Invisible Hand; Profits, Price Controls and Secondary Effects; Subsidies and Political Behaviour.

### Cash Flow

This program looks at the fundamental issues of cash flow including the difference between cash and profit, cash vs. credit, measuring cash flow and improving cash flow.

### Financial Budgets

Using clothing and music store Euphemism as a case study, this program looks at the fundamental issues of financial budgets including why businesses have budgets, the importance of budgets, the budgeting process, the length of a budget period and planning and evaluation of budgets.

### Financial Stability

This program outlines the fundamental issue of financial stability including concepts such as stability, cash budgets, working capital ratio, quick asset ratio, efficiency measures and solvency.

### Profitability

In this program, see how business resources including sales revenue, gross profit ratio, net profit ratio and expense and sales ratio are used to evaluate profit. The program also looks at the return on owner's investment, the return on owner's assets, ratio analysis and the limitations of its use.

### Economic Systems

Economic systems are the means by which a society produces, distributes and consumes resources, and are intimately integrated with the other elements of the culture. In this lesson the economic systems of several societies are examined as examples of how reciprocity, redistribution, and market exchange play a central role in the distribution of goods. The Ju'hoansi of southern Africa exemplify foraging cultures in which food is not produced but rather collected as it is needed and distributed immediately according to the process known as generalised reciprocity. The Yolmo of Nepal traditionally practiced pastoralism and subsistence farming, using an exchange system of balanced reciprocity combined with redistribution. A Ghanaian market run by women illustrates a traditional form of market exchange, and a Japanese fish market exemplifies the wholesale commercial market with international participants but face-to-face transactions according to Japanese cultural practices.

### Marketing Sportsgirl

Marketing Sportsgirl explores the marketing and image making involved in selling fashion goods in Australia, using Sportsgirl as a case study.

### Customer Service

The quality of a customer service experience can determine whether businesses get a customer for life, or for a one-off transaction. Just about any business will tell you that the most important focus in their dealings with customers is to ensure that needs are met and expectations realised at best, and preferably exceeded. This film provides students of a range of business-related areas with a resource that explores customer service through the eyes of five individuals who are passionate about delivering excellence. There are also street interviews. It explores the importance of customer service, what is involved in providing good service, product knowledge, health and safety, dealing with customer complaints and monitoring customer service. It targets learners at senior secondary and FE levels.

### External Factors Affecting Business

Many factors that affect businesses are outside of their control. These external factors include the level and ferocity of competition, the national and global economic climate,

fiscal and monetary policy, the impact of technology, international trade and the European Union. This film provides an overview of those external factors and draws on the expertise of a range of interviewees, as well as some street interviews, to present an informative discussion of how external factors can impact the business landscape. It also looks at the effect of the 2009 global credit crunch, and finishes by examining how a PESTLE analysis can be used to monitor and assess external factors to help businesses make strategic decisions. It is an excellent learning resource for students of Economics and Commerce-related disciplines at senior secondary and FE levels.

### Teamwork

What can be achieved by an effective team is usually considerably greater than what the individuals within that team working separately could achieve. Functional and cohesive teams are often the key to the success of a business or enterprise. This film explores various aspects of teamwork, firstly looking at different types of teams, then a brief coverage of the nine various roles within teams proposed by team management theorist, Meredith Belbin in the 1980s. Conflict within teams and developing effective teams and evaluating their performance are also examined. This resource, featuring two interviewees who offer some fascinating insights, as well as some street interviews, is ideal for students of business and related disciplines at a senior secondary or FE level.

### What's Really Going On?

This humorous programme shows what can happen when people suspect the worst. One of the largest customers of a fictional company has called in the receivers; the MD has made contingency plans and is confident that new contracts will forestall the need for compulsory redundancies. The message that managers were to pass on was one of reassurance, but the production head doesn't brief his team properly and their fears mount, fuelled by the fact that people in other departments seem to know more than they do. Only when a key member of staff hands in his notice does he realise his mistake and acknowledge the importance of structured communication.

### Overcoming Negative Behaviours

Dealing with negative and difficult people is one of the most stressful tasks in today's workplace. Learn practical skills for dealing with resistance, complaints, disruptions, demands and aggression.

### Customer Service

This is the fifth and final programme in the Workplace Communication Series. This program focuses on both internal and external customers and clients using the fictional current

affairs show "On this Day," and its presenter Naomi Henderson as a case study. Just as poor attention to the needs of external customers can lose sales and profits for an organisation, so too can poor internal service lose sales, jobs and productivity. The program looks at the following: "Defining customer service and customers," "What makes for better customer service practices", "The customer transaction", "Sustaining good customer service", "Concluding the customer transaction" and "Dealing with difficult customers."

### Writing in the Workplace

This engaging program provides the student with an overview of the purposes and advantages of writing as a medium and the advantages and disadvantages of writing compared with speaking. It covers the following areas:

- Defining writing
- Advantages and disadvantages of writing
- Five steps to writing
- Five 'whats' to writing

### Conflict Management

Set in the production office of fictional current affairs program Sighted, this program provides a dramatic perspective on the place of conflict in workplace communications and explores strategies for dealing with everyday conflict situations. The program deals with the more ordinary communications that go wrong, the personal and workplace costs of these and the possibilities of avoiding such situations and/or dealing constructively with them when they occur. The program offers insights into the following key elements of conflict and conflict management and summarises them in the following text screens:

- What is conflict
- Role of conflict in the workplace
- Conflict spiral
- Conflict management strategies
- Constructive conflict management

### Negotiation in the Workplace

In everyday life, negotiation is an important communication skill. This program explores the fundamentals and intricacies of the negotiation process through a fictional scenario of a high school teacher attempting to organise a training camp for her basketball team with her travel agent. The program explores the five stages of the negotiation process, including preparation for negotiation, negotiating, bargaining and confirmation. This program presents a clear and useful lesson on negotiating whilst highlighting that good communication skills are essential to the negotiation process.

### The Nature of Workplace Communication

This informative program is about communicating in the workplace and follows a week in the life of fictional cleaning company Clean as Krystal. With manager Barry Walton as your guide, this program covers topics such as:

- What is communication?
- Barriers to effective communication
- Communication at work

### Putting Customers First

Mobil and Centrelink have set out to provide outstanding quality service. Key strategies for achieving superior customer service include: identifying customers; getting feedback; developing service enthusiasm; and streamlining service procedures to provide personalised service and ensure customer satisfaction.

### Assumptions

This program starts with a number of accessible examples to illustrate what we mean by assumptions, how we find them and use the negative test, and how finding them can help to illuminate arguments. Students are then asked to test their critical thinking skills by looking for the assumptions in a location based film and studio discussion on the rise in binge drinking amongst girls. Finally, Dr. Roy van den Brink Budgen gives his analysis of the case study and provides follow up support material.

### Credibility

This program begins with an exploration of the concept of credibility and illustrates the key criteria of motive, bias, vested interest, neutrality, ability to perceive and expertise. A reconstruction of a famous murder case from the 1920's is then used to provide the material for students to evaluate the credibility of the evidence that was used. Finally, critical thinking author Dr. Roy van den Brink Budgen provides his analysis of the case study and follow up support material.

### First Impressions

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team approach customers positively.

### The Power of Behaviour

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team use their positive behaviour to breed positive behaviour in others.

### Customer Types

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team to handle all kinds of difficult customers.

### Advising the Customer

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. In this episode, customer service teams will become well equipped to give the customer what they want.

### Communicating Effectively

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team improve their communication skills.

### Customers on the Phone

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team to effectively communicate with customers on the phone.

### Online Customers

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team to #communicate with customers online.

### Service for Sales

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team learn selling skills and techniques.

### After Sales

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team to give your customers a reason to stay loyal post-purchase.

### When Things Go Wrong

It's often said that Customer Service isn't a department, it's an attitude. The behaviour of front-line staff defines the reputation of any organisation – big or small – which makes it all the more important to get it right. Help your customer service team develop techniques and solutions to manage customer complaints.

### Accepting Change

Implementing change is always difficult and there will always be people who wish to maintain the status quo. In this episode we see Marcus as he informs the team of an imminent change, but everyone is annoyed. Steve and Sanjay object to spending time bringing others up to speed. Marcus invites everyone to write their negative thoughts and put them in a box, but that doesn't help. Steve has a rethink and suggests that with the combined skills of the group and some focused effort they can handle the challenge.

### Apologising Carefully

When making an apology it is important that it be genuine, sincere and thought out. An apology that is false is easily seen through and will not have the desired effect. Serena is inspired to apologise to Carol and wants a Sorry Day at Cutting Edge. They discuss different forms of sorry including the empathy. Sam and Michael take time out to work on their apologies for ongoing disputes, but they argue about how to apologise. Carol tells Serena about what she believes to be a very useful tool, the fake sorry'.

### Appreciating Diversity

It is important that organisations respect the diverse backgrounds of their employees and work with them to maximize skill sets to use diverse backgrounds for the good of the business. Carol returns from vacation to find that Marcus has hired two non-English

speakers, to develop diversity at work. Carol and her boss Serena have concerns about their minimum English and the consequent perceptions of Cutting Edge Corporation appearing unprofessional. Carlos and Tammy manage to retain their positions and all the staff are now required to help them improve their English.

### Behaving Unprofessionally

Various members of the team discuss what they see as unprofessional behaviour. Cutting Edge Corporation has a Book of Rules listing unprofessional behaviours. These are set out and explained by team members and include, being rude, taking supplies, personal media, inappropriate dress, name calling, flirting, relationships at work and touching.

### Building Relationships

For a team to work effectively together there must be relationships built of trust, understanding and mutual respect. Marcus sets up a speed socializing exercise to give staff an insight into building long lasting relationships. Steve is chosen as the relationship expert to comment on the relationship' skill level of the group as they undertake role-plays. Tammy and Sanjay's awkward interaction escalates when Steve refers to him as a narcissist. Tammy feels angry with the whole group and has an outburst in Chinese.

### Coaching New People

It is important to encourage new people to feel welcome and encourage them to be part of the team. This program covers assisting them to settle in, offer them practical steps to build skills and give them your time and encourage them. In addition we cover using feedback to fix problems and being a caring monitor.

### Communicating Effectively

The Cutting Edge crew's Success at Work Series demonstrates essential employability skills millennials can use to achieve success. Former students learn from their mistakes while gaining an edge to succeed. Viewers will see how to maximize effectiveness in communication, prioritization and organization. This film discusses how to show positive body language, listen and respect others, communicate professionally, impress on the phone, and present and engage positively.

### Creating a No-Blame Culture

When mistakes are made in the workplace, everyone is quick to find someone to blame. In this episode Carol creates an innovative Corporate Social Responsibility program that is trending on Twitter after a disastrous typo in the press release. Serena is outraged by the undesirable publicity. Fingers are pointed and chaos erupts as the team looks for

scapegoats. Marcus and Carol present a 4-step process so everyone can avoid blaming, learn from mistakes and ensure it doesn't happen again. In addition we cover the learning outcomes of sharing mistakes, assess the impact and reinforce the positive, discuss the best options to fix the problems and see the opportunities to learn and innovate.

### Creating Positive Impressions

Making a positive first impression is vital. In episode one Carol greets new clients but struggles with their name pronunciation. Michael and Wendy are not welcoming, so Carol gives her staff tips on smiling and positive facial expressions. When the clients complain about Mana's presentation, Carol agrees and puts her down then coaches her - all in front of the important clients. They are unimpressed and leave. Don't ignore people INSTEAD: Make everyone welcome. Don't be vague INSTEAD: Demonstrate expertise. Don't behave rudely INSTEAD: Always be professional. Don't miss opportunities INSTEAD: Build ongoing relationships.

### De-Cluttering the Office

It is important that the office space is clean and tidy, free from clutter and hazards. Carol is on a mission to de-clutter the messy office so it's tidy, motivating and safe. She implements a clean-desk policy but some team members don't want to let go. Carol declares that anything left lying around will be thrown out or donated to Carlos the cleaner. Everyone reluctantly commences a massive cleanup and Carol is very satisfied with the outcome. In addition we cover the learning outcomes of seeing the visual impact of your space, explaining safety and security policies, setting standards and taking pride in your workspace.

### Developing Successful Mindsets

A negative mindset can affect a whole team or business, so it is very important to managers to make sure that their team has positive mindsets and thinking. In this second episode we see Steve, who is dejected. Casey tries to cheer him up and Carol offers advice about being in the Negative Land of W. Carol tells the team that certain people are wasting time, wishing they were somewhere else and whining about it... e.g. Steve. Marcus offers a group strategy for dealing with the negativity. Next day Carol explains that Steve has become a Chooser instead of a Loser.

### Diffusing Anger

Anger can erupt from anyone at any time and having strategies in place to control and manage that anger is very important. Marcus runs a training session to help staff manage anger, and invites Serena as the anger management expert, which makes Carol angry. Marcus uses a toy crocodile and some boxing kangaroos to get the messages across, but

when Michael and Sam are asked to demonstrate their anger management skills the role-play escalates into an embarrassing situation.

### Embracing New Ideas

New ideas keep a business developing and growing, but all ideas need to be approached with creative suggestions and enthusiasm. In this episode Marcus invites everyone to suggest innovations to enhance productivity and improve the culture. Junko and Alex compete and tension escalates when accusations are made about stealing ideas. Marcus and Michael present new ideas to the group that are received with varying degrees of success. Carol emphasizes that ideas should be shared. Michael's innovation of micro bags is put into practice.

### Enhancing Service

Service is integral to Cutting Edge; if a client is not happy, they can lose business. Marcus likens service to a gecko's suction capacity; once you get a client, you never let him/her go. Marcus introduces Barney Bradley who instructs everyone to close eyes and imagine a computer support frustration. He then asks them to imagine the joy one feels when great service is finally delivered. Sam explains the importance of GECKO. Get it right first time – no mistakes. Efficiency – one can simultaneously field a call and acknowledge the presence of someone who needs service. Having a Can-do attitude is vital – the notion that a company “might” do something, conveys the impression it won't happen. A client who can count on you has a sense of confidence. Alex likes her customers to feel special; it is how they grow their customer base. Sherry loves Knowledge – finding out about her customers; the more she knows about them, the better the service she can give, whilst for Serena knowledge is part of preparedness. Outcomes is about finding an answer, setting a deadline and sticking to it. Steve's motto: turn a complaint into congratulations!

### Ensuring a Respectful Workplace

It is important that every workplace is one where we respect our fellow colleagues and are treated with respect in return. In this episode Serena is concerned that the culture lacks basic elements of respect. Some team members confront Carol about her racist and insensitive comments. Meanwhile Sam and Sanjay ridicule Serena, which she overhears. Carol also overhears and is both amused and shocked. Serena is devastated. Carol sees the perfect opportunity to give Serena a pep talk and help her get back on the horse. In addition we cover the learning outcomes of thinking before speaking, always maintaining respect, giving professional feedback directly and getting back on the horse.

### Ensuring Security

Marcus reports the sad news to the team that Casey's pet ferret's ashes were stolen from her desk. Serena points out that nothing in the office is safe. Carol asks Carlos if he checks visitors' identification and notices that he is not being rigorous about this. Dion tests Carlos with a weak disguise but Carol secretly arranges for an attractive friend, Marlene, to approach Carlos at reception and flatter him into letting her use the restroom without ID. Carlos falls for the bait; Marlene slips into the office and swipes several important items. When the theft is discovered, Marcus and Serena call an emergency meeting. Although most noticed a tall strange woman in the office, no one asked her who she was or why she was there. Carol produces the "stolen" items, and introduces Marlene. The team discusses the importance of keeping valuables locked up and asking for proof of identification. If you see something, say something. Then Marlene – wearing a wig and glasses – tries again, but Carlos doesn't allow her in this time. Marcus proposes his security measure: that everyone wears badges. Serena congratulates Carol on revealing the weakness of their office security. Marcus and Serena sing a security message.

### Explaining Skilfully

When you are explaining details and concepts in a business environment, it is important to understand the techniques for explaining them effectively. The art of explaining concepts and information is covered in four key steps about engagement, structure, maintaining interest and ensuring understanding. While Carol is impatient and patronizing with new starters, others like Sam, Alex, Steve and Michael are more patient and creative in ensuring their messages are understood one to one or in groups.

### Facing Social Media

It is important for every business to have an appropriate social media policy that is understood and adhered to. In this episode Carol is concerned about excessive use of Facebook and Twitter at work, and initiates a social media policy, which Serena has observed is missing. Sam presents the new social media policy for the office, and they discuss inappropriate use. At the same time Michael's personal use of a dating app in the meeting triggers an embarrassing argument.

### Giving Managers Feedback

Three-sixty degree feedback is very important in the workplace. Marcus offers Carol the unique opportunity to give some feedback to Serena and himself. Carol enjoys being direct and damning, and Serena is taken aback. Marcus invites the team to give feedback to Carol in a group. She presumes her team loves her and will be glowing, but everyone except Casey has some critical feedback about Carol's leadership and communication style.

### Handling Anyone Difficult

We all have to deal with difficult people but we don't all have the best skills to do so. Carol offers her six step approach:

1. Observe calmly and do not get pulled into the drama
2. Listen and show empathy
3. Focus on the facts
4. Ignore bad behaviour from other people involved
5. Give feedback about bad behavior
6. Build your skills to improve how you manage difficult people.

### Handling the New Wave

Carol is underwhelmed when “dude” Dion (Marcus’ nephew) rocks up to commence work as an intern, and also isn’t impressed by the entitled Tatiana. Marcus explains to the interns that Cutting Edge is there to help them move forward. Carlos is welcoming – offering Dion a desk to help him feel at home. Carol objects to the interns’ “text speak” and use of emoticons; not to mention time wasted on social media. Dion points out that companies allowing employees a given amount of time on Facebook are actually more productive. Steve explains the importance of dressing professionally; while Serena makes time to talk with the interns, perceiving their potential. Carol’s assessment of Dion is blunt; she believes he has no place in their office. Serena asserts that constructive feedback is the better path. Steve coaches Tatiana through what to say (and not to say) in job interviews. Carol concludes with some slightly tempered advice for Dion and he makes a positive suggestion.

### Handling Tricky Appraisals

Performance appraisals can be difficult if one party expects a result far different to their actual appraisal. In this episode Carol expects to be showered in praise at her forthcoming appraisal with Marcus, but is shocked to find Serena will be sitting in. When they question Carol's extremely high self-assessment, she becomes defensive and angry, especially when Marcus announces no bonus and a pay cut! But will management also be taking cuts? Carol must get back on her horse. In addition we cover the learning outcomes of preparing for what to expect, discuss ways to improve, reward achievements as agreed and remain calm and focus on the goals.

### Listening Actively

It is important that every employee adopts and practices professional listening and communication skills in their workplace. Carol tells Marcus he is not listening to her, so after agreeing to listen, Marcus is inspired to run a listening session with the team that will also

benefit the new starters, Tammy and Carlos. Listening skills are lacking. Carol offers some facts about listening and communication, and they attempt to explore empathic listening skills.

### Making Decisions

Decision making is one of the most challenging tasks that a manager has to make, especially when it comes to making structural changes within an organization. Serena questions the decision making process for the cutbacks. Instead of considering the weakest performer, Marcus has hired two new weaker people. Serena is shocked by the random choice toy and arm wrestling competitions used to make decisions. She offers the DECIDE formula and Michael is reinstated because the decision to fire him was unethical.

### Managing a Complainer

Angry or complaining people are always challenging, but that doesn't mean they should be underestimated or ignored. It is important to understand how to effectively manage their situation to create a positive outcome. Barney, a neighbour, is irate because his car is blocked in, and gets angrier to discover staff who do not speak English and that Carlos is no longer cleaning the garage and is now the new receptionist. Carlos tries to show empathy for Barney but it backfires. Carol escalates the anger whilst Marcus demonstrates his effective conflict resolution skills to bring the situation under control.

### Mediating for Resolution

The team is encouraged to learn excellent skills for controlling respectful exchanges and facilitating solutions. When members of the team are in dispute they write a statement acknowledging the other's problem with the issue and detailing how to minimize the potential for conflict in the future.

### Negotiating for Results

Effective negotiating skills need to be learnt, practiced and perfected to ensure that you are in a position to negotiate the best outcome for every project and contract. Steve and Paul Garrison negotiate a large contract to provide services to Paul's company. Steve wants to provide a cost effective service based outside Australia but Paul disagrees. Steve acknowledges the concerns but nearly loses the deal when Serena is brought into the equation, and an angry Paul comes back to confront them. Steve finally reassures Paul the Australian deal will proceed.

### Overcoming Disempowerment

Feelings of disempowerment can cause friction and difficulty between staff and it is important to be able to overcome them and move forward. In this episode Marcus coaches Carol about respect after a complaint Michael has made against her. But when Michael asks Carol for feedback, she is harsh and rude, prompting another complaint. Marcus helps Michael deal with his negativity and introduces the black box, encouraging Michael to put his thoughts into the box. Marcus goes through the same process with Carol who is in awe of Marcus' inspirational speech.

### Overcoming Setbacks

For Sam, the key to overcoming setbacks is to stay positive. Michael complains to Sam about setbacks that prevented him being chosen for Chicago. Sam proposes a policy that limits people's (namely Michael's) tendency to vent angrily about perceived setbacks. Marcus explains to his team that it is important to shake off setbacks, as he did when he applied for a job that he didn't get. He tells his team to be open, confident, flexible, and move forward – all a problem for Michael. The rest of the team relay effective examples of where they overcame perceived setbacks in their personal and work lives. Sam emphasizes that instead of focusing on what went wrong; focus on how to make things better next time. Marcus advocates a peer support program whereby people can ask for help; Sherry adds that others may have strengths that balances one's weaknesses. Believe you're a champion, attitude counts – so tell yourself you can do it.

### Planning and Organising

Strong planning and organizing skills are always important and it is vital in any organization that people do the tasks that they have committed to. Serena discovers Marcus and Serena have not planned together for the upcoming conference when they each have different ideas. They blame Serena as a distraction, but she focuses on how they should manage distractions. Serena gets serious and they soon set goals and commence a short burst planning session.

### Preparing for Emergencies

Marcus and Carol wear safety jackets for a risk awareness meeting. Marcus affirms that as the manager, if an emergency presents itself, he will be the last to leave the office. The team is confused about the location of the fire extinguishers – everyone points in a different direction. Sam says he is the best qualified to be head of emergency; the others agree with him. Marcus has showcases the contents of a small disaster kit – and asks what the others would like to contribute. Chapstick, dry shampoo, toilet paper, condoms, duct tape, glue, water and a skeleton key are offered. Serena declares the importance of an emergency

evacuation plan. Sam raises the importance of first having an emergency meeting place. Marcus plans an emergency drill and hands out blindfolds for the staff and blows a didgeridoo as a warning signal for an evacuation. This approach proves to be dangerous, culminating in staff falling down the stairs and knocking out Serena.

### Presenting with Passion

Being an engaging and convincing presenter is essential if you want your audience to be fully on board with your message. Carol runs a training session on overcoming fear and changing their presentations from bland to grand. Carol tells Serena she is being long winded, the 'l' in bland. Carol invites everyone to present on a surprise' item, then gives feedback on their performance, linking it to her formula. Steve is the only one to make a grand presentation using great body language and tone.

### Removing Tension

Brittany, The Cutting Edge Personal Trainer, demonstrates some stretches for use in the office to help remove tension. The team is encouraged to discuss problem areas they have and together they work through stretch exercises with Brittany. Serena arrives and is concerned about the activities in terms of possible injuries and lawsuits. Brittany involves Serena and invites her to lie on the floor and do a Birthday Stretch', much to the amusement of others in the team. People have enjoyed the stretching exercises but Serena is really concerned about everyone getting back to work.

### Resolving Conflict

The team discusses strategies to learn to respect individual differences and manage their own emotions when feeling overwhelmed or stressed. They discuss the need to be factual rather than attacking or defensive. They additionally recognize the need to follow rules and find common ground between the parties.

### Responding Thoughtfully

Carol tells the team that people do not listen supportively or respond thoughtfully to each other. She uses the acronym CRAP when she talks about supportive listening. In Clarifying, Sam and Michael demonstrate an example of when to clarify a statement. Reflecting is repeating back what you think a person is saying to ensure you are on the same page. Carol believes she is expert at Advising. Alex believes it is not beneficial to offer unsolicited advice. The group discusses the best ways to offer advice. Probing is the skill of seeking more information. Sam offers his view that probing is non-judgmental questioning and gives an example. Serena interrupts the team meeting, angry about the inappropriateness of 'CRAP'

on the whiteboard. Carol tells Serena that she is deflecting the purpose of their meeting and adds a D – CRAP'D. Ever-angry Sanjay surprises everyone with his positive reaction to CRAP.

### Sharing Feedback

Marcus leads a team meeting to develop positive feedback approaches, but Carol presents Serena with a less-than-glowing critique. Tammy praises Casey for her support but asks her to avoid telling long stories. Dion commends Carlos for being approachable, but worries that he has encouraged Carlos' tendency to make jokes about women in the office. Sanjay welcomes Sam's endorsement of his opinions, but says Sam's noisy breathing interferes with his ability to concentrate. Throughout the session, Marcus recommends welcoming feedback, staying calm and not defensive, openly discussing the problem and its impact on performance, linking the feedback to rules and agreements, asking the other person for their view and suggestions for solutions, and listening.

### Staying Motivated at Work

Motivation in the workplace is extremely important, but it can be challenging to keep the team continuously motivated. In this episode the team members present their various views on their attitudes toward the workplace whether they feel motivated and what causes them to be de-motivated. Carol returns to the office after receiving a keynote speaking award and feels very positive as a result. Serena lays down a challenge to Marcus to motivate Carol to increase the productivity of the office by 60%. Carol then gets to work on finding the best way to motivate the members of the team.

### Stretching the Team

For staff who find themselves in the same position for too long during the workday it is important to introduce stretching and exercise to prevent injury and promote wellbeing. Carol and Marcus discuss the benefits of exercising and Marcus introduces Brittany his trainer to the team to take them through a series of stretching exercises. Despite some differences in the capacity to successfully manage the stretches people generally enjoyed the activity to varying degrees.

### Supervising Effectively

The supervision of staff by managers can be one of the most difficult tasks that they are required to perform. It is essential therefore that the techniques and strategies that they use are effective for the circumstances. Supervision mistakes are being made - Marcus is vague, Carol bullies and gives poor feedback and Serena makes the fatal mistake of starting an inappropriate discussion with Carol because she is attracted to a client. Effective supervision skills are shown and include using goals to achieve results and measuring the

success, listening and supporting staff, acknowledging good work and focusing on building skills.

### Supporting Others

It is very important to provide support to work colleagues and to constantly be on the lookout for those colleagues that need your support but may not be prepared to ask for it. Marcus creates an award for the most supportive employee of the month and challenges the team to be supportive, saying everyone will be judged on who offers the most support to Tammy. People offer various forms of support and the outcome results in more winners and losers than expected. Marcus feels everyone is a winner.

### Surviving Stress and Burnout

Marcus asks Carol to share her battles with stress at a staff meeting to provide a strong example for the team. Carol describes her difficulties with staff challenges and social media demands. Marcus introduces the new office companion Cameron – a privately located camera that the team members can speak to in order to vent and relieve stress. It appears that the group has a broad range of stressors and complaints. Against all ethical guidelines Marcus watches their outpourings – and the result is catastrophic! Stress must be managed effectively.

### Surviving Team Conflict

Team conflicts can be a destructive thing in the workplace. In this episode we see Carol as she mediates a dispute between Sanjay and Casey, who has a pet at work. Sanjay is aggressive while Casey is non-assertive. Carol finds the middle ground but later Sanjay argues with Mana and reveals his hand in the disappearance of Casey's pet. Sanjay has time to rethink his intimidating ways and offers Casey a stuffed pet' as a peace offering in Marcus' team building session.

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### Teaching Greetings

The receptionist is the initial face of a business and so it is very important that their greeting technique is appropriate to the company's requirements. Carlos needs training in reception skills. Carol is critical of his pronunciation and poor English, so she delegates the task to Alex who patiently teaches Carlos how to introduce himself, how to address and greet visitors, and ways to build rapport and make people feel comfortable. She is an encouraging coach and helps him understand his role.

### Transforming Silos

In honour of “Blue Moon Day”, everyone wears blue and Marcus dons a blue carnival mask before his assembled team. Casey presents a tiny personalized number plate to Carlos; she also has one. Marcus praises this ‘sharing’ gesture and explains that Blue Moon Day signifies a cohesive work culture. Despite this, Carol criticizes Tammy for always being blue in meetings, and notes that Serena habitually wears a scowl unless dealing with her Australian client. Marcus switches the subject to SILOs, explaining that the team needs to break out of its silo and learn to share. SILO for Marcus means “Stuck Inside a Limited Outlook”. Sanjay wants to know why being in a SILO is bad – “there’s no-one to bother you”. Marcus explains that being in a SILO means that one is fragmented, inwardly focused. Marcus wants collaboration and a unified talent development solution .

### Understanding Accountability

It is important that all staff understand accountability and make it part of their attitude towards their work. In this episode Serena is appalled by lack of accountability and Marcus passes the task of remedying the situation to Carol, who calls a snap meeting with everyone including Carlos the cleaner. People seem confused when Carol challenges their understanding of accountability, yet she secretly confesses her own misunderstanding. The new guy, Sam, provides a clear and unequivocal definition that saves the day. In addition we cover the learning outcomes of sharing examples, agree on expectations, showing pride in being accountable and reviewing and rewarding achievements.

### Using Goals to Grow

Serena presents the GROW model to a skeptical Carol and Marcus. She explains that it stands for Goal-Reality-Obstacles-and Way forward. The team is then encouraged to articulate their own goals and how they plan to achieve them.

### Welcoming New People

When new people start in an organization, it is important to make them feel welcome and include them in the team to build morale and cohesion. Sherry is new, but gets relegated to

the bottom of the stairs, where she feels isolated and excluded from team activities and events. Carol ignores Sherry and her induction of Tammy and Carlos is patronizing and demeaning. Meanwhile Alex and Michael help Tammy and Carlos to feel welcome and learn some basic expressions, whilst Casey goes out of her way to make Sherry feel appreciated and valued.

### Working Safely

Risk taking and accidents are occurring at Cutting Edge. Safety awareness is the focus of a special training session Marcus has planned to coincide with a surprise party for Serena's 50th birthday. The event is filled with dramatic incidents and even a possible romance but being safe and avoiding accidents remains the focus.

### Asking for Help

This video explores how to ask others for help, directly and indirectly, and how to say why you may need help.

### Can I Help?

Offer your help to other people – ask how you can help, ask what you can do.  
Comparing This video explores the differences between what is the same and what is different, which is better and which is more important?

### Do You Like Them?

This video explores what it means to talk about what you like and what you don't like, and asking other people what they like.

### Family and Friends

Describe family members and talk about friends and relatives. This episode contains six sections: language functions, grammar, everyday expressions, vocabulary, tips and speaking practice.

### Giving Information

Talk about yourself in more detail – ask for and give basic information.

### How Do You Feel?

This video explores talking about your feelings and why you may feel a certain way. For example, how do you feel about family, friends, work, and vacations?

**How Was Your Week?** This video explores what it means to talk about things that happened in the past, including the context of this morning, yesterday, last week, last month.

### Let's Go

This video explores what it means to make suggestions about what to do or where to go, as well as the acceptance or refusal of an invitation.

### Meeting People

Simple ways to say hello and goodbye, introduce yourself, and use the right body language.

### What Are You Going to Do?

This episode talks about plans for the future. What is going to happen – later today, tomorrow, next week, next year?

### The Red Movie

More and more people at work are being asked to make decisions for themselves. However, these decisions often need to be made at increasing speed and under pressure. Set in the 'decision lab', this engaging program uses live action and animation to illustrate Mark Brown's 'red-thinking' phase. It will get an audience thinking about how they make decisions, and where they go wrong. Useful as a 15-minute energiser, or to support a full course, this program will get every level of staff focused on improving the quality of their decision-making.

### The Green Movie

The green stage of Mark Brown's creative-thinking process enables people to translate ideas into action and make things happen. Using a 'four-box model', this program introduces a framework for empowerment, enabling people to take the initiative as well as motivating them to be responsible for their own ideas. This inspirational program mixes live action and animation to convey its message and is targeted both at individuals and managers. Individuals will be encouraged to 'happen to the world', not let 'the world happen to them'. They will understand when and how to apply initiative and creativity. For managers who are keen to empower their people it will help them hand over responsibility without losing control, and give people space to realise their creative potential. This will release dynamism and creativity into the organisation. The program also includes an activities manual to help direct creative thinking.

### Agreeing and Disagreeing

Learn to agree or disagree appropriately and use the first conditional to express possibilities.  
Apologising Learn to apologize appropriately and identify verbs that take the infinitive – want, seem, attempt, demand, expect, like and love.

### Asking Questions

Learn to ask for information, recognize rhetorical questions and use closed, open and statement questions to get quality answers.

### Clarifying and Explaining

Learn to explain and clarify situations and ideas and use gerunds as the subject of the sentence.

### Communicating Feedback

Learn to give and receive feedback and talk about what has happened using the present perfect tense.

### Comparing and Contrasting

Learn to compare and contrast people and situations and use what as the subject of the sentence rather than as a question.

### Complaining and Criticising

Learn to recognize and express criticism and complaints and use the present perfect tense with periods of time.

### Considering Options

Learn to discuss various options and improve your conversation skills using subordinating conjunctions.

### Describing Feelings

Learn to express positive and negative feelings, and talk about habitual actions and events using the simple present tense.

### Describing People

Learn to describe people positively and negatively, and use regular and irregular comparatives and superlatives.

### Discussing Responsibilities

Learn how to explain responsibilities and use the second conditional to express possibilities.  
Encouraging Others Learn ways to encourage others and check understanding using the correct question tags.

### Expressing Ideas and Attitudes

Understand and discuss ideas and attitudes and improve your fluency using coordinating conjunctions - and, so and but.

### Giving Reasons

Learn to give reasons using because and talk about past actions using irregular forms of the simple past tense.

### Giving Warnings

Learn to understand and give warnings and use imperatives without sounding offensive.

### Greeting and Introducing

Learn to introduce yourself and others, and use the correct possessive pronouns - my, his, her, our, your and their.

### Making Suggestions

Learn to make suggestions and talk about future plans using going to.

### Saying What's Needed

Learn to talk about what's needed and how to use modal verbs such as have to, should and must.

### Saying Where People Are

Learn the prepositions for saying where people are and use the present continuous tense for actions in progress.

### Talking about Rules

Learn to understand and explain rules and use appropriate adverbs and quantifiers to talk about degree and frequency.

### Person-to-Person Customer Service

Dealing face to face with customers can require patience and the ability to genuinely engage with people of all ages, and from wide ranging backgrounds. It requires the ability to remain calm, to engage, to focus on customer needs and to meet them effectively. It's not just about ensuring people get the products, services or assistance they need, it's about striving for standards of excellence that exceed expectations, and ensuring all customers have a positive experience. Using dramatized scenarios and a range of other information and footage, this film looks at various aspects of delivering professional customer service, face to face. It explores the type of skills needed to work effectively in this area; the importance of first impressions; being professional; dealing with customers and handling conflict. It is an ideal resource for anyone who is entering a career in retail or other environments offering face to face customer experiences.

### Telephone Customer Service

As customers, so much of our interaction with businesses and other organizations is undertaken over the phone. Those on the other end of the phone deal every day with a wide variety of people from a range of backgrounds. An organization that relies on the telephone for much of its contact with customers must have well trained, professional customer service operators to service customer needs. It's not just about ensuring people get the products, services or assistance they need, it's about striving for standards of excellence that exceed expectations, and ensuring all customers have a positive experience. Using dramatized scenarios and a range of other information and footage, this film looks at various aspects of delivering professional customer service, including correct phone techniques, using the technology and handling conflict. For those interested in working in phone customer service, this production is an outstanding resource. It brings to life many of the challenges phone customer service operator's face, looks at what makes for professional service and offers both extensive practical and background information.

### Oral Presentation

Produced to help inject vitality into this important form of communication, the trials of Boring Bob and his long suffering audience are compared with the responses created by Gary, Karen, John and Joanne, who each use highly innovative approaches in their delivery.

### Conveying a Professional Image

People in call centres are the window into their organisation. They need to present a professional image over the phone. This program covers the importance of speaking well, welcoming customers and using effective protocols for putting people on hold and transferring calls. It will help learners to develop the skills to speak clearly, avoid jargon and

slang, greet warmly, ask permission to hold, respect customers on hold, explain transfers and offer more service.

### Communicating Clearly

Staff in call centres need to learn to communicate clearly, especially if someone has difficulty understanding. They must demonstrate these skills:

- Listen carefully to identify needs
- Question to clarify and check
- Give information clearly
- Explain methodically
- Ensure information is understood

### Conflict Resolution, Health & Safety, and Affirmative Action

This series explains Portland Aluminium's approach to human resource management, and accordingly shows one of Australia's most progressive staff management philosophies in action. It examines conflict resolution and industrial relations between management, workers and their unions. Safety issues and equal opportunities are also covered.

### Handling Staff and Communications

This series explains Portland Aluminium's approach to human resource management, and accordingly shows one of Australia's most progressive staff management philosophies in action. This program looks at the role of human resource managers in recruitment, induction, training, appraisal and motivation.

### Managing Change at Portland Aluminium

This program explores the role of modern human resource management policies within the overall management structure.

### Operations Processes

At the very heart of business operations is the production of products or services – the input of raw materials, human resources and capital, the transformation process that turns input into output – and the output – the actual product or service itself. Operations extend also to areas such as transport of raw materials, distribution of products or services, advertising and marketing, finance and management. This resource examines operations using interviewees from four quite different case study businesses in New Zealand and Australia. Sections include unpacking operations, inputs, the transformation process, outputs and operations, productivity and competitiveness. It is ideal for learners in business and

commerce-related disciplines at senior secondary and post-secondary levels. Interviewees include: Nick Cowper, General Manager, Hummingbird Coffee NZ Rob Nugent, Commercial Manager, Vega Press Martz Witty, Business Developer, NZ Angela Nichols, Sustainability Communications Manager

### The Nature of Economics

Economic problems arise because people want to make their lives better - a fundamental part of human nature. This video introduces the viewer to economics and how it attempts to solve the problem of limited resources versus unlimited wants.

### The Operation of an Economy

There are many different economic systems throughout the world, but they all have to address the same basic questions. We investigate these questions, and use the production of bread to show how resources are combined to create goods and services, and the benefits that arise from this process. We also investigate the different sectors in an economy – households, firms, finance, government and foreign – and show how they interact using the circular flow of income.

### Marketing, Research and Segmentation

Why do businesses use market research and segmentation and what does that mean? What are the benefits they bring to your business success and what are the difficulties involved in implementing these strategies? This informative program provides clear explanations of marketing research and segmentation, quantitative and qualitative research, and highlights the importance of sampling techniques and effective questionnaire design. Viewers will also get an insight into how demographic, geographic and psychographic approaches to segmenting the market can affect a marketing campaign's success, as well as niche marketing for a target customer.

### What Is Marketing?

This is an essential program for anyone interested in marketing and its vital role in business today. You will learn how to define marketing and explain its role within a business, and discover how the marketing function interrelates with other departments within a business. We explore how marketing is used to support other parts of a business and why it is one of the biggest growing industries since the early 1980s. We also discuss the need to research and analyse markets in detail using market segmentation and introduce branding and the marketing mix as vital elements of a business's marketing strategies.

### Fifteen Lessons on Teamwork

To show how to become a better team. Jamie Oliver's passion and vision transformed a bunch of unemployed kids into an efficient, organised team, capable of running a first-class London restaurant, Fifteen. Part of the two-part 'Jamie's Kitchen' training series, 'Fifteen Lessons on Teamwork' follows Jamie's young trainee chefs as they move through the four stages of team development - forming, storming, norming and performing - to come together as an effective unit. With an energetic style, guaranteed to keep the learner's engaged, Jamie's real-life example of classic team development in action will help your team apply the trainees' experiences to improve their own team skills.

### 10 Mistakes in Marketing

It's no surprise that a great product or service will be overlooked without effective marketing. Yet many businesses don't make the most of their marketing spend. In this program, Carolyn Stafford discusses ten common marketing mistakes. The tips and traps outlined here will save your business time and money by avoiding poor or ineffective marketing activities. Key Training Points:

- Understanding the big picture
- The scattergun approach
- Cutting the budget
- Client scope
- Staff
- Communication
- Networking
- Flexibility
- Investment

### Board Roles and Responsibilities

Recently the activities and functions of boards have come under increasing scrutiny. This has resulted in far higher levels of accountability for boards and their members. Board members must ensure they are acting in the best interests of the company or organisation. Damien Smith, lawyer and governance expert, cuts to the heart of board function with practical essentials that every board needs to consider.

### Building Strategic Alliances

Strategic alliances are a hot topic as businesses clamber for market share. But what exactly are strategic alliances and how are they formed? What are the benefits and pitfalls? Managing Director of Peregrine Adventures, Glenyce Johnson, offers a wealth of experience

in starting and maintaining strategic alliances, and provides some practical insights into how they could work for your organisation. Key Training Points:

- What is a strategic alliance and what are the benefits?
- The new focus on strategic alliances
- Can you work with your competitors?
- Ideas for a strategic alliances
- Choosing the right company
- Anticipating problems
- Negotiating an alliance
- Avoiding pitfalls
- When things go wrong
- Three top tips for forming strategic alliances

### Corporate Social Responsibility

In this timely program, Ann Sherry, recipient of the Australian Centenary Medal for work in providing banking services to disadvantaged communities, discusses the wider benefits of corporate social responsibility and how to incorporate social responsibility in your organisation. Key Training Points:

- Understanding resistance
- Finding solutions
- Benefits
- Associated pitfalls
- The process to implement.

### Creative Brainstorming for Innovation

Organisations are becoming more interested in innovation and creativity, but how do we foster these practices? Psychologist Peter Quarry interviews Yvonne Adele, and investigates practical ways to help your staff access their creative thinking. Key Training Points:

- What is innovation?
- Defining the business challenge
- Creative brainstorming exercises

### Emotional Intelligence

This program explains the concept of emotional intelligence and how it can help managers and leaders to improve their performance.

### Improving Governance

Strong governance has long been linked to business performance. Damien Smith, lawyer and governance expert, covers a range of principles that will equip those charged with the responsibilities of governance to meet the dual imperatives of compliance and stakeholder needs. Key Training Points:

- How governance differs from management or leadership
- What's driving the need for change in governance?
- Key principles of governance
- Alternative approaches to governance
- Proactive directorship
- The benefits of holistic governance

### Maintaining Continuous Motivation

In this program, discover why continuous motivation is essential for business success. Learn how to maintain it both in yourself and in the people you work with. Key Training Points:

- Why continuous motivation is important
- Characteristics of motivated people
- Creating 'upward spirals' of motivation
- The four elements of continuous motivation (challenge, excitement, learning, rewards).

### Making Committees More Effective

Is the bad reputation earned by many committees actually deserved? In this program, Damien Smith, lawyer and specialist in governance and performance, provides expert insight into forming new committees, revitalising existing committees and continuous improvement programs for successful committees. Key Training Points:

- Defining the committee's charter
- Mapping the evolution of the committee
- Who should be on a committee?
- The role of the chair and ideal attributes
- The committee as driver of disciplined action
- Inducting new members
- The evolution of a committee
- Three critical factors in making committees effective

### Managing Multiple Sites

A major challenge for any growing organisation with multiple outlets is maintaining standards across all sites. In this program Psychologist Eve Ash talks with Suzanne Dvorak, Australian Businesswoman of the Year, about some of her successful strategies for managing multiple sites. Key Training Points:

- Ensuring compliance
- The value of feedback
- The balanced scorecard
- Understanding the financials
- The value of training
- Implementing 360 degree feedback
- Harnessing creativity and innovation

### Outstanding Leadership

Ann Sherry has broad leadership experience in both private and public sectors. In this program she debunks some common myths about leadership and leadership styles. She discusses the qualities of good leaders and strategies for developing these qualities in staff. Her reflections reveal that textbook concepts can be misleading and the pathway to success often lies in knowing your organisation and staying true to your passion. Key Training Points:

- Transformational and transactional leaders
- Stereotyping leadership
- Leadership in tough times
- Developing leaders

### Preparing Your Business Case

Many managers and employees often need to prepare and present a business case to senior personnel for approval. This can be a daunting task, particularly for the inexperienced. However, certain steps can save time, aid delivery and success rates. In this program, Eve Ash talks with Suzanne Dvorak about preparing a successful business case.

### Privacy Issues

Technological development has brought about unprecedented means of gathering and disseminating information. But have these advancements made the protection of personal and organisational privacy virtually impossible? Damien Smith, lawyer and governance expert, illustrates why privacy systems fail and offers strategies for mitigating the risks. Key Training Points:

- Technological advancement and privacy violation

- Can organisations really maintain privacy?
- Why privacy policies can fail and how they can succeed
- Solutions to some troubling privacy scenarios

### Rethinking Marketing

This program features one of the UK's most successful advertising and marketing gurus describing the basics of marketing. Uncover the emerging trends driven by changes in the market place and technology.

### Scenario Planning

In this video, hear from a leading expert on scenario planning, about how to use this technique to think about the future, test strategic options and plan the way ahead. This program features psychologist Peter Quarry, interviewing Dr Peter Schwartz, Chairman, Global Business Network, USA. Key Learning Points:

- What are scenarios and how do you build them?
- Using multiple scenarios to test strategic options and assess risks.
- Developing scenarios to identify new opportunities.
- Why keeping up to date is so crucial?
- Asking the right questions when thinking about the future.

### Selection Interviewing

In this program, learn from an experienced interviewer the practical ways to ensure the selection interview accurately assesses a person's skills, knowledge, attitudes and if they are 'fit for the job'.

### Succession Planning

In this program Ann Sherry discusses the purpose and process of succession planning. Successful succession planning provides strength and stability to an organisation, aids staff retention and prepares for future growth and change. This program highlights some of the pitfalls with succession planning and discusses ways to implement a robust process that ensures the development and movement of staff in the right direction. Key Training Points:

- The importance of succession training
- Steps in succession planning
- Common mistakes
- The boss's favourite

### Understanding Financial Information

Financial information is at the very core of business operations. But many business owners, managers and executives are in the dark when it comes to the terms and phrases of financial information and how they relate to business management and performance. Glenyce Johnson, Managing Director of Peregrine Adventures, offers plain English explanations of some critical elements of financial information. Financial information explained:

- Budget
- P&L
- Profit
- The bottom line
- Forecasts
- Cash flow
- Assets and liabilities
- Balance sheet
- Debtors and creditors
- Financial management KPIs

### Being a Leader

Managers don't necessarily need a powerful magnetic personality to effectively lead their people. What's more important is an awareness of how leadership depends on an ability to motivate people

### Counselling

Almost all managers will face the issue of dealing with staff whose personal problems are affecting their work and they need the know-how and sensitivity to address such situations. This course introduces counselling techniques and active listening for managers.

### Dealing with Absenteeism

Absenteeism costs organisations billions in revenue every year. But when someone calls in sick, it doesn't necessarily mean that they're unwell. Managers can deal with this sensitive subject area in three simple stages.

### Developing Your Team

Understanding the importance of coaching and then learning how to coach is an essential part of managers' job. With the right teaching, managers can improve peoples' performance

and motivation. Coaching is an invaluable tool for helping individuals and the business develop together.

### Difficult Conversations

Informing employees that their work is not good enough, that they can't have the pay rise they asked for, or that they have been denied promotion are all situations that managers dread. Dealing with difficult conversations with rejected and dejected employees is a leadership skill.

### Managing Discipline

This course will help managers deal with discipline and manage problem behaviour.

### Motivating Your Team

If you are able to empower your staff by increasing levels of communication and sharing more information, you can improve the motivation and productivity of those working for you. This means listening, keeping people informed, knowing how to measure performance and offering praise and encouragement.

### One-To-One Training

This course aims to introduce the techniques of one-to-one training. It explains how important it is for managers and team leaders to have the skills to teach people in their care.

### Performance Reviews

Performance reviews help employees by clarifying: what they're doing well, what they're supposed to be doing and identifying the support they need. Sadly, performance reviews often go wrong because managers fail to prepare and don't know the facts. This course will teach managers how to run better performance reviews.

### Praise and Criticism

Everyone needs praise and critical feedback, and when given the right way, it can help motivate individuals and teams. But it's a fine balance that all managers need to get right. This course will show managers how and when to deliver effective praise and criticism.

### Recruiting

A selection interview is a bit like detective work. Suspects must be eliminated until the right person is found. Making the right choice means knowing the budget was spent well, a

valuable asset has been acquired and that colleagues will be motivated by the new team member. However, some get the costly decision wrong by making common mistakes.

### An Inside Job

Everyone in an organisation forms part of a 'customer-service chain', starting from dealing with customers, and going right through the business. In this program, an investigator is called in to a hotel to investigate mismanagement, and identifies how the people in those departments not dealing with customers are actually letting external customer service down. The program is suitable for everyone in a customer-focused industry, and identifies three steps to creating an effective internal customer perspective: -Identify your internal customers -Consult them about their needs -Serve them as though they are external customers Featuring Hugh Laurie and Edward Petherbridge.

### General Office Skills

Working in an office can require some very specific skills, but how do we get on generally in any office situation? In this excellent program we demonstrate skills such as multi-tasking, using common sense and initiative, the importance of good personal presentation, listening skills and teamwork, to name but a few. Become an office star by learning these essential skills for life.

### Occupational Health and Safety in the Office

In today's society, occupational health and safety is everywhere, and the office environment is no different. There are always health and safety issues to be aware of. In this program we take a good look at the legislative standards, office layout and design, ergonomics, manual handling and the responsibilities of employers and employees. A comprehensive overview which includes some surprising hidden safety issues.

### Office Technologies

There are plenty of tools to help you in the office - but they only help if you know how to use them! In this program we show how important technology is in the office, and we also run through the basics of word processing, spreadsheets, typical software packages and hardware. It also looks at emails, databases, electronic storage, copying, scanning and faxing. A comprehensive preparation for the modern skilled office worker.

### Telephone and Reception

The telephone and reception area in an office is the front line of the business. Ensuring you are equipped with the correct skills is vital. In this program we demonstrate clearly and concisely why first impressions count, how to use the telephone effectively, the equipment

and organisation of the reception desk and dealing with difficult customers. Say 'hello' to a brilliant educational program for office workers everywhere.

### Art of Making and Taking Calls

In this program we examine the basic features and functions of the telephone system and then delve into the skills required to become an effective telephone communicator.

### Got a Minute: Procedures, Principles and Practices of Meetings

This program investigates the reasons we hold meetings and why meetings play such an important role in business.

### Being Assertive

Learn the difference between aggressive, non-assertive and assertive behaviour. Discover effective ways to handle an angry customer, an unreasonable boss, a pushy salesperson, a bullying workmate or an unfair partner. Minimise stress, get results and feel good about yourself. Communicate effectively and openly in a range of situations and environments, enhancing all areas of your relationships, as well as learning the essence of being assertive by standing up for your rights while respecting those of others.

### Communicating in a Team

Learn how to accept and benefit from the differences in team members' backgrounds. Discover the traps to avoid when participating in team meetings and how to ask for specific performance feedback to ensure continuous improvement.

### Communicating Without Words

Discover the five main ways in which people communicate non-verbally. Use this program as an introduction to body language - how to interpret it and how to respond. Increase your awareness of your own body language and that of others.

### Discipline Interviewing

Disciplining poor performers should be done fairly and with adequate preparation and documentation. Avoid legal problems and ensure a constructive and positive outcome from disciplinary interviews by using this six step process. Key Training Points: Discover successful discipline interviewing with these six steps - stay calm; be clear and specific; offer help; state consequences; put in writing; and set a review date.

### Explaining Clearly

Whether conveying information, giving instructions, coaching or selling, the ability to explain clearly is a core communication skill. Learn the three essential steps for this skill, to avoid misunderstandings and mistakes. Key Training Points:

- Learn the three steps to explaining clearly - get the attention of the listener; organise your information; and check understanding.

### Delegating and Empowering

For workplaces to function at their optimum, delegating and empowering are essential. In a very clear and concise way, Eve Ash and Peter Quarry distinguish between delegation and empowerment, and explain workplace applications, as they answer a range of probing questions.

### Difficult Appraisal Situations

Appraisals can be difficult, awkward or even totally ineffective. In this episode of Q&A, Eve Ash and Peter Quarry provide key definitions of appraisal processes, strategies and techniques. Then, by addressing a number of questions from a variety of workplaces, they offer practical solutions for even the most difficult of appraisal situations.

### Discrimination in the Workplace

The need to understand what constitutes workplace discrimination is becoming increasingly important. How can we distinguish between discrimination and other forms of common, albeit undesirable, behaviour? Eve Ash and Peter Quarry address these questions whilst providing sound advice for employers and employees about managing discrimination at work.

### Essentials for New Managers

This program addresses the issue that very few newly promoted managers receive formal training in how to do the job. How do managers learn? What are the key principles all new managers must learn? These pressing questions are examined by the Q&A team in this insightful short program.

### Ethical Behaviour

What is ethical behaviour and does it really matter in today's workplace? Can unethical behaviour actually affect the performance of a business? In answering some common questions about ethics, Eve Ash and Peter Quarry tackle this sometimes sensitive subject with clarity and precision.

### Inspiring Your Team with a Vision

What is "vision" in the context of leading teams in the workplace? How does a leader form a vision? Then, most importantly, how does a leader communicate that vision? Answering the questions of various leaders, the nature and importance of vision is made clear in this program.

### Manager and Psychologist

You don't need to be involved in intensive counseling but, for the established or aspiring manager or leader, an understanding of why people do what they do is invaluable. Eve Ash and Peter Quarry help Q&A viewers to more clearly understand and manage workplace behaviour.

### Understanding Personality Differences

It is complex. Sometimes, it simply cannot be understood. Yet personality impacts in a major way at work. Two people with the same goal may struggle to achieve it because a difference in personalities makes them incompatible working together. In addressing common questions on the subject, Eve Ash and Peter Quarry define personality and offer practical methods for managing personality differences.

### Speak Up! Oral Presentation Skills

Speak Up! examines the planning, research, writing and delivery of an oral presentation. Survey Savvy: Planning and Conducting a Successful Survey The program covers a basic framework for preparing, carrying out, and writing up a survey.

### Closing the Sale

In this program, the panel discusses conventional notions of 'closing the sale' and challenge popular thinking about this most crucial of steps. The merits of the 'formula' approach versus a more instinctive, organic process are debated. Key Training Points:

- Examines terminology and misconceptions of 'closing' the sale
- Gaining the customer's commitment at various stages in the sales process
- Asking for the sale as opposed to the pressure-sell
- Up-selling techniques

### Managing Difficult Customers and Complaints

The program examines how to effectively resolve conflict, whilst preserving and reinforcing a positive relationship with the customer. Excellent practical advice is offered that will assist sales people, helping them to work through solutions in logical stages. Key Training Points:

- Acknowledging and empathising with the customer
- Effective management of conflict
- Do's and don'ts for salespeople when dealing with difficult customers
- Appropriate language to diffuse customer hostility

### Overcoming Objections

Examines tried and true techniques to help sales and service people overcome customer objections. Examples are provided through role plays - excellent models for analysis and discussion. Key Training Points:

- The difference between meeting customer resistance and working with it
- Techniques to overcome the four most common types of objections
- Uncovering the 'real' objection
- Normalising the customer's feelings
- Specific language techniques that help defuse volatile confrontations

### Presenting With Impact

Examines how sales people can present their products and services with greater impact. The panel share their thoughts on presentational style and examine the importance of product knowledge, organisation and order of information. Key Training Points:

- The difference between responsive and aggressive behavior
- Formulating the right questions
- Effective presentation by phone
- Importance of relating benefits to needs
- Active listening skills

### What Customers Love and Hate

Learn to engage customers by focussing on what they love and avoiding what they hate. Viewers are challenged to assess their current methods and style and apply the principles uncovered by the latest behavioural studies that show why people buy, and why they don't.

Key Training Points:

- How to avoid turning a customer off
- How to engage the customer's interest
- How to influence customer behavior

- Avoid over-promising and under-delivering

### Working Constructively in a Sales Team

This program takes a detailed look at the dynamics of teamwork and offers fresh insights that challenge widespread misconceptions about how to get the most out of a sales team.

Key Training Points:

- Characteristics of a great sales team
- Promoting diversity and communication
- Promoting a positive environment and culture
- Encouraging and motivating poor performance on an individual basis

### Starting Up

This program investigates what it takes to be a small business owner, including legal implications, product demand and niche markets, making a business profitable and the importance choosing the correct name for your business. With solid market research, an understanding of business principles and a lot of hard work, success may well come your way.

### The Business Plan

A business plan is one of the most useful management tools the small business owner can use. It maps out what a business needs to do in a systematic and logical way. In this program we discuss the importance of a well constructed business plan, visiting the three main components; the operations plan, the marketing plan, and the financial plan. Speaking to two successful small business owners, we discuss how they constantly refer to their business plan, and the role it played in their business success. A brilliant overview of this essential business tool.

### Communicating in the Office

The program contains dramatisations depicting communications issues that may be found in a variety of offices throughout business and industry.

### Introducing the Office

This program contains a series of re-enactments depicting aspects of daily life in a variety of offices throughout business and industry.

### The Essentials of Office I.T.

This program looks at core office technologies: operating systems, hardware and software applications, ancillaries such as scanners, internet access and email

### The Blue Movie

This complementary program to Mark Brown's Ideas into action focuses on the idea-generating phase of the creative-thinking process. Versatile, inspiring and highly watchable, it mixes animation with live action to highlight the largely self-imposed limitations of our thinking and shows how to overcome them. The key messages it demonstrates will enable viewers to create a frame of mind conducive to innovative thinking, and to know when to use one- two- and three-dimensional thinking. This creative resource can be used to develop an open-minded, motivated atmosphere at the start of any session where people are trying to think up innovative, effective ideas; to boost courses on creative thinking and problem solving; and to run an idea-generating workshop, prompted in the accompanying guide.

### Cost, Profit and Break-Even

Three factors determine profit - cost, price and volume. What isn't so simple is balancing the relationship between the three. If the mere mention of fixed and variable costs, break-even points, contribution, depreciation, or marginal and total absorption costing, brings a glazed look to your eyes it is likely that you need to see this witty and brilliantly simple explanation! Using plain English and humour, this programme will teach those with no prior knowledge of finance how to calculate costs and to understand the importance of controlling expenditure and revenue. Starring John Cleese, this training video will teach managers how to control the relationship between cost, price and volume.

### Set and Achieve Goals

Be clear about your goals and steps to achieve them and persist. It's time to get serious about goals – but not Dion! Everyone at Cutting Edge knows the importance of goals: Carol is always setting them, Steve wants to be best in sales, Tatiana would like to be an international attorney. Dion wants to be president of the United States – but he has no steps in place to achieve this, and he must be realistic. Goals must be specific, and Dion must make his goals measurable and achievable by putting viable steps in place, they must be relevant and achieved within a set timeframe (SMART goals). Persistence is needed to get through the challenges and obstacles.

### Switch on Assertiveness

'Switch on Assertiveness' is aimed at helping everyone communicate effectively and assertively, respecting other people's rights and their own rights. This program is ideal for

communication and service skills training, as well as bullying and harassment prevention programs. Ideal for induction, team building and management development and is especially targeted at people who are not assertive in learning to stand up for themselves and their rights.

### Switch on Caring

'Switch on Caring' is aimed at service staff, health care professionals and helpers in a wide range of industries. This excellent program is ideal for attitudinal, telephone and service training, conflict resolution, and for developing effective communication skills. It can be used for induction, team building, counseling training and management development. Section one is about managing stresses at work, section two gives positive thinking strategies for working long hours with minimal recognition, section three explores ways to manage self and emotions and section four covers skills and actions for overcoming burnout.

### Switch on Everyone

This program provides the stimulus for everyone to re-evaluate their own thinking patterns and behaviours. It will help them recognise negative thinking so they can then turn it around. This leads to improved confidence, persistence and more effective communication skills. Managers need to lead by example and this program unearths the negative thinking that can lead to disempowerment.

### Switch on Respect

'Switch On Respect' is aimed at helping everyone at all levels to maintain a respectful non-judgmental attitude. Section one of this instructional program covers general dislikes, prejudices and racism and the need to be open and learn. Section two explores overcoming judgmental and uncaring reactions. Section three helps move beyond false beliefs, assumptions and ignorance. And section four covers skills and actions for changing and forgiving. This program is an excellent resource for managing attitudinal, discrimination and diversity training.

### 10 Essentials For Successful Induction

Everyone remembers their good or bad experiences when starting a new job or joining a new team. With some simple, but often overlooked steps, managers and supervisors can put in place a successful induction so that your new people gain the best impression of your group and their job from day one. Key Training Points:

- Warm welcome.
- Ensuring a productive workspace.

- Introductions to key people.
- Background to organisation and policies.
- Team goals and directions.
- Team ground rules.
- Job description and pay.
- Training and review procedures
- Computers and IT
- Meaningful work at the start

### 10 Healthy Work Habits

Being healthy has a positive influence on energy and work performance. In this program psychologist Peter Quarry offers 10 practical strategies for being healthy at work:

1. Exercise
2. Eating well
3. Healthy thinking
4. Talk to someone
5. Overcome computer fatigue
6. Learn to manage conflict
7. Have your say
8. Be grateful
9. Leave work at work
10. Nurture yourself

### 15 Ways to Handle Today's Stress

This program will help you handle today's stress by using 15 simple steps:

1. Control only what you can control.
2. Talk with others.
3. Reduce caffeine and stimulants.
4. Learn relaxation techniques.
5. Do something calming & quiet.
6. Keep things in perspective.
7. Don't dwell on things.
8. Regular exercise.
9. Use lists.
10. Set priorities.
11. Forgive others.
12. Manage your finances.
13. Develop communication skills.

14. Use visualisation.
15. Laugh!

### 6 Ways to Build Rapport

A program to help people build rapport and sustain it. What is Rapport and Why is it Necessary? Rapport Don'ts Rapport Dos:

1. Use Basic Greeting
2. Use Positive Body Language
3. Get Them Talking
4. Generate Trust
5. Be Helpful
6. Be Flexible in How You Communicate Challenging Rapport Situations

### 6 Ways to Increase Job Satisfaction

If you are not happy in your job, it's up to you to do something about it. Using this program, learn practical and realistic strategies for making your job more satisfying, rewarding and meaningful.

### 6 Ways to Manage Overload

Using this program help people manage overload in the workplace using six easy steps. Key Training Points:

- Physical environment
- Desk and work habits
- Time management
- Looking after your body
- Manage emails
- Break the 24/7 addiction.

### 6 Ways to Prevent Sloppy Work

Just one substandard worker can have a big impact on your workplace. A sloppy worker can present a poor role model for new employees. Team members can become resentful as they take on extra work. Delays and poor quality can lead to service complaints, which can impact on business success. In this informative program, leading business psychologists Eve Ash and Peter Quarry discuss why some staff deliver substandard work and offer six practical guidelines to support managers to understand employee work habits and improve work performance. Key Training Points:

- Setting standards

- Communicating company objectives and standards to teams
- Developing skills through training
- Monitoring work and provide feedback
- Managing mistakes
- Rewarding good work.

### 6 Ways to Resolve Conflict

Resolving conflict is one of the most important, yet elusive people skills needed. Conflict occurs in all types of situations and can have an enormous effect on productivity and morale. Using this program learn six practical techniques you can implement immediately to help you achieve effective results. Key Training Points:

- Look inwards.
- Identify other's style.
- Use communication skills.
- Use reflective questions.
- Use positive reinforcement.
- Use a logical approach.

### 7 Key Sales Skills

This is a basic program to help anyone in sales gain knowledge on how to get the sale. Key Training Points:

- A positive start.
- Build continuous rapport.
- Identify and explore needs.
- Present solutions.
- Handling objections.
- Close the sale.
- Completion.

### 7 Steps To Improving Communication

As leaders, managers, team leaders, team members and individuals we often hear we need to develop and improve our communication skills. This program shows seven steps to put into practice straight away. Key Training Points:

- Identify a checklist of skills.
- Get feedback from others.
- Summarise skills that need development.
- Develop skills.

- Actively experiment with new skills.
- Evaluate progress.
- Celebrate your success.

### 7 Ways to Handle a Difficult Boss

This program shows that you should stop complaining and start working on solving the problem and also learn seven specific strategies to help with even the most challenging boss.

### 9 Essentials for Exit Interviews

Exit interviews provide an excellent opportunity to uncover staff satisfaction problems and implement positive changes for remaining and future employees. It is critical to understand why an employee leaves and to document feedback regarding leadership styles and other workplace issues. Psychologist Eve Ash presents strategies and techniques to ensure your next exit interview is of the highest quality and useful for the organisation as a whole. Key Training Points:

- Implement an online survey.
- Pool data to identify trends.
- Timing - soon after resignation.
- Use an independent person.
- Ensure honest and open communication.
- Use good questions.
- Be open to constructive comments.
- Pass on feedback to managers.
- Develop improvement strategies.

### Balancing Work and Private Life

The pressures on employees are high and getting higher. Make sure you are achieving a balance between your work and private life, to ensure continued satisfaction and work productivity.

### Best Practice Workplace Checklist

Leaders need to create excellent workplaces where people are satisfied and productivity is high. Find out the top ten strategies to ensure your workplace is 'best practice'.

### Conducting Successful Discipline Interviews

Many managers confuse a discipline interview with a counselling or coaching session. In this Take-Away Training, Psychologist Peter Quarry, explains the purpose of a discipline interview, when to conduct one and the practicalities involved. Key Training Points:

- 3 levels of 'progressive disciplining'.
- Adapting the discipline interview.
- The role of documentation.
- Preparation.
- Discipline interview structure.
- Dealing with strong reactions.

### Controlling Meetings

Ever thought how much time and energy is wasted because meetings do not efficiently achieve their goals? At last, a no-nonsense approach to managing meetings which looks at how to control the agenda, time, participation, difficult people, decision making, and also how to push for specific outcomes.

### Dealing with Abusive and Threatening Calls

Angry and frustrated callers can sometimes become abusive or even threatening, making a stressful interaction for the person handling the call. Discover the six skills for handling these difficult calls and how to give professional warnings before terminating a call.

### Dealing with Manipulative People

Working with manipulative people can be difficult, as they have the ability to influence or even exploit you. Psychologist, Peter Quarry, explains reactions to manipulation. He suggests the need to talk to others and offers practical strategies for managing manipulation:

1. Ignore the manipulation
2. Say 'No'
3. Confront the issue
4. Counter manipulate

### Dealing with the Unmotivated Employee

Eve Ash and Peter Quarry debate whether a manager should invest time and energy trying to find a way to satisfy the employee's needs, or to encourage the person to move on. A great discussion starter for any management or leadership training activity!

### Developing a Training Plan

Whether you run a small company, or a team in a large organisation, this program will show you where to start in developing your training plan. Learn how to analyse training needs, plan appropriate training sessions and evaluate outcomes.

### Developing Emotional Competence

A program to help people discover what emotional competence is, and how to develop it.

### Eliminating Workplace Bullying

Bullying is ongoing repeated aggressive behaviour. In the past such behaviour was sometimes accepted, for example as 'initiation'. Today all organisations need to act to eliminate bullying, which can have serious consequences both for the individual and the company.

### Handling the Difficult Customer

In some workplaces, employees need to deal with really difficult customers or clients - often for lengthy periods of time. Psychologist Peter Quarry explains that we need to understand why they are being difficult and explore alternative ways to effectively deal with them. He considers:

1. Range of reasons why people are so difficult
2. Understanding the importance of the reasons
3. Exploring alternative ways to manage
4. Considering what service we provide
5. Wrapping up the difficult customer interaction effectively

### How to Develop Your People

Everyone needs a development plan with career goals – and one that is reviewed regularly. Psychologist Eve Ash provides useful guidelines for developing people e.g. new supervisors, high achievers, and virtual staff. Eve outlines practical tips, classic mistakes and the four key steps in developing people:

1. Determine training needs
2. Choose learning strategy
3. Implement strategy
4. Evaluate training and development

### How to Mentor

This program gives a practical and informative look at the essential skills for successful mentoring. Key Training Points:

- Conducting the first meeting.
- Establishing the ground rules.
- Establishing session goals.
- Identifying trends in mentee behaviour.
- Providing feedback.

### How to Survive Email Overload

Psychologist Eve Ash knows people are stressed, overloaded and drowning by the number of emails they receive. The time accessing emails should be controlled to overcome the addiction of receiving email on-tap, anywhere, anytime. To really get on top of email overload there should be two objectives: an empty inbox, using an effective system. In this program, Eve Ash introduces CADDY, a system of email management that enables staff to control their emails, rather than the other way round.

### Increasing Motivation At Work

Good managers and leaders know the importance of motivation - and the many simple and realistic techniques they can use to assist in specific situations. Signs of Low Motivation: \* Bored on the Job \* Can't Get Started \* Tired and No Energy \* Burnt Out \* Money not the main motivator

### Making Teams Work Brilliantly

Why do some teams work together so well? What should team leader focus on to help bring their team to brilliance? Key Points:

- Set Clear Direction
- Facilitate Open Communication
- Provide Appropriate Leadership
- Develop Co-Operation
- Continuous Improvement
- Common Mistakes for Team Leaders

### Manage Change Successfully

Learn the four personal qualities to successfully manage change as well as the planning and implementation skills required. Find out how to gain commitment and overcome resistance.

### Managing Boundaries

One very effective way of knowing how to handle conflicts (both overt and covert) at work is by understanding boundaries. Boundaries help define ourselves and protect us. Psychologist Peter Quarry provides invaluable insights, covering:

1. What are boundaries?
2. Boundary 'Weakness'
3. Giving specific feedback
4. Boundary 'Awareness'
5. Boundary 'Conflict'
6. Boundary 'Agreement'
7. Boundary 'Rigidity'

### Negotiating with Suppliers

It's not just about price: businesses need to negotiate more effectively with suppliers. Psychologist Eve Ash reminds us to be factual, clear, fast and persistent and avoid common mistakes. She offers practical tips and five steps to negotiate with new and existing suppliers:

1. Establish the proposed deal
2. Research the options
3. Know the suppliers
4. Conduct negotiations
5. Document the agreement

### Overcoming Personal Barriers to Diversity

Many enlightened organisations now see diversity and inclusion programs as more than mere compliance issues - they are ways to increase market share, employee retention and innovation. Psychologist Peter Quarry provides a number of practical strategies that will help the individual change their negative thinking and reactions to people from different backgrounds. This program is a great discussion starter. Key Training Points:

- Definitions of 'diversity' and 'inclusion'.
- Reasons why people resist differences.
- Stereotypes - positives and negatives.
- Getting to know people from different backgrounds.
- Overcoming biased perceptions.
- What you can do to make your workplace more inclusive.

### Project Management Success Factor

Your job title may not be 'project manager', but chances are from time to time you will be managing a specific project and will need to ensure it is successfully completed on time, within budget and to the agreed specification.

### Regaining Control of Your Day

Many people today feel out of control, stressed and don't know how to effectively manage their day. They become fixated on internal thoughts about overload. Eve Ash, psychologist, provides the mindset strategy and a simple ABCDEFG formula to take back control of your day: A - Action now B - Break backlog C - Complete and clear D - Delegate and dump E - Evaluate F - Future plan G - Go, have fun!

### Selection Techniques

Research shows that selection interviews are not very effective ways of making crucial staff selection decisions. Find how why and discover two new ways to collect more useful information about a job applicant and so reach a sound decision.

### Setting Agendas and Taking Minutes

Meetings can often be unproductive. Too many people don't need to be there, don't know why they are there, and when they are there don't take agreed actions. Eve Ash, psychologist, provides helpful tips for setting agendas and taking minutes:

1. Agendas need a clear purpose
2. Items need specific objectives and time allocation
3. Circulate agendas before meetings
4. Minutes provide invaluable records
5. Minutes require approval

### The Art of Behavioural Interviewing

Research shows behavioural interviewing is five times more successful in choosing the right candidate for a job over more traditional interviewing techniques. Psychologist Peter Quarry explains behavioural interviewing and gives many examples of how to do it in a real situation. Key Training Points:

- The difference between 'traditional' and 'behavioural' interviewing.
- Basing the interview structure on the job analysis.
- Benefits of behavioural interviewing.
- Asking the right questions.
- Using follow up or probing questions.

- How to question for ethics, motivation and other important attributes.
- How to assess a candidate's credibility in an interview.

### The Art of Questioning

A program to teach people how to be interesting and effective when asking questions. Key

Training Points:

- Why do we need to ask questions?
- Closed questions
- Open questions
- Combining open and closed questions
- Questions in a group
- Questions to motivate
- Questions to use carefully
- Use silence

### The Power Of Empathy

Psychologists Eve Ash and Peter Quarry discuss the importance of empathy, for our work environment and our personal well-being.

### The Psychology of Saying Sorry

Find out why people have such difficulty apologising when something has gone wrong. Discover the benefits of apologising and learn the simple dos and don'ts. Includes a special section on forgiveness!

### Understanding Group Dynamics

Most people have little or no understanding of group dynamics. Yet groups such as project or virtual teams are increasingly being used at work. If we want to manage or influence these groups, we need to understand group dynamics. Key Points:

- Distinguish between content and process
- Main elements of group dynamics
- Influencing group dynamics
- Understanding more about group dynamics

### Be Careful With Email

Email use is massive in both work and personal life. Email is quick and easy to use, but it has many potential pitfalls, including legal dangers. Be aware of the main email sins' and how we can be more professional in our use of email.

### Teams That Work

Efficient and effective teams share many common characteristics. Learn how successful teams share the leadership, learn from mistakes, communicate openly, review directions and roles and put the needs of the team first.

### Excellence in Customer Service

Customer Service is the art of politely listening and responding to the needs of the valued customer in a professional and timely manner. Good service with a kind, understanding voice will exude confidence and compassion to the valued customer. Even the most difficult customer can benefit from your tact, poise and steadiness. Good attitude makes all the difference and sets an organisation above their competitors and peers. Understand that your persona reflects the heart of the company. Learn how to improve emails, faxes, voicemails and phone manners. Learn how to handle difficult customers and resolve conflicts.

### Management Styles: Paternalistic and Collaborative

Management styles can be broadly categorised into four types. In this program, we examine two types, paternalistic and collaborative. Observed through the eyes of a waiter, as two groups of employees and their managers arrive for their regular Friday business lunch, the characteristics, benefits and disadvantages of each style are examined. The program provides a springboard for further discussion regarding management styles in relation to the diversity of staff found in any workplace.

### Management Styles: Authoritarian and Delegative

Management styles can be broadly categorised into four types. In this program, we examine two styles, authoritarian and delegative. This program is an ideal stimulus for thought and discussion about the benefits, disadvantages and implications of adopting different approaches to management in relation to the diversity of people and staff encountered in any workplace. Key Training Points:

- Outline of authoritarian management style.
- Advantages and disadvantages of authoritarian management discussed.
- Outline of delegative management styles.
- Advantages and disadvantages of delegative management discussed.

### The Ageing Workforce

Fewer young people coming into the workforce has serious implications for employers, business owners and management. Coupled with this, there is a hidden and under-utilised pool of workers aged over 45. This program provides insights into the changing age demographic in the workforce and considers the benefits that older workers bring to organisations. The program and workbook enables users to explore the characteristics of an ageing workforce, dispel some of the myths that exist, and to identify a range of strategies that might be implemented to harness the power of the current and future workforce. This will in turn assist organisations to become more sustainable and service industries to remain viable. Key Training Points:

- The demographics of the modern workforce
- The advantages brought to workplaces by older workers (aged 45 and over)
- Successful management strategies for an ageing workforce

### Generational Diversity

Different ages working together is not new, but the phenomenon of three ‘generations’— Baby Boomers, Gen X and Gen Y - all working together is both complex and fascinating. This title highlights the key features of different workforce age groups and the resulting issues for managers and those involved in recruiting, developing and retaining staff. The leader’s guide, workbook and video combine to create a complete package of ‘generation basics’ which can be used to build a higher level of awareness and develop strategies to improve workplace relationships, tap into expertise, and retain talent. This title will be beneficial across many levels of an organisation, from business owners to trainers to team members working in cross-generational groups.

### Leadership in Action

Leaders in the workplace are often managers and supervisors, but they can be found at all levels within an organisation. This program investigates leadership traits and explores strategies for enhancing leadership potential. Participants are encouraged to reflect on their own behaviour and to consider personal development pathways. This program will benefit decision-makers, managers and team leaders and those aspiring to leadership roles.

### Enhancing Morale

Morale is embedded into every workplace and has an all-pervasive effect on how employees communicate and perform, but it is not always obvious or easy to explain. This program investigates the link between workplace culture and morale, and the role that leaders play in creating and maintaining morale. Featuring dramatised scenarios and panel discussion,

this program will assist in identifying current and potential issues and offers practical steps to develop a positive workplace culture that engenders good morale.

### Generating and Protecting Business Ideas

Understanding Business Studies. This new release explores how businesses develop and protect business ideas. Split into three defined sections and including input from new and established entrepreneurs including Philip Taylor, Sir James Dyson and leading patent lawyer Carin Burchill, the program looks at sources and development of business ideas, spotting trends and finding a niche market, copyright and patents and trademarks.

### Not My Type

Everyone deserves respect at work, regardless of their background or experiences. A diverse group of people can produce stronger ideas and fresh thinking. This leads to a more effective and positive approach to business performance. This new style of program introduces individuals who are both familiar to us yet differ from us in significant ways. It gives a powerful insight into their diverse lives and allows us to see how our minds process information about others. Suitable for all managers, supervisors and team leaders who have responsibility for directing and supporting the work of diverse individuals and teams, this program will help them become aware of their own thinking processes and question their assumptions of other people. They will learn to see others as individuals and will benefit from the rich diversity of backgrounds and experience.

### Body Language and Assertiveness

A large part of any job depends upon good communications skills. Some of this may be written communication such as emails and reports, but the majority of it will be face-to-face. A good understanding of body language can help your staff deal more effectively with colleagues, customers and suppliers. This episode will help improve face-to-face communication skills through effective body language and assertiveness.

### Communicating on the Phone

The telephone is at the heart of business communication. But because people use the phone so much at home, they assume they have the skills to use it at work. This is not the case, and good business telephone skills have to be learned.

### Communicating in Writing

Communicating in writing via reports or in emails, for example, is an important skill to master. A good report takes minutes to read, holds its value for months and can be made available globally to countless people within any organisation. It can also demonstrate the

writer's knowledge of the subject and quality of thinking. To use email effectively you need both to manage your inbox efficiently and to apply the principles of good communication.

### Dealing with Stress

Pressure is a part of simply being alive: pressure is positive and drives us towards our goals. However, when the amount of pressure we are experiencing rises above what we believe we can cope with, it can easily turn to stress and that can be a very bad thing. This program is all about limiting the potential stressors at work that can lead to damaging stress.

### Finance and Budgets

You must have plans to run a successful business. There are long term strategic marketing ones, short term sales and production ones, and so on. The critical financial plan is the budget. Even though it is based on forecasts and on sophisticated assumptions and guesses, it is a commitment. When you make a budget, you commit yourself to a plan or standard of performance upon which lots of other commitments depend.

### Managing Projects and Processes

Bad management skills can be a costly drain on time and money, causing frustration and stress for everyone concerned. Through use of certain techniques, project leaders can learn how to better manage their team, and so meet the project's objectives. Similarly, quality is one of the most important factors in the success of any organisation. It's essential, not optional, and it's something that as customers we all expect from our suppliers. So why is it we often get stuck when we try to deliver total quality to our customers

### Managing Yourself

Most people think they are efficient; but unless they know how to manage their time, it's unlikely they will ever be fully effective. Poor time management can also have a knock-on effect on your colleagues and the team you work with.

### Meetings

We all know you can't manage without meetings and with the impact of technology; many more of them take place online. So how do you run an efficient, effective and productive virtual meeting? The ability to run a good meeting is not a gift, it's a technique. In fact, it is a technique with key elements that apply to face-to-face and virtual meetings.

### Negotiating

Wherever two people get together to do a deal, there's the possibility that at least one will end up feeling cheated, angry or resentful, even though both set out believing that they could achieve a mutually beneficial solution. By identifying and following the main stages of negotiation, and avoiding emotional behaviour, unproductive rows can be circumvented.

### Presentation Skills

Preparation is the single most important part of a successful presentation. Not only will good preparation communicate thoughtfulness about the presentation message and audience, but it will boost the presenter's confidence.

### Understanding Behaviour

How people behave when dealing with customers or colleagues can determine the success or failure of any interaction. Although we seem capable of coping with considerable change in our domestic lives, at work we often display an inability to adjust to new demands and consequently suffer stress and anxiety. However, simple techniques can be used to help staff to analyse their own behaviour and reactions to change.

### 10 Employability Attributes and Skills

Learn about the five key attributes and five core skills that make anyone more employable and more effective in their work. Essential viewing for job seekers and recruiters.

1. Personal Presentation
2. Positive Work Ethic
3. Confidence and Self Esteem
4. Enthusiasm and Motivation
5. Adapts and Manages Pressure
6. Communication and Teamwork Skills
7. Problem-solving and Initiative
8. Planning and Organising
9. Technology Savvy
10. Learning

### 10 Powerful Networking Skills

Using this program learn how to become more successful with your networking by implementing ten powerful skills. Discover whether you are a passive, active or proactive networker.

### 30 Ways To Make More Time - Managing Your Time Effectively

Most people think they are efficient. But unless they know how to manage their time, it's unlikely they will ever be fully effective. Poor time management can also have a knock-on effect on their colleagues or the team they work with. '30 Ways to Make More Time' demonstrates that time management training can be applied to anyone within an organisation. Using memorable and engaging characters in many different situations, it highlights the various issues surrounding time management - showing both the right and the wrong ways of doing things.

### A Case Study in IR Reform

This program explores the changes that have come about under the Work choices legislation and the impact of these changes on employees in small and large businesses, trade unions and employers.

### A Day in the Life of a Cafe Owner: Food Service and Catering for Business

In the six months since they bought "Fresh", partners Lee and Guy have built up a successful cafe business specialising in freshly roasted coffee and fresh produce. Over the course of a day we discover what goes on behind the scenes and what it takes to create the buzz and attraction of a successful cafe. Topics covered include what it takes to get a meal to the table, health and hygiene, how a menu evolves, owners and staff relations, dealing with difficult customers and setting prices. We see a range of career options, personal attributes and occupational health and safety procedures needed to be successful in this field. This program offers a close-up look at hospitality at the front end.

### A Greener Workplace: Planning and Managing Sustainability

This program discusses the benefits of 'green' workplaces. The lead must come from the top - managers and business owners find themselves needing to be increasingly in tune with sustainable and ecological thinking. We hear from leading business people and sustainability experts about environmental corporate culture and practices and gain an insight into how to effectively implement a policy and strategy.

### Absence Minded: Managing Absenteeism

Absenteeism is as common as the common cold and it costs businesses a lot of money. But when someone calls in sick, it doesn't necessarily mean that they're ill. They could be having difficulties because of bullying or experiencing childcare problems. Or they could be just playing a game of golf. Even a slight change in the working environment can affect some people's motivation and lead to days off work. This engaging and humorous program shows one manager's journey from recognising he has an absenteeism problem, to taking such a

structured and positive approach that he actually reduces the levels of absenteeism quite dramatically. Covering all aspects of managing absenteeism, including the return to work interview, the program teaches managers how to deal with this sensitive subject area in three simple stages.

1. Acknowledging the problem.
2. Identifying the reasons.
3. Agreeing a solution.

### Accounting for the GST in Small Business: Case Studies of Accounting Issues

This program focuses on the impact of the Goods and Services Tax (GST) on recording financial information and how the use of information technology has helped business owners in complying with tax laws.

### Achieving SMART Goals

Carol says that she is successful because she constantly sets herself daily, weekly, monthly and yearly goals. The team discuss SMART goal setting Specific-Measurable-Achievable-Relevant and Timeframe.

### Addressing Bullying in the Workplace

In this second program in the Dealing with Workplace Bullying series we focus on effective means of dealing with bullying behaviour at work. The first part of the program addresses the mechanics of policy development and handling incidences and complaints. The second part goes to the core of this critical workplace issue and looks at the process of cultural change within an organisation.

### Adult Learning 2: Styles

Learning is a part of life. We learn many different things in a variety of ways. For educators, it's all about finding the most effective learning styles for each individual to achieve success in the teaching environment. This program describes three main learning styles - visual, auditory and kinaesthetic - and the four personality types that all individuals display. It provides concrete examples of the main styles and encourages all educators to learn more about the composition of their classes. By making the effort to cater for different styles of individual adult learners and varying teaching techniques, teachers and students can experience successful learning outcomes.

### Advertising in the Digital Age

Do you know when and where are you being targeted for marketing? It may be more often and in more places than you think. Advertising in the digital age features interviews with

cutting-edge advertising and media professionals who give an overview of how to navigate new media marketing techniques. Features interviews with cutting-edge advertising and media professionals who give an overview of how to navigate new media marketing techniques in the digital age, including: Traditional techniques: review of tried and true advertising techniques. New media, new techniques: examine how advertising is a mix of new and old, and sometimes anything goes. Be in control: match your privacy settings to your own privacy standards.

### Advertising: The Inside Story

The program features an ad agency, the roles of its employees and the development of a successful advertising campaign.

### An Introduction to Business Ethics

Find out why companies are concerned about ethics and what they are doing. Learn how to handle an ethical dilemma if confronted with one.

### An Introduction to Investing in the Share Market

The Australian Share market is dynamic. Every trading day thousands of shares are bought and sold on the Australian Stock Exchange. This program takes you back to the basics of the share market and answers questions such as why investors buy and sell shares and how share prices are determined. Strategies for investors are provided as well as information on how to read share tables in newspapers and evaluate the success of a share portfolio. This program includes case studies and interviews with specialists within the stock broking world.

### As Old As You Feel

Does age matter in your particular organisation? Is everyone treated fairly? Is the best person recruited for the job? Are all members of the team encouraged to develop their skills? This challenging programme uses light-hearted animation to demonstrate some common examples of age discrimination and illustrates the detrimental effects to people of all ages, as well as the implications on a manager's job - for recruitment, training, team working and motivation. It introduces the Employment Equality (Age) Regulations and promotes the benefits of an inclusive approach, helping you put your diversity policy into practice. This resource is ideal for both managers and team leaders and can be used as a self-study tool for age awareness.

### Assert Yourself: Learning to Be Assertive

The aim of this assertiveness training program: To show staff what true assertive behaviour is, and how and when to use it. This entertaining program looks at the advantages and disadvantages of submissive, aggressive and assertive behaviour. In a series of different situations - from the office, within meetings, and even within a hospital - the techniques of assertive behaviour are explained, together with how to get your inner dialogue right, and how to communicate what you want with honesty and relevance whilst respecting the rights of those you are addressing.

### Australian International Business: Case Study

We are often alarmed to see how many Australian businesses are being bought out by foreign companies, but there are Australian businesses that are successfully competing in international markets. This program provides a study of one such business, Intrepid Travel.

### Australian Small Business: An Overview

Over 97% of all Australian businesses fall into the small business category, yet many of us have little understanding of how the so-called engine room of the Australian economy actually works. This program, hosted by Janet Russell from the Monash Mt Eliza Business School, examines such issues as the various definitions of small business, the typical management structure of a small business, common reasons why such businesses succeed or fail, the impact of technology, innovation and change as well as future trends and challenges.

### Australia's Role in the Asia-Pacific Region

This program examines the geographic and economic characteristics of nations in the Asia Pacific Region. It also explores the impending threat from climate change for many of its low-lying island nations. As a result of Australia's proximity and relative prosperity to other nations in this region, Australia has the opportunity to play a major role with regard to aid, foreign policy, trade, immigration and tourism.

### Balancing the Books

Balancing the books is an essential part of business. Accounting methods help businesses collect, record and analyse financial data.

### Behavioural Interviewing

This program explores a relatively new method of job interviewing. Interviews are based on previous experiences of the applicant, combined with scenarios and examples to help predict future behaviour. Employers can avoid the potentially nebulous strengths and

weaknesses questions in order to focus on actual behaviours exhibited and the way an individual adapts to particular situations.

### **Behavioural Interviewing: Taking the Guesswork out of Recruitment**

The aim of this recruitment training program: To use the concept of 'behavioural interviewing' to predict the future performance of candidates.

Behavioural interviewing is suitable for managers, supervisors and personnel specialists.

Through realistic interview scenarios, it teaches the five stages of the behavioural interviewing technique, and shows the importance of conducting a thorough review of the job requirements, drawing up a list of interview questions, getting behavioural examples in the interview, and then rating the interviewee's skills against the job specification.

### **Boomerang: The Reciprocity Urge**

This training program offers a simple lesson to create happy customers, cooperative team colleagues and motivated employees. It's a powerful tool to develop emotional competence. This program explains the Reciprocity Urge - the basic drive, in all of us, that compels us to return favours, to repay kindness, to reciprocate when someone gives us something.

### **Boost Juice: A Franchise Case Study**

This program provides students with a vibrant example of a successful franchise model. The founder and controlling shareholder of Boost Juice explains how Boost Juice operates and what its priorities are.

### **Budgeting: Constructing and Controlling Budgets**

This humorous program uses clear examples aided by graphics to teach all managers, including those with no prior knowledge, to appreciate the importance of budgets to business activity, and guides them on how to construct and control a budget.

### **Building the Perfect Team - Belbin's Team Role Theory in Action**

This program dramatises Dr Meredith Belbin's team-role theory, and explains how to identify nine key team roles for a balanced team. In true-to-life scenarios, it shows that although each team member has a functional role they also have a team role and these are critical to the team's success. Each of the nine roles is defined and shown in action. Using a clearly explained structure, Dr Belbin reveals how teams with fewer members may need people to perform dual roles. He shows how behavioural skills can be assessed and how, with care, teams can be constructed that take account of hierarchies as well as personal interaction.

### Business Strategy

This interview-led film explores various aspects of business strategy. It features a range of individuals experienced in developing and implementing business strategies, including Gareth Sear from Business Link, Keith Potts from Jobsite, Richard Frost from the Playhouse Company, Jon Lee from Ecology Building Society, Julie Macdonald from Pizza Express, Jim Slater from Costa Coffee and Alex Martin from Curious Generation.

### Can We Talk?

In this program you will discover answers to these common questions; Why are people so fearful of giving feedback, especially when it is about something that needs changing? How do you prepare yourself for giving feedback? What are some practical ways to get started? What do you say to get your message across effectively? How can you minimise, or even avoid, conflict developing?

### Can You Spare a Moment? - Counselling Skills

The program reinforces key messages to aid even the most inexperienced managers, team leaders or personnel staff. With key sections ideal for supporting role-plays, this program will also complement any interview skills or management course.

### Case Studies in Corporate Culture

Led by three prominent businesses in Australia, Bendigo Bank, Oakley and Salesforce, this program not only discusses how cultures can differ, but also demonstrates how each different style remains fundamentally important to each business.

### Cash Flow

Featuring a presenter and Jonathan Pike from Westminster University, it explores the components of cash flow, liquidity and the importance of cash flow and the cash flow forecast. It is an ideal programme for any student of business and business management at senior secondary and FE level.

### Change Management in Large Organisations: Smoking Laws - A Case Study

Large organisations only survive in today's highly competitive environment if they have the ability to effectively deal with change. External changes such as changes to the smoking laws in several states have forced change upon hotels and other venues. This program looks at how Club Med and other hospitality establishments effectively managed this change process in response to the new legislation.

### Communication Spoilers!

'Communication Spoilers' sheds light on many common problems in communication—interrupting, criticising, creating distractions, monopolising the conversation or ignoring what others are saying, and how to avoid getting into these unproductive habits. In this useful and helpful program viewers are reminded that good communication is only possible when we all respect one another and listen to all points of view. With expert tips and examples of communication spoilers, we take an in-depth look at argumentative speakers who blame or criticise others, individuals who resort to name-calling instead of productive dialogue and the key to good communication.

### Consumer Choice and Protection

We can all relate to the delight when finding a special item for sale or hunting down a bargain. Shopping fulfils a host of primal urges, from the necessity to feed and clothe ourselves to the need for social approval and love. It's no wonder that shopping or consumerism is such a powerful force in our psyches and in our society. This Australian-made, curriculum fit program examines the lures and pitfalls of shopping. We talk to an expert on consumer choice and offer some tips and tricks to improve your financial literacy, helping you to shop as a clever consumer.

### Cracking the Advertising Code

Why do you buy what you buy? Teenagers are a part of a very attractive market and businesses want their money. In this program we look at how advertising works and how teenagers are in their line of fire. Learn to make better buying decisions and don't get caught up in the hype. Crack the advertising code!

### Creating an Australian Icon: Rip Curl

This program traces the evolution of Rip Curl and the important role played by the company's graphic design team.

### Critical Issues in Business: Success and Failure

What are the critical issues which decide the success or failure of a business? An ideal resource for senior secondary viewers, this program reveals the inner-workings of organisations and the factors which influence their operations. Business experts from a range of industries discuss the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology, and how to identify competitive advantage in the market. More than just an introduction to business concepts, the program details 'real world' scenarios and the way in which modern organisations strive to succeed.

### Customer Talks Back

This program is designed to motivate your team to rethink the simple needs of customers and apply skills that meet these needs. The program will be great as a feature around which you can run a series of training sessions, a conference or team meeting session starter where the focus of the session is service and the part it plays in your enterprise or as an induction program for every new team member to focus them on what service is all about. Key Training Points: - Acknowledging your customer. - Smiling. - Knowing what upsets customers. - Knowing your products or services. - Giving the customer the right amount of attention. - Respect. - Handling customers on the phone.

### Data: Ethical Use and Storage

More than 800 billion gigabytes of information is used globally every year. This inconceivably large volume of data must all be stored, retrieved, displayed and used. Featuring case studies of national job search website Seek and the development of a standardised data management system for the Australian aviation industry, this program provides a comprehensive examination of the complex issues surrounding ethical storage and use of data. It discusses critical issues surrounding: data collection and accuracy of data entry, regulations and privacy concerns, the importance of backups, the emerging trend towards cloud computing, transmission and display, and interpretation and use of data.

### Day to Day Business in a Cafe

The program investigates a typical day in a busy city cafe, profiling the customers, products and staff. Regulations and legalities associated with running the business, operations and marketing aspects of the business are all covered.

### Dealing with Conflict Case Studies

WARNING: Program contains language that may be offensive. Features four case studies look at conflict resolution scenarios in the workplace:

1. The Urgent Order - The Boss wants Lis to stay back, but has given her no notice.
2. Trouble in Maintenance - Different approaches to conflicts around maintenance.
3. The Receptionist and the Customer - An angry customer wants action, but everyone is out except the Receptionist.
4. The Call Centre - Martin manages an aggressive and abusive customer on the phone.

### Dealing with Difficult Customers

This program covers important principles in dealing with difficult customers within the customer service industry.

### Decisions, Decisions

Two clear stages in the decision process are revealed in this humorous programme: making the decision and making it happen. A board of Great Decision Makers confronts Alan Moore (John Cleese) to review an office move that went disastrously wrong. Had he not ignored the basic principles of decision making, things could have been different.

### Defining Bullying in the Workplace

Using dramatised scenes and interviews with a variety of industry experts, this program demonstrates some of the many forms of workplace bullying and offers a sound framework to help understand the nature, causes and effects of workplace bullying.

### Developing a Business Plan

This program can be used as a great template for any business to get started using the framework and case study provided. The four elements of a business plan - the executive summary, the operations, marketing and financial plans are outlined. Setting the mission, establishing the goals and objectives and conducting breakeven and SWOT analysis are essential tasks. Using a case study of a newly established restaurant, this program investigates what a business plan is, and why it is important, the different types of business plans, the key elements, the common planning tools, and the importance of regularly evaluating the business plan.

### Don't Hesitate, Communicate

Employees in an office often come from different walks of life and different cultures. Their personalities are unique, their expectations diverse. But how can we ensure communication in the office is as effective as possible? This program explores the fundamental business skill of communication in the workplace. The many forms of verbal communication are covered, including oral and written methods such as meetings, speeches, letters and presentations. Nonverbal cues such as body language are explored and in summary, the program discusses strategies for overcoming the barriers to workplace communication.

### Easywriter

To use email effectively you need both to manage your inbox efficiently, and also to apply the principles of good communication. This informative programme will help you use email productively and will encourage everyone to realise the enormous potential benefits of the medium for themselves, their teams and their organisations. Relevant to any individual or organisation using email, the programme's messages are universal and are independent of any software package. Suitable for both self-study and group training – especially for

support teams whose members regularly work away from base or from home – this resource will also support an induction programme for new staff.

### E-Business: A Case Study

This program looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses today. It's not just a case of being up with the latest trends and technology, in some cases, whether or not e-business is embraced by an organisation, can mean the difference between success and failure. The program looks at what is e-business and how it is used, the potential pitfalls and incorporating ICT into a business operation.

### Effective Budgeting for Business

What does the future hold? Business owners and managers may not be able to answer this question, but they are able to use budgeting to look for clues about the future. This program explores the extent to which a number of businesses prepare budgets for cash, profit and position. More importantly it examines the use of budgeted information to create opportunities for success in the future.

### Effective Communication in Business

Businesses rely heavily on communication - particularly in the information age of the 21st-century. In today's world it is often necessary to share information with many different people both internally and external to the organisation. Without clear communication, false information could be provided to suppliers, employees or customers, with the end result - confusion, and little hope of success. In this program we define what effective communication is, what stops it, why it's so important, the communication methods that modern businesses employ, and the importance of ethics in communication. Follow us as we prove the importance of effective communication in business.

### Email Etiquette

This program gives viewers an understanding of the conventions that have been developed by email users to facilitate effective communication.

### Enhancing Teamwork

Challenging times have brought about a critical emphasis on building successful teams. This program breaks down the four different stages that developing teams go through, and the critical ever-changing roles of the team members. By putting a business team under the microscope in a team-building exercise with Guy Moxley from Team Building Australia, this

program exposes the bare-boned mechanics of how teams form, function and how they can reach new heights of performance.

### Enterprise and Entrepreneurs

Four bite-sized videos on one DVD bring entrepreneurs into your classroom to talk about their motives, experiences and when they had their 'eureka' moment. Includes: Motives and Traits of Entrepreneurs, Risks and Rewards, Developing Business Plans, and Sources of Support and Guidance.

### Enterprise Bargaining and The Workplace Relations Act

This program provides students with a brief overview of the recent history of the Industrial Relations System in Australia, from the Accords introduced by the Hawke government in 1983 to Prime Minister Howard's Workplace Relations Act.

### Environmental Practices at Work: Manufacturing

Environmental sustainability is about designing and implementing practices and processes within a workplace that do not waste or exhaust natural resources or cause ecological damage. It not only minimises an organisation's environmental footprint – there is also potential for significant bottom-line gains. This resource focuses on environmental sustainability in manufacturing and light industry, where technology and innovation have contributed significantly greater efficiency in both resource use and productivity. Areas covered include identifying resources and environmental issues; compliance with regulations; and improving resource efficiency.

### Environmental Sustainability in Business: A Case Study

Businesses have always had to respond to different external influences. It was technology in the 80s and security in the 90s, but now a new challenge has emerged - climate change. Business owners are fast realising that reducing their environmental footprint is not just a PR exercise, it's vital to their future. This program features a case study of businesses that have developed unique approaches to sustainability. Their visionary leaders reveal how becoming 'green' has helped make their businesses stronger and more financially viable. Through interviews we discover the problems they faced, the benefits of change and their organisation's future directions

### Ethics and Social Responsibility in Business

Increasingly consumers expect businesses to operate in an ethical and socially responsible manner. Many businesses abide by a Code of Conduct, either company-specific, or an

industry standard. This program differentiates between ethical behaviour and social responsibility, showing two businesses as examples.

### Ethics and Social Responsibility in Management

An increasing trend in businesses today is to prove to stakeholders it operates as a good corporate citizen. In order to achieve this, businesses are developing key policies and practices centring around business ethics and socially responsible management. This program explores the practical ways Toyota and Energy Australia are integrating business ethics and social responsibility into all aspects of its operations. In addition it examines the structure and purpose of the Corporate Responsibility Index (CRI) as a means of benchmarking corporate responsibility in Australia.

### Evaluating Business Performance: Small Business Case Studies

In this program the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability. Students will gain an understanding of how to evaluate business performance.

### Event Management

This program explores the stages of organising a large event, the planning, leading and controlling required, finishing up with the criteria to successfully evaluate an event.

### Exploring E-Commerce

This program looks inside the nation's leading web production company, Sausage Software, to learn what makes business to consumer (B2C) and business to business (B2B) e-commerce click! Through interviews with key Sausage staff, this program explores how B2C differs from conventional customer selling and marketing; the advantages and disadvantages of B2C over conventional selling; which types of business are best suited to expanding on-line; the security issues surrounding on-line sales; the essential partnership role played by banks in e-commerce; the advantages and disadvantages of businesses making on-line transactions; the concept of business portals with BHP Ltd's new international procurement portal as an example, and the future of B2B.

### External Factors Affecting Business: Natural Disasters

All businesses are exposed to some level of risk, but when a natural disaster strikes they can suddenly face a variety of unexpected and often extraordinary situations. What happens in a matter of seconds can sometimes take years to rebuild. The 2011 earthquakes in Christchurch, New Zealand and the 2009 bushfires in Victoria, Australia demonstrated how devastating natural disasters can be for small businesses. This investigative-style program

for middle to senior secondary audiences explores the human cost for businesses affected by natural disasters, but also many of the logistical aspects, such as: assessing property damage, dealing with insurers, monitoring finances, relaunching a business and creating disaster preparation plans. Viewers will appreciate the way people overcome these traumatic experiences and what it's like running a business in the aftermath of a natural disaster.

### Fairtrade: Who Benefits?

This video explains the Fairtrade scheme, identifying how Fairtrade benefits farmers in poorer countries and how the Fairtrade Organisation invests in farming communities. Hear from members of one such community in St Lucia, as well as consumers and retailers (ASDA) of Fairtrade products back in the UK. British students give their own views on Fairtrade and members of a Fairtrade Town are interviewed, before discussion concludes with consideration of potential disadvantages of, and the future for, the Fairtrade scheme.

### Financial Management and the Planning Cycle

KPMG is one of the world's largest professional services firms, providing audit, tax, and advisory services to businesses across the globe. Join KPMG's Ben Skarrasbrek and Alexi Terrovex as they take us on a virtual tour of financial planning and management in large organisations. We start with common financial roles and duties, and establish the vital importance of developing good cash flow, liquidity and return on capital investment. Then we engage in an in-depth audit of the planning cycle, from addressing the current financial position and developing a business plan, through monitoring cash flows and financial reporting, to maintaining financial controls and minimising risk.

### Financial Reporting for Business

Accounting reports convey information about cash, profit and financial position to the owner and key stakeholders of a business. This program explores the content and format of the three key accounting reports: The cash flow statement, Profit and Loss Statement and Balance Sheet. Insights are provided from real business owners / managers about how these reports are used within the business for analysis and decision making. If you are just starting to learn about accounting reports or need a refresher, this program will clearly illustrate the placement of items in each report.

### Financing A Business: A Guide Through the Maze

This program offers a basic understanding of how businesses obtain finance. It contains excellent graphics and features interviews with executives from the stock exchange (AXS), the Bendigo Bank and Were Stockbrokers.

### First Things First: Working Effectively in the Office

In most workplaces constant demands will be placed on prioritising and managing your workflow while also developing new skills along the way. The pressures of deadlines and constant workload require you to be flexible in your approach. In this program we talk to two companies about developing a consistent and professional approach to your working life. We discuss organising your work schedule, monitoring your own work performance, developing personal & employability skills, and common policies and procedures. Being able to work effectively in a business environment and implement improved work practices are essential ingredients to both business and career success.

### Franchising

In recent decades, franchising has become a popular and highly successful business model for many enterprises. Some of the world's best-known brands have become household names through extensive international franchising. This film looks at various aspects of franchising, including: how the franchising business model works, attributes of a successful franchise business operator, and benefits to franchisors and franchisees. A range of business operators and other industry professionals give first-hand perspectives on a broad range of features and considerations of franchise operations.

### Generation F: Women in the Workforce

Generation F make up around half of the Australian workforce. Whether they are school leavers, graduates, working mothers, migrants or entrepreneurs, Generation F are female employees who offer a diverse range of skills and attributes. In this program, we look at the growing need to engage women fully in the workforce, and outline strategies that can help employees reach their full career potential. We meet five experts who offer insights, drawn from their personal and professional experiences, to examine a profile of Generation F, highlight the importance of women's needs in the workplace, factors affecting work satisfaction, and the future of women in the workforce.

### Going to a Meeting Part 2 - Meeting Menaces

"This two-part series demonstrates how easy it can be to handle the various personalities you encounter in the meeting arena. By preparing yourself better, and knowing how to avoid conflict between participants, meetings will become far more effective. Suitable for anybody who attends meetings, this highly entertaining program is based on a group of middle managers in a large hospital.

### Great Public Speaking: An Audience in the Palm of Your Hand

This program provides a sound basis for being an excellent public speaker.

### Handling the Baggage

All sorts of different people make up a workplace. Everyone is impacted by a complex range of personal circumstances that go on outside of work - things shaped by personalities, relationships, finances and physical and social environments. Sometimes personal issues can dominate someone to the extent that their performance at work is affected - they bring their 'baggage' to work with them. This film, hosted by one of Australia's leading television and arts industry personalities, Michael Veitch, considers issues around identifying and dealing with emotional distress at work. Handling the Baggage contains valuable information and strategies for managers and employees alike.

### Has That Buck Stopped Yet?

Responsibility - every individual in every workplace has it, but sadly, there are some who don't take it. This animated program features Tom, an experienced employee who is responsible for inducting Buck, a new recruit, into his organisation. When Tom tries to pass the buck on Buck, we see the consequences for all involved. It provides excellent discussion-starting material on responsibility in the workplace, and the subsequent benefits to individuals, work teams and for the entire organisation.

### Hot off the Press - Inside a Daily Newspaper

This program will provide students with an understanding of the running of a newspaper, industry terminology and the different sections that make up a newspaper.

### How Am I Doing? - The Perfect Appraisal Interview

Appraisal interviews offer managers a golden opportunity to identify problems and opportunities, motivate staff and improve performance. But beware! The mishandling of such interviews can have the very opposite effect. In this engaging drama, three inept managers show how an appraisal interview should not be conducted!'

### How Not to Exhibit Yourself

Even if an exhibition stand is designed to the finest detail, it will not produce the desired results if the people behind the stand don't know what they are doing. This humorous program shows how to ensure that all stand staff are fully prepared for opening day, and equipped to encourage visitors, welcoming them without being over-eager. It also demonstrates the importance of keeping your stand smart, accurately logging potential customers' details, and arranging follow-up visits. It teaches the techniques for opening,

controlling and closing sales dialogues, and how to avoid the key turn-offs that reduce customer traffic – including the guaranteed conversation-killer "Can I help you?" Featuring John Cleese, this training video will teach stand people how to present themselves and their company in a professional and organised manner.

### How the Mighty Fall: Corporate Collapses

This program examines three case studies of corporate collapses in Australia around the turn of the 21st century. They are HIH - at the time, the biggest corporate collapse in Australia's history; One.Tel; and Waterwheel Holdings.

### How To Lose Customers Without Really Trying

This program lays the foundations for customer care and provide a concrete set of behavioural rules to make customers happy and keep them coming back. They provide a memorable demonstration of the do's and don'ts of customer care, which include: finding the real need behind a request, agreeing to a solution with a customer, and seeing things through to a successful conclusion. This program clearly defines valid rules for any customer care exercise and demonstrates that the key learning points for keeping customers satisfied apply to front-line staff in any organisation.

### Human Resource Function

This Australian-made, curriculum fit program examines the HR function, covering the importance of HR management and the employment cycle including planning for needs and recruiting staff, maintenance and renewal of employees, and terminating staff. It concludes with a look at how employee relations impact on an organisation.

### ICT in Accounting

This informative program explores the way businesses use ICT in the accounting process with reference to current accounting software packages, spreadsheets, the Internet and alternative forms of presenting data.

### ICT in Organisations

Experts with a lifelong understanding of digital technology guide viewers through: the ICT environment, the ICT needs and solutions for organisations, monitoring and evaluating ICT's and what the future of ICT's might look like. The program offers a variety of visual metaphors, which help to illuminate the inter-connected world of digital communication and how reliant we've become on technology

### **I'd Like a Word With You: The Discipline Interview Training**

This program shows managers and team leaders just how badly a discipline interview can be handled by introducing three managerial styles that need improvement.

By analysing the wrong way to interview, these engaging and amusing scenarios then show how the right skills can keep staff motivated and working towards the same goals. Each scenario shows how conflict can be avoided and a potential 'problem' employee turned into a valuable team performer.

### **Ideas into Action: Stimulating Creativity for Success**

This exciting program looks at the barriers to fresh, profit-related creative thinking and suggests some simple but powerful ways to overcome them. It shows how constantly stimulating creativity and innovation is key to coming up with viable ideas for products and services, and processes and procedures that your customers (internal and external) really want.

### **If Looks Could Kill: The Power of Behaviour**

How people behave when dealing with customers or colleagues can determine the success or failure of each interaction. This light-hearted program, written by behavioural expert Dr Peter Honey, raises some simple but key issues, and expresses them in a professional, down-to-earth manner.

### **If the Shoe Fits: Windsor Smith Marketing and Communication**

This program focuses on the "4 Ps" - product, price, place and promotion - as used in Windsor Smith's overall marketing strategy. Marketing objectives, market research, the target market and marketing channels are also considered.

### **Impacts of Globalisation**

The nations of the world are becoming more connected and interdependent. There are many benefits to globalisation, but not all nations have benefited equally. There are vast differences in living standards and income around the world, and this film explains these differences. People in industrialised countries live longer, more comfortable lives than ever before, whilst in poorer countries thousands die each year from preventable diseases such as measles and malaria.

### **Inside Information: A Silo-buster's Guide to Internal Customer Service**

Most organisations recognise that exceptional service is vital to winning and retaining customers - but very few treat their internal customers with the same level of respect and support as they do their external customers. This program will teach you what internal

customer service is and why it is important, how to communicate with internal customers and meet their needs, and ultimately how to work together with a sense of trust and shared purpose.

### Inside Story: E-Commerce in Business

This program provides three fascinating e-commerce case studies: Ford - online marketing; Coronet (corporate uniform manufacturer) - online ordering system; Mp3.com.au - online delivery of music.

### Interest, Loans and Credit

You want to buy a new bike, but you've only got half the money you need. You might consider a high-interest savings account. But how long would it take to save? And how much would you pay in bank fees? Alternatively, you could get a personal loan, credit card, interest-free loan, or store credit? This vibrant, fast-paced program takes a mathematical approach to finding the right financing option. It explores simple interest, compound interest, and various financing options with or without interest. It considers fees and charges, interest earned or paid, and how long it will take to achieve your goal.

### Introducing Customer Service

This program introduces and defines customer service by talking to representatives from customer-focussed organisations like ANZ Bank and The Body Shop

### Introducing Hospitality

The program introduces hospitality professionals. We see what it takes to survive and the occupations and career paths available.

### Introduction to Soft Skills/Power Listening

Soft skills are essential to success in business. This informative program examines soft skills that are essential for people re-entering the workforce. It supplies tips and strategies for succeeding and integrating into a new organization after a break from work. Power Listening' examines the ten essential steps that are involved in listening rather than just hearing. We examine the difference between listening and hearing and demonstrate ways to not only become a better listener but use it to gain serious advantage in your career. This is an excellent resource for people coming back to work or wanting to develop skills to further their career.

### Introduction to the Business World

Knowing what to expect in business from an employer's point of view is vital when first entering the workforce after school or college. This interactive program details key things that can be expected when you first start work in the business world and clever strategies to make an excellent first impression and help move you in line for early recognition and promotion. Essential topics are covered such as integration, learning how to make decisions, taking the initiative when problem solving and learning to work in teams. This is an essential resource for students at the end of their study preparing to enter the business world for the first time.

### It's a Chef's Life

This program offers many insights into the life of a chef including working conditions, food preparation, menus, selection of staff and apprentices and much more.

### It's a Deal! - Win-Win Negotiation Deals

You need complete confidence, good planning and thorough preparation to negotiate well. Fortunately, these are skills you can acquire and improve. Based on research into effective negotiation techniques, this drama-based program features a typical negotiation, taking a two-phase approach: preparation and bargaining. It clearly demonstrates how effective preparation and bargaining will give you the required result, leaving both parties feeling that they have got a good deal. The techniques will not only build your confidence so you can control and enjoy negotiations, they also allow you to be flexible and anticipate all eventualities - and enable you to avoid a stalemate. Each phase is broken down into easily managed modules, providing a framework that you can apply to every negotiation. You can also use it to train your staff to take negotiations from the initial planning stages through to a successful win-win outcome.

### It's All About Culture

The culture of any workplace is shaped by its people. It is unique to each workplace because the people are unique. If the personnel changes, so does the culture – often in small, but significant ways. This program covers important aspects of identifying, building and changing a workplace culture. We hear from three different businesses - multimedia games designer and developer Firemint, surf and ski wear giant Oakley and Australia's Bendigo Bank, about the culture within their work environments. This program is an ideal resource for prompting thought, discussion and action on this important topic.

### It's Personal

As consumers ourselves, we all know how important customer service is. Despite this we can find it hard to provide consistently good service in our own jobs. We've teamed up with Rick Stein and his team to demonstrate the skills and attitudes that underpin their reputation for great customer service - face-to-face, in the restaurants, hotels, shops, and on the phone. It's Personal's main message is that having the right approach is not only good for the customer - it's good for you. A motivational video for anyone in contact with customers.

### It's Your Choice - Selection Skills for Managers

To provide managers with all the necessary skills to conduct an effective recruitment interview. Split into three scenarios, this entertaining program introduces some managers who get the costly decision wrong by making common mistakes.

### Jamie's Kitchen: Fifteen Lessons on Leadership

The aim: To show how to become a better leader. Jamie is a natural and instinctive leader, with an energetic style guaranteed to keep an audience engaged. Anyone taking on a leadership role can learn a lot from watching him in action. 'Fifteen Lessons on Leadership' demonstrates that leadership is an activity and not a position. Leaders and potential leaders will identify with Jamie's honesty and openness. The program covers five key learning points backed up by real examples from Jamie's journey - from how to lead the way through clear communication and example, to believing in your team, through to taking responsibility and learning and adapting your style of leadership throughout each project.

### Jamie's School Dinners: Living with Change

This engaging program is broken down into a series of digestible lessons to help you and your employees deal with change when it occurs in your own workplace and is suitable for all levels of staff across the organisation. Living with change helps you take your employees through the four different stages of change to minimise fear and confusion. They will reject it, resist it, reflect on it, but in the end resolve it - the challenge and excitement of new opportunities will triumph over all the negative perceptions of change."

### Jamie's School Dinners: Managing Change

'Managing Change' covers four key learning points: Passion - believing in what you are trying to achieve; People - recognising the types of people in your organisation, from enthusiasts to resisters; Planning - when implementing change, careful planning is essential and can determine whether it will be accepted or not; Perseverance - with change, you can nearly always guarantee resistance so determination is a must."

### Justice and Social Responsibility

The term social justice and responsibility is said to be a "Utopian" concept and impossible to achieve. Does this mean that the individuals in society should not try to achieve it? This program features interviews with Tim Costello and Julian Burnside, as well as Christine King from Reconciliation Australia and Karam Abduladeem, a former refugee held in mandatory detention.

### Kangaroo

This fully animated program will surprise viewers with the latest scientific research about happiness, that one of the best ways to achieve it is through caring for others and wanting to help them. This is a superb session starter or training aid for customer service, teamwork or leadership development.

### Key Functions of Business

Using Holden as a case study, this program looks at the key functions performed in business on a daily basis.

### Keys to Success in Business

This program examines 10 keys for business success. It focuses on small enterprises which highlight business principles clearly. The keys examined are; Be innovative, Develop a business plan & get advice, manage capital and cash flow, manage resources & records, establish image & reputation, build rapport with suppliers & clients, build strengths & eliminate weaknesses, exercise caution in decisions, update skills and knowledge and to work hard and be positive. We meet the young owners of 2 small businesses and look at how these business concepts are applied in real world situations.

### Lessons from Geese

This moving and stimulating program will give your conference or training session a whole new impetus. In just over two minutes it teaches five key lessons for every team in a moving and musical way. It will lift the mood and help you develop commitment to peak performance, both within individuals and teams.

### Live and Learn

This live action animation programme is a stimulating training pack to help everyone improve their learning skills in the workplace. Quick moving and full of ideas, it reflects the energy and richness of its subject matter. The programme has one core message - the

importance of learning. Based on this, it contains three main learning points. Viewers can become more effective learners by being:

- Conscious learners
- Opportunist learners
- Three-dimensional learner

### Macroeconomics

Hardly a day goes by when we do not hear or read issues in the news of ‘consumer spending down’, the ‘Australian dollar rising’, and ‘business sentiment at a five-year low’. We also often hear a politician or editorial writer advocating a change in economic policy. If you think these issues are very complex ... you are correct ... they are complex.

This program provides a useful starting point to explore the nature and purpose of macroeconomic activity in contemporary Australia, and the implications for our standard of living and long-term economic prosperity. It will assist students to understand the nature and importance of the Australian Government’s key economic goals including low inflation, strong and sustainable economic growth, full employment, external stability and equity of income distribution.

### Making Decisions and Being Assertive

This program shows how self-awareness is a prerequisite to making good decisions and being assertive. Teenage characters demonstrate these skills in everyday situations in a series of brief scenes. Throughout the program a young host comments on the skills they use, reviewing the steps of decision making: identifying the problem, listing the alternatives, exploring feelings and values, weighing the pros and cons of each alternative, making the choice and evaluating the choice

### Management Roles: Planning, Organising, Leading, Controlling

Management is one of the most widely-discussed and critical issues in business. Understanding what a manager does and how they achieve success is the focus of this engaging, information-rich program for senior secondary audiences. Experts unravel the different tasks of management – planning, leading, organising and controlling – and the challenges they face in the various departments of large-scale organisations.

### Management Styles Explained

Management styles are characteristic ways of making decisions and relating to subordinates. The predominant management styles are commonly defined as autocratic, persuasive, consultative, participative and laissez faire. While leaders often exhibit a

preference for a particular style of management, it is argued the different styles of leadership should be employed dependent upon the culture of the business, the nature of the task, and the nature of the workforce. Effective management will ensure that the objectives of an organisation are met. This informative program examines the five management styles, their characteristics, advantages and disadvantages and application to various management situations.

### Manager and Friend: The Right Balance

Workplaces can be very social places. How do you maintain effective working relationships with friends, especially if one person manages another? It can be difficult, but it has to be done to ensure harmonious relations contribute to productivity. A cold, sterile environment is not good. Nor is friction between staff members. Overall performance improves where effective relationships exist. Managers have to exercise care with their relationships, as there is a fine balance between too much and too little.

### Managing - Only Just

With its positive, practical messages, this engaging programme will appeal to people who know how to be good managers but who might also appreciate some down-to-earth advice at a time when mounting pressures can blur priorities.

Managing - only just! will help managers take that crucial step back in order to take stock. It provides an opportunity to reflect on their own pressures, to assess their strengths and weaknesses in managing a team under pressure, and to address their work/life balance.

### Managing a Small Business

This program investigates how three very different and successful Australian businesses actually work. In a series of interviews, the owners of an office stationery supplier, a small building firm and a computer consultancy give candid insights into how they established their businesses; the professional advice they sought; the value of their business plan; their business marketing strategy; the knowledge and skills they now rely on to run their business successfully and the best and worst things about running their own business.

### Managing an International Tourist Destination: The Great Ocean Road

This program examines the importance of tourism to local economies. It covers all aspects of managing an international tourist destination using The Great Ocean Road as a case study. The broad topics covered include a description of the region and why it is a tourist destination; who visits The Great Ocean Road; managing tourism at the international level; managing tourism at the local level; how tourism benefits the region and some of the

challenges that are subsequently created. This program provides students with an understanding of how different groups must work together to create an appealing destination for international tourists.

### Managing Change in Tough Times

Many external influences can impact on the success of a business natural disasters, financial crises, epidemics, even terrorism. In this program Peter Quarry talks with Glenyce Johnson, Managing Director of Peregrine Adventures, about her management strategies and business experiences during tough times.

### Managing Generation Y

Three generations are now in the workplace, and the youngest - Generation Y - are making their mark. They view the workplace very differently from Baby Boomers or Generation X. Having grown up with technology, they are digital natives - information and communication has always been instant. They want to go a long way in a short time; they often don't settle for just being told - they want to know why; and being constantly connected with a social network is, more often than not, critical to survival. Featuring comment from author and director of Essence Communications Penny Burke, James Masini from Hippo Jobs and Susan Lin, the Young Australian Businessperson of the Year, this program explores a range of issues and strategies associated with attracting, retaining, effectively managing, and capitalising on the many strengths of Generation Y workers.

### Managing Performance Every Day

This easy-to-follow, 5-step program will help managers encourage their people to deliver world class performance.

### Managing Problem People: Rule-Bound Reggie

This comprehensive program introduces typical problem people and shows inexperienced managers and team leaders how to deal with them to improve performance. It is an amusing and versatile resource, which can be used to complement or instigate all types of management and interpersonal skills training.

### Managing Time and Stress with Peter Sheahan

In this fast-paced program Peter Sheahan offers students advice on how to plan their time. He provides pointers on to cope, and also excel during busy and potentially stressful exam periods.

### Marketing For Beginners: A Case Study in Retail

This case study approach features a small business management expert looking at two retail businesses run by two brothers, selling similar products but operating from two very different locations.

### Marketing That Works

A good marketing plan derived from VEA's overall vision and plans, an excellent marketing mix, innovative market research techniques and competent staff are all clearly described.

### Marketing: The Australian International Air Show

This case study considers the basic principles of marketing whilst examining a major event that attracts over 200,000 people.

### Meeting Management Challenges 1

Every workplace, no matter how successful, has to deal with difficult situations. But what are the most effective ways of responding to employee issues? This presenter-led program guides audiences through a range of dramatic scenarios, which include personal interviews with the key characters, who describe their thoughts and feelings as the story unfolds. The issues explored are: posting inappropriate information on social media websites, breaches in confidentiality, mistakes being covered up, downturns in performance and workplace bullying. This is an ideal resource for any business or manager wanting greater insight into their employees and the various strategies for dealing with difficult situations.

### Meeting Management Challenges 2

Workplaces are fast-paced, challenging and diverse environments that can create conflict and misunderstanding. Successful resolution of problems with colleagues is a vital aspect of good management. This fly-on-the-wall style dramatisation takes viewers through ways to deal with: unreasonable demands placed upon them; individuals who aren't team players; speaking without thinking; and dealing with poor job performance. While an ideal solution isn't always possible, when handled in the right way, they can be negotiated. A perfect resource for managers, staff and anyone interested improving communication skills in the workplace.

### Meetings Bloody Meetings 2012: Making Meetings More Productive

This training resource will enable people to organise and chair meetings that are more effective and more motivating for those who attend, and provide training for professional effective meetings. The key learning points are dealt with in clearly-defined segments that can be reviewed and discussed.

### Meetings Bloody Meetings: Making Meetings More Productive

This training resource will... Enable people to organise and chair meetings that are more effective and more motivating for those who attend. Training for professional effective meetings Suitable for anyone who might be expected to organise and run meetings, this best-selling program defines the five disciplines that transform a gathering into a professionally run business meeting

### Mergers and Acquisitions

This program addresses two increasingly common occurrences in the business world - the merger of two or more companies/firms or the acquisition process.

### Microeconomics: Understanding the Market System

A fundamental proposition in economics is that people have unlimited wants, but there are limited resources, which leads to the problem of scarcity. Hence the central question in economics is how best to allocate limited resources to produce goods and services. In this program we introduce the market system, the law of demand and supply, price elasticity, market structures, market failures and government response, and many more key concepts. Featuring clear explanations, excellent graphics and examples from all over the world, this program introduces the classic concepts of microeconomics in an engaging and thought-provoking way.

### Mmarketing: A Food Marketing Case Study

Using Cadbury Schweppes as a case study, this program examines the 4 Ps of marketing - product, price, place and promotion.

### More Bloody Meetings - The People Side of Meetings

To demonstrate that chairing a meeting is not just about getting the procedures right, but also about getting people to work together. Training program for better meetings.

### More Bloody Meetings: People Side of Meetings

About this training video: To demonstrate that chairing a meeting is not just about getting the procedures right, but also about getting people to work together. Training program for better meetings

### Negotiating - Tying the Knot - A Skill for Life

"Wherever two people get together to do a deal, there's the possibility that at least one will end up feeling cheated, angry or resentful, even though both set out believing that they could achieve a mutually beneficial solution. The program defines and illustrates the three main stages of a negotiation, using the analogy of the developing relationship between two people

### New Standards for Career Development Practitioners

This program is designed to assist careers practitioners, job networks, industries and organizations, human resources departments, rehabilitation, government departments, schools, Universities, TAFE's and other relevant organizations, with understanding the recent developments in professionalizing the careers role in Australia. The program explores: the context for these developments; where Australia fits into the international careers scene; developing competencies, standards and ethics for the profession; agreed requirements being phased in by 2012; the Australian Blueprint for Career Development; and understanding the broad range of activities undertaken in the name of career development

### No Sweatshop Label at Hunter Gatherer

The program concentrates on Hunter Gatherer, a social enterprise which embodies the new direction being taken by the Brotherhood of St Laurence, under the leadership of Father Nic Frances.

### Office Administration 1 - Telephone and Reception

The telephone and reception area in an office is the frontline of the business. Ensuring you are equipped with the correct skills is vital. In this program we demonstrate clearly and concisely why first impressions count, how to use the telephone effectively, the equipment and organisation of the reception desk and dealing with difficult customers. Say 'hello' to a brilliant educational program for office workers everywhere.

### Online Marketing

With the emergence of social media technology and the Internet now dominating global communication, this expert-led program for upper secondary and higher-education viewers shows why online marketing is a vital part of every business model. Director of 2 Sticks Digital, Tim Martin, and the University of Melbourne's Dr. Brent Coker, explain concepts such as Search Engine Optimisation, Pay Per Click, viral and email marketing, as well as how to implement and measure an online marketing campaign. While online success is difficult

to predict, viewers will learn that innovative and flexible marketing strategies are crucial to surviving in the digital world.

### Operations Management: A Case Study of a Hotel

Service providers are essential in our economy. Where would we be without hospitals, cleaning companies, accounting firms and hairdressers? But it can be difficult to apply concepts of operations management to these businesses. Focusing on the operational processes, this program takes you behind the scenes, learning about the four strategic areas of operations; facilities, materials, quality and technology, applying them to a service provider and showing how various strategies can be used to improve business performance. A great insight into the unique aspects of services marketing.

### Pass It On - Coaching Skills for Managers

Effective coaching helps people to progress and contribute more fully to the business objectives and ensures that individuals get the one-to-one guidance they need to perform to the best of their ability. Coaching is vital, but frequently neglected. This program demonstrates how effective coaching can facilitate individual development and become personally rewarding for the coach too. Managers will be able to... -Confidently coach their people -Increase the potential and performance of their teams

### People at Origin Energy: A HRM Case Study

This program examines the practices and processes of the human resource management function in large-scale organisations in Australia.

### Performance Matters: The Importance of Criticism

This program helps managers understand that criticism is an essential part of their responsibilities but emphasises how criticism done badly can make things worse. It lays down seven clear rules for ensuring that criticism is conducted effectively and without acrimony, including the key message that people should only be criticised for what they've done, not who they are.

### Performance Matters: The Importance of Praise

Six easily-remembered rules are demonstrated for praising staff correctly, including: let people know why they are being praised; don't ruin the effect by a sting-in-the-tail remark; and pass on praise from customers or superiors. Managers using this video training resource will... -Learn how to praise staff appropriately -Seek and find more opportunities to praise employees -Have employees who are appreciated and valued will contribute more to the workplace.

### Performance Review: Every Manager's Nightmare

"This video training resource will... Change the way every person in your organisation approaches appraisals. Help managers get better outcomes from appraisals Help employees think about appraisals in a positive way Every organisation has a different kind of performance review system. Even so, the reaction to reviews is often the same - one of horror. Performance review sets out to encourage individuals to think about reviews in a new, more positive way. In two distinct parts - one for managers and one for appraisees - this amusing drama uses memorable characters to demonstrate different behaviours and techniques, and shows the equally crucial role that both sides have to play."

### Persuade Your Customers to Pay More

This program has taken the essence of Ian Brooks best selling book, 'Persuade Your Customer To Pay More', and put it into an easy-to-use five part series. In each segment, Ian shares his secrets about how to sell the value you have created for your customers. His easy-going presentations and entertaining stories ensure that people everywhere will relate to this vital business message. If you're tired of being pressured to offer discounts, lower your prices or fight price wars this program is for you.

### Playing Your Part 1 - Diversity in the Workplace

In workplaces, as in any other part of society, people are diverse. They come from different cultures, they have different belief systems, values and religions. There is diversity in interpersonal styles, mental ability, sexual orientation, physical characteristics and capabilities, and thinking and learning styles. This presenter-led production examines diversity in the workplace using various dramatized scenarios. The five chapters focus on the scope of diversity, responding sensitively, knowing the guidelines, communicating appropriately and building on diversity. This is an excellent resource for anyone examining the nature of diversity within the workplace and ways for all personnel within an organization to effectively work with it.

### Practitioner Roles

To effectively deliver its products or services, any organisation must have certain fundamentals in place, including a positive and constructive organisational culture, a clear mission statement that effectively articulates its purpose and values, effective communication channels and an emphasis on solid team building. All these elements need to be in place in order for a health or social care service provider to function effectively and deliver appropriate outcomes to its clients. This film examines those areas that are required for the successful operation of organisations in the health and social services sector. It is an

essential resource for students of courses related to health and social care service provision, and serves as an informative and useful tool for professional development for those already working in this area.

### Presentation Is Everything

"The aim: To help individuals structure and deliver effective presentations: and avoid death by PowerPoint. This humorous program looks at the fundamentals of good presentation skills: structure, slides and delivery.

### Privatisation Case Studies

Over the past few decades, privatisation has become a global phenomenon. During the 1990s, privatisation was embraced throughout the world by governments ranging across most political persuasions. In seeking to reduce their costs, they turned to the private sector to provide some of the services that have traditionally been provided by government. This program is about privatisation. We'll look at the driving forces for privatisation and outline the arguments for and against it. We'll ask what are the consequences of privatisation for customers, government and employees; and take a look at two Australian case studies - Yarra Trams and Telstra.

### Project Management for Teams

The inability to project manage often lets businesses down and makes the successful completion of challenges virtually impossible. In this excellent program we examine the most effective project management techniques including top down flowcharting, emotional intelligence, dysfunctional patterns and the risk of a lack of planning and management. The most effective way to set out project goals are explained along with strategies to keep the process on track and finalized on time. This program is an excellent resource for all members and managers of project teams.

### Project Management: Leading a Project Team

Not everyone who has to manage a project knows how to do it well. Bad management skills can be a costly drain on time and money, causing frustration and stress for everyone concerned. This program provides a complete solution to these issues, exploring the techniques for project leaders to better manage their team, and so meet the project's objectives.

### Promoting Your Designs

If you're a designer or possibly an artist just starting out, the thought of promoting your own work seems an overwhelming task. How do you access the right people who may be

interested in your work? You have the talent, but what about the marketing skills you need to help promote your work and become a professional? With a strong focus on designers and artists, this program explores marketing tools and strategies that beginning designers can use to promote their work and themselves. We also discuss the use of promotional strategies when seeking employment, the concept of branding, and the best way to get your designs 'out there'.

### Recipe for Change

TV chef Rick Stein's Seafood Restaurant has grown considerably in the last few years. Rick and his colleagues identify the factors that that have helped them implement change successfully. These are universal messages that can be helpful to any manager. Managing change is a key management skill. It requires emotional intelligence - including recognising the pressure that the process can put you under. Rick Stein's hospitality business has evolved in recent years following a period of rapid growth. A great amount of time and effort has been invested in to change projects with some important experiences gained along the way.

### Recipe for Health and Safety

Health and safety is something we tend to take for granted - until an accident happens that affects us personally. And then it's too late. This practical programme demonstrates the core health and safety issues that affect us all, such as lifting things, and shows why being careful has to become second nature even when we're really busy. The key message is that we have to take responsibility for our own safety, and the safety of others, at all times.

### Recipe for Success

Managing people is often the hardest part of a manager's job. This engaging programme is an ideal introduction to a management development programme for new managers. Using a stimulating case study, it provides an effective role model for how to lead and motivate a team successfully.

### Report Writing: The Art of Writing a Good Report

To teach the skills required to write and present an easy-to-read, informative and forward-thinking report. This program's engaging and humorous plot sets out six memorable steps to successful report writing. By focusing on the objectives, organising points into related groups and using the four Ps (Position, Problem, Possibilities and Proposals) report authors will ensure their document forwards a constructive and compelling argument. The clearly-defined structure shows how avoiding the use of jargon and keeping words, sentences and paragraphs short and simple, will contribute to a report's overall effectiveness. Additionally,

people will learn how to set out a report in a way that will encourage its recipients to read and respond to the content positively, so that great ideas that may otherwise have been overlooked stand a better chance of becoming reality.

### Research in Context

This program, consisting of five short videos, helps with the difficult task of integrating science and research. We see the cycle of science illustrated with Naughty Teddy's challenge to Piaget's theory of conservation, a record producer using descriptive statistics, and a lonely heart dating study using different types of data meet their ideal partners.

### Research on the Internet

Search engines have become a major tool for anyone seeking information of just about any type on the internet. In particular, students rely heavily on internet-based information for their research - although, as this program makes clear, in many cases it should never be used as the only source of information. This program delves into internet research, and in particular, the functioning of search engines - with a specific focus on the world's most commonly used search engine, Google. The program looks at how search engines work, the risks and potential problems in the use of search engines, verifying information and the type of technology that will impact heavily on our internet use in years to come.

### Resumes in the Real World: A Case Study

This program talks to the people who know - large employers and recruitment agencies - and asks: What makes a good resume?

### Rip Curl: Designing and Marketing Wetsuits

This program takes us to Australia's surf capital, Torquay, to see how Rip Curl designs, manufactures and markets its range of wetsuits and accessories.

### Safety First - OH&S in the Office

In this program we'll consider the reasons for conducting work safely, and look at how to implement workplace safety requirements. We'll also talk about participating in the OH&S consultative process and following safety procedures. Occupational health and safety is everybody's responsibility, not just the employer's. Employees can and should take a hands-on approach to improving the safety of their workplace.

### Securing the Web

This program raises awareness amongst students as to the importance of maintaining computer security and for them taking responsibility for their own equipment and online behaviour.

### Small Business Case Studies: Tattoos, Pedals and Things Bizarre

This program considers four small businesses in various stages of development - and looks at: finance, ownership, location, market research, business plan, marketing, accounts, stock control, competition, staff, and more.

### SME Case Study: Creative Force

Businesses constantly face change. Technology drives much of it and has drastically impacted every industry and sector in recent decades. Successful small businesses embrace change and use technology smartly. The program explores the impact of digital communications and the role that technology has played in completely transforming all aspects of the business over time. It is an ideal resource for upper-level learners in business, small business management, technology and related areas.

### SME Case Study: Unwined – Introducing Hospitality to Retail

This video explores the journey of a small business as it re-invents itself across a decade. It looks at making business decisions, opportunities for growth and sustainability, planning and implementing change to meet customer demands. It presents an excellent case study for learners in courses related to Business Studies, Small Business Management and Hospitality.

### Social and Ethical Issues in Design Technology

This program explores the associated social, lifestyle, ethical and ecological considerations that designers and multinational companies must address while moving through the design cycle. The program uses clear commentary, historical footage and real products to illustrate these considerations.

### Sources of Finance

This film examines the various sources of finance available to businesses. Barry Morse from the Cardiff Business School, in conjunction with a presenter, takes us through a range of sources of finance including shareholder funds, venture capital, silent partnerships, banks, trade credit and factoring. There is also a bonus section on hiring and leasing. This informative programme is an essential resource for all students of business and business management at senior secondary and FE levels.

### Starting an Online Business

Got a great idea for a product or service and want to start an online business? It's a lucrative market with potential for big returns, but where do you start? This interview based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls. Interviewed for the program are Dr Brent Coker, Faculty Business and Economics, University of Melbourne, online business entrepreneurs Tom Koan, Director of [www.kigu.co.uk](http://www.kigu.co.uk), and Emma Osborne, Director [www.supperlicious.co.uk](http://www.supperlicious.co.uk). A program for senior secondary and higher education, in business and IT fields, it provides an insider's perspective on new ways of thinking in e-commerce.

### Straight Talking: The Art of Assertiveness

"With dramatic sequences and subtle humour, techniques of assertiveness are delivered in a powerful, convincing fashion, shown in action in a series of different settings from a management meeting to a one-to-one conversation between colleagues. Particularly suitable for junior management, sales personnel and purchasing staff, this program is highly reassuring for anyone who has doubts about volunteering what they think - even when asked to do so. It also demonstrates why aggressive behaviour doesn't work in the long run and why it's important to establish a negotiating position and stick to it.

### Team Building in Outdoor Education Programs

This program focuses on how to confront the issues that arise in expedition teams and emphasises the importance of team building.

### Telephone Behaviour: The Rules of Effective Communication

"The telephone is at the heart of business communication. This engaging, amusing and highly memorable story presents practical rules for conducting a call from start to finish. Finally, the program tackles voicemail, showing that the same rules apply, whether someone's leaving a message on someone else's machine, or a prompt on their own.

### The All New Holden: A Business Marketing Case Study

Take a look behind the scenes of one of the most expensive consumable items many of us will ever buy, a new car. As part of its marketing campaign, Holden bought outright an edition of "Wheels" magazine, funded a spectacular media launch, produced a one-hour television special Billion Dollar Baby, and flew a controversial advertising blimp over major Australian cities. This program has an exclusive interview with the marketing manager of

Holden, and explores the issues involved with a marketing analyst. It covers: a definition of marketing, selecting products, details of the marketing campaign, review and reflection, Through this fascinating case study, students can enter the world of business marketing as it really happens.

### The Balance Sheet Barrier - The Basics of Business Finance

The light-hearted approach of this world-famous program helps take the fear out of financial documents and complex concepts and, although accounts might never become a manager's favourite topic, it does at least make them understandable. This well-presented and structured program assumes no prior knowledge of finance, and avoids financial jargon in favour of everyday language to convey the key points.

### The Bottom Line: Balance Sheets and P&Ls

This program focuses on two kinds of accounting reports, the balance sheet and profit and loss account or statement. Students will be taken through the format of each report, key components and 'real' business owners share their experiences in using each report as a tool in managing the day to day success of their business.

### The Business of Marketing Food

This program contains marketing case studies of two successful Australian food companies - Sanitarium Foods and Gatorade. It focuses on: analysis; market segmentation; SWOT analysis; marketing plans; promotion; pricing.

### The Credit Crunch

This film was made during the early part of 2009 when the world faced a credit crunch and economic times not seen since the Great Depression of the 1930s. Narrator-led and featuring many street interview grabs, together with comments from an economist and building society representative, it takes the viewer into the middle of the crisis as it was still unfolding – covering the global recession, causes and consequences of the credit crunch, the government response, unemployment and a look to the (then) future. It is a fascinating insight into these troubled times and an outstanding resource for senior secondary or FE level students of economics, business or other commerce-related disciplines.

### The Dreaded Appraisal - Both Sides of the Appraisal Interview

This best-selling learning resource illustrates the techniques required for effective appraisal interviewing. It starts by introducing three common interviewee styles that are difficult for managers to deal with. Suitable for all managers and team leaders, this memorable program

demonstrates key strategies to turn every difficult interview into a positive, productive experience for both employer and employee.

### The Four Ps: Marketing Strategies

Applying an effective marketing strategy is essential to the ongoing success of an organisation in today's competitive marketplace. What must you do to stay ahead of your competition? This program focuses on how three different businesses affectively apply marketing strategies, focusing on the 4P's of marketing; product, place, price and promotion. Analysed are common aspects that relate to all markets, and how they come together forming part the marketing mix. Exploring methods which can be applied to a range of products and services, it becomes clear how marketing plans are put into action.

### The Global Economy: Globalisation

Using various case studies, this video investigates; The nature of globalisation and the global economy.

### The Helping Hand - Coaching Skills for Managers

The helping hand shows managers that understanding the importance of coaching, and then learning how to coach, is an essential part of their jobs. Using the proven right-way, wrong-way approach, this program offers a clear structure for learning coaching skills. It is a valuable tool for all levels of management, and supports courses on management and leadership skills.

### The John Cleese Files - The Hidden Mind, Creativity in Management, The Importance of Mistakes

"The hidden mind: Hare brain, tortoise mind. In this lecture John Cleese challenges the basis of the decision-making processes prevalent in most of today's organisations. Cleese proposes that there is a pressing need to harness the power of unconscious thinking. Allow the 'tortoise mind' to overtake the 'hare brain' and more fresh and unusual ideas will be the result. Creativity in management: Open and closed modes of thinking. In this lecture-style presentation, John Cleese talks about how leaders can induce an open mode in their team members and establish confidence in them to accept that there is a succession of learning steps on the road to total quality.

### The Leadership/ Management Mix

Is leadership just a fashionable name for management or are the skills of leadership distinctly different? If leadership is different, what's the best mix of management and leadership for your job? In these challenging times getting it right is even more vital. This

engaging realistic workplace drama, written by experienced trainer Larry Reynolds, focuses on good and bad examples of management and leadership in action. Ideal for managers, team leaders and supervisors at all levels, it comes with detailed training notes and resources for group training and a workbook with questionnaire for self-study and use in groups.

### The Money Go-Round: Case Studies in Cash Flow

This program explores the reasons a business needs cash and common sources of finance available for businesses to access cash.

### The Nature of Business in Australia

No matter who we are or what we do, business permeates just about every aspect of our lives. It fulfills a range of important functions in our society and underpins the functioning and growth of our economy. This production examines the various functions of business, the different structures of business, the wide range of stakeholders and internal and external controls on business. Wide-ranging content is delivered by a presenter, narration, a range of visuals and text. It makes an excellent introduction for upper secondary and higher education students to many facets of business and its important role in all of our lives.

### The Paper Chase - Cutting Back on Paperwork

People must control paperwork, not let it control them. This humorous program illustrates a real and common problem when an office worker, swamped by paper, is convinced she needs it close at hand to do her job, rather than seeing it as a problem. This simple, practical approach to dealing with paperwork demonstrates how to efficiently file documents that need to be kept, to pass on or throw away other documents, and to shred confidential information. By clearing the backlog people will be in a position to deal with their work effectively, prioritising action papers and doing important tasks - rather than searching for documents! Featuring Dawn French and Jennifer Saunders.

### The PR Function

Public relations (PR) agencies persuade the public to have good relations with a business, brand, organisation or celebrity. Big business lives and dies in the public arena, where PR can mean the difference between astronomical successes and dismal failures. In this enlightening program, PR experts Leigh Debbage, Senior Account Manager at Premier PR, and Grant Titmus, Principal at Red Agency, offer their unique insight into the inner workings of the PR industry. We define PR in the modern context, examine how PR agencies get to understand publics, join in the PR campaign, observe the challenges of crisis management, and reflect on the future of PR.

### The Unorganised Manager Part 1: Damnation

Ideal for incorporating into time management and delegation courses at junior management level, this engaging and humorous plot uses memorable, wrong-way, right-way scenarios to help managers learn the practical skills of effective time management.

### The Unorganised Manager Part 2: Salvation

The program shows why managers should consider the actual purpose of their jobs, and not the function. They must learn how to schedule time for active tasks, while leaving time for reactive tasks. By delegating and retaining responsibility, they will make more effective use of their own time and that of their team, and contribute to everyone's motivation and morale. Ideal for incorporating into time management and delegation courses at junior management level, this engaging and humorous plot uses memorable, wrong-way, right-way scenarios to help managers learn the practical skills of effective time management.

### The Unorganised Manager Part 3: Divine Intervention

"This program, which continues the story from Parts 1 and 2 of the series, but which can also be used as a stand-alone resource, shows how effective managers should take time to focus on their teams. Targeted at less experienced managers and team leaders, this program offers a memorable, engaging and amusing look at a widely applicable leadership skill and can be used with or without the preceding two parts in the series.

### The Value of Mentoring

Mentoring programs are undoubtedly a hot topic - if not being implemented in every workplace, they are certainly widely discussed and considered. Produced in Melbourne, this program from Training Point demonstrates the value of effective workplace mentoring. Key Training Points:

- Mentoring role
- Mentoring process
- Active listening
- Strategies for implementation

### Think or Sink: Professional Team Decision Thinking

A manager has made some poor decisions - making them himself, rather than using his team's experience. He learns the four stages of professional team decision thinking: asking the right questions, creating a choice of answers, looking at the dangers of each particular option and then weighing up the chances of success. The program is based on the book 'The Professional Decision Thinker' by Ben Heirs. Featuring John Cleese and Robert Lindsay

### This Is Going to Hurt Me More Than It Hurts You

Without exception, every manager dreads the situation arising where he or she has to give employees bad news, because telling someone something that will disappoint, anger or upset them is never easy. There is no magic formula to a painless meeting: bad news is bad news and nothing can change that. The aim of the interview is simply to get acceptance of the decision, and this always involves dealing with emotions both the manager's and the employee's. This humorous drama, featuring John Cleese, illustrates the three-stage process managers can follow to get employees to accept unpopular decisions and how to limit the damage done to an employee's ego.

### Understanding Brands

Many of the products that we use, wear and rely on have been redesigned time and time again. For a designer, redesigning a product is a way of perfecting an original idea or transforming it to meet the new needs of the market. In this program we demonstrate the various methods, techniques and strategies designers use when redesigning a product. We describe the principles of intellectual property and the importance of acknowledging the intellectual property of others. Viewers will develop an understanding of the role of the designer when a product is redesigned, and learn to develop a structured approach towards the design process.

### Understanding Intellectual Property

Why should students value their own and others' intellectual property? What exactly is intellectual property? This interview led program builds an understanding of: intellectual property; exceptions to copyright; registering IP; why students should be aware of the terms and agreements of social media sites, what Creative Commons is and the different licences, why an IP holder may wish to share material; and what it means when material is in the public domain. A great resource for encouraging students to value IP.

### Winners!

What makes you motivated, excited and consistently positive? Meet three winners and discover the simple lessons of their success and how to apply them. Winners philosophy is based on the proven success strategies used by real people who achieve outstanding results.

### Workplace Leadership

Why are some people great leaders? Are leaders born or made? These great questions are explored and answered. Individuals in all sorts of situations and positions within society can provide real leadership, provided they have the opportunity and the desire to do so. It takes

a willingness to try and some good social skills, but individuals can lead others to action. It requires effort and determination but, in the right circumstances, great things are possible.

### Workplace Training

Workplace training provides people with the means to learn new skills and knowledge, and apply these in the workplace. Training also allows organisations to develop new and better processes to increase productivity. This insightful and instructive program is hosted by David Kay, owner of a successful training business with over 20 years experience in workplace training worldwide. It follows an experienced workplace trainer and line manager as they plan, organise, facilitate, and review a training plan. The program is full of simple tips and useful ideas that will give facilitators the knowledge and skills they need to deliver high quality, relevant training services.

### You'll Soon Get the Hang of It

"This highly watchable, program on the techniques of one-to-one training is written and presented by Hugh Laurie. It looks at both the theory and practice of training in a typically humorous and memorable fashion. Introducing a variety of scenarios - in a warehouse, an office, a hotel and even a dentist's surgery - it explains how important it is for managers and team leaders to have the skills to teach people in their care, and demonstrates the psychology of why people want to learn and how to help them. The program looks at training preparation, content and developing an understanding of the trainee.