

**Audio Cassette Tapes**  
**Center for Management and Executive**  
**Leadership Library**

**How to conduct a search:** From the Menu Bar click on "**Edit**", then "**Find**" and put in your key word. To begin the search Click on "**Find Next**".

**SUBJECT GROUPS**

<b>Change</b>	<b>Organizational Behavior</b>
<b>Communication</b>	<b>Organizational Development</b>
<b>Customer Relations</b>	<b>Performance Management</b>
<b>Decision Making</b>	<b>Planning</b>
<b>Discipline</b>	<b>Presentations</b>
<b>Diversity</b>	<b>Problem Solving</b>
<b>Economics</b>	<b>Professional Development</b>
<b>Health Awareness</b>	<b>Psychology</b>
<b>Human Relations</b>	<b>Self Development</b>
<b>Innovation</b>	<b>Stress</b>
<b>Interviewing</b>	<b>Systems Thinking</b>
<b>Leadership</b>	<b>Team Management</b>
<b>Management</b>	<b>Time Management</b>
<b>Motivation</b>	<b>Training</b>
<b>Negotiation</b>	<b>Writing</b>

## **Change**

### **AT-0172 1983**

CHANGE MASTERS, THE: INNOVATION AND ENTREPRENEURSHIP IN THE AMERICAN CORPORATION

In executive suites throughout America, *The Change Masters*, has become one of the most talked-about books in years. The author, Dr. Rosabeth Moss Kanter, is a professor at Harvard University's Business School and a leading advisor to many Fortune 500 companies.

1 HR.

Rosabeth Kanter

### **AT-0182 1991**

TOM PETERS LIVE

Highlights: Make Waves and Break Rules, Age of the Specialist, Information Technology, Destroy Function Barriers, and, Empower Employees.

6 HRS.

Tom Peters

### **AT-0210 1987**

THRIVING ON CHAOS: HANDBOOK FOR A MANAGEMENT REVOLUTION

This tape discusses innovation and change.

4 HRS.

Tom Peters

### **AT-0320 1991**

[A] 10 COMMANDMENTS OF BUSINESS-AND HOW TO BREAK THEM [B] SHUT DOWN THE HOME OFFICE

[A] Book summary. [B] Hands-on market-driven management for the nineties.

45 MINS.

Bill Fromm and  
Frank Armstrong

### **AT-0322 1992**

NEW REALITIES, THE

45 MINS

### **AT-0330 1992**

[A] TRIGGER POINTS [B] IRRECONCILABLE DIFFERENCES

Book summaries.

45 MINS.

Michael J. Kami and  
Doron Levin

### **AT-0452 1993**

REENGINEERING THE CORPORATION: A MANIFESTO FOR BUSINESS REVOLUTION

This offers a vision of how companies should be organized and managed if they are to succeed.

1:30 HRS.

Michael Hammer and  
James Champy

### **AT-0453 1992**

LIBERATION MANAGEMENT: NECESSARY DISORGANIZATION FOR THE NANOSECOND NINETIES

Tom Peters demonstrates how the premier competitors in every field are accomplishing the extraordinary changes required by the times.

2 HRS.

Tom Peters

### **AT-0471 1995**

REENGINEERING MANAGEMENT: THE MANDATE FOR NEW LEADERSHIP

Guidelines managers need to lead, organize, measure and reward the new work reengineering creates.  
2 HRS.

James Champy

**AT-0482 1994**

PURSUIT OF WOW, THE!

Tools to survive in the tumultuous times.

1:30 HRS.

Tom Peters

**AT-0497 1995**

[A] CREATIVE DESTRUCTION [B] INNOVATION EDGE, THE

[A] A six-stage process for transforming your organization. [B] Learn creative strategic breakthroughs using the voice of the customer.

30 MINS.

Nolan and Croson  
Barnard and Wallace

**AT-0500 1995**

[A] AGE OF PARTICIPATION, THE [B] LEADER'S EDGE, THE

[A] Grasp the nine levels of change: values, structure, leadership, management process, information, relationships, competencies, controls, and pay. [B] Learn how one can use the five thinking skills to reach better solutions in less time.

30 MINS.

McLagan Nel and  
Guy Hale

**AT-0539 1995**

HOW TO STAY UP NO MATTER WHAT COMES DOWN

The author uses personal stories, anecdotes, and humor to illustrate his points on how to get you ready to handle the unexpected.

2 HRS.

Mark Towers

**AT-0594 1995**

[A] REENGINEERING MANAGEMENT [B] OWNER'S MANUAL FOR THE BRAIN, THE

[A] This summary provides needed insights into management's role in the process of reengineering. [B] The human brain is the only resource every customer, supplier, and employee has at his or her disposal. This summary can teach you the correct way to use brainstorming - as opposed to the version most companies follow - to help your staff think more creatively.

2 HRS.

James Champy and  
Pierce Howard

**AT-0595 1994**

[A] BRINGING OUT THE BEST IN PEOPLE [B] PARADIGM SHIFT

[A] The author shows how you can use the principles of positive reinforcement to spark a miraculous transformation in people. With the right feedback, you can literally change people's attitudes and behavior, and motivate them to pursue excellence. [B] This summary describes how a new era of technology can enable the transition to the new enterprise and business success.

2 HRS.

Aubrey Daniels and  
Don Tapscott, et al.

**AT-0599 1999**

DANCE OF CHANGE, THE: THE CHALLENGE TO SUSTAINING MOMENTUM IN LEARNING ORGANIZATIONS

This audio set provides an insider's perspective on implementing learning and change initiatives at such corporations as Ford Motor Company, General Electric, and Shell Oil. It offers critical advice for those who are struggling to put change initiatives into practice.

6 HRS.

## **Communication**

### **AT-0208 1992**

HOW TO DEAL WITH DIFFICULT PEOPLE: STRATEGIES FOR GETTING RESULTS WITH THE HARD-TO-HANDLE PEOPLE

This program offers proven strategies for cooperation, handling negative behaviors, and communication techniques.  
2:40 HRS.

Rick Brinkman and  
Rick Kirschner

### **AT-0212 1987**

CONFIDENT PUBLIC SPEAKING: HOW TO TURN YOUR LISTENERS INTO DOERS, BELIEVERS, AND BUYERS

This program provides information on how to improve communication skills and presentations.  
2:40 HRS.

Roko Paskov

### **AT-0221 1987**

PROFESSIONAL TELEPHONE SKILLS: MAKE EVERY CALL MORE POSITIVE AND PRODUCTIVE

This program provides telephone techniques.  
1:20 HRS.

Debra Smith

### **AT-0238 1994**

POWERFUL COMMUNICATION SKILLS FOR WOMEN

This program discusses impact and image techniques for women.  
3 HRS.

Kay Keller

### **AT-0239 1987**

IMAGE AND COMMUNICATION SKILLS FOR WOMEN

This program discusses personal and career strategies for women.  
3 HRS.

### **AT-0270 1990**

ONE-TO-ONE COMMUNICATION: GETTING THE RESULTS YOU WANT

Jelling, telling, and selling.  
1 HR.

### **AT-0300 1990**

ALL ABOARD: WINNING APPROVAL FOR YOUR IDEAS

In this program, you will learn the successful keys to advocacy: capturing, clarifying, compelling, and convincing.  
1 HR.

### **AT-0403 1991**

EFFECTIVE LISTENING SKILLS: REDUCE MISUNDERSTANDINGS, SHARPEN CONCENTRATION AND HEAR MORE OF WHAT PEOPLE ARE SAYING

How do you become a better listener? It takes specific skills, like the ones you will hear in this audio program. Listening is active, and when you are a skilled listener, you become substantially more productive and effective.  
4 HRS.

Ron Meiss

### **AT-0422 1993**

POWER OF ETHICAL PERSUASION, THE: FROM CONFLICT TO PARTNERSHIP AT WORK AND IN PRIVATE LIFE

With this program, you will increase your influence in any emotionally charged situation.  
1:30 HR.

Tom Rusk

**AT-0431 1985**

**HOW TO GET YOUR POINT ACROSS IN 30 SECONDS - OR LESS**

Enhance your effectiveness by using the 30-second message.

45 MINS.

Milo O. Frank

**AT-0433 1988**

**HOW TO HAVE CONFIDENCE AND POWER IN DEALING WITH PEOPLE**

This program, will teach you how to increase your influence over others.

2:40 HRS.

Les Giblin

**AT-0438 1993**

**HOW TO COMMUNICATE EFFECTIVELY**

With this program, you will learn to eliminate the bad habits that get in the way of good communication.

1 HR.

Bert Decker

**AT-0451 1991**

**SUCCESS WITH THE GENTLE ART OF VERBAL SELF DEFENSE**

This program teaches survival skills and tools to defend yourself tactfully and tactically against the different types of verbal abuse in the workplace.

4 HRS.

Suzette H. Elgin

**AT-0455 1994**

**DYNAMICS OF EFFECTIVE LISTENING, THE**

This program offers very basic principles on listening techniques. Identify, understand and take stock of your listening skills and learn nuances of the active listening.

6 HRS.

Tony Alessandra

**AT-0469 1990**

**CONVERSATION POWER: COMMUNICATION SKILLS FOR BUSINESS AND PERSONAL SUCCESS**

This program presents effective verbal communication strategies for business, public speaking, employee relations, meetings and more.

6 HRS.

James K. Van Fleet

**AT-0470 1992**

**HIGH IMPACT COMMUNICATION: HOW TO BUILD CHARISMA, CREDIBILITY, AND TRUST**

Learn how to get your messages across effectively, powerfully, persuasively and memorably.

6 HRS.

Bert Decker

**AT-0473 1990**

**SAY IT RIGHT: HOW TO TALK IN ANY SOCIAL SITUATION**

Communicate with ease anywhere, from dinners to cocktail parties.

1:30 HR.

Lillian Glass

**AT-0474 1993**

**PRINCETON REVIEW GRAMMAR SMART, THE: AN AUDIO GUIDE TO PERFECT USAGE**

Learn how to express yourself more clearly and persuasively while avoiding grammatical errors.

2 HRS.

Julian Fleisher

**AT-0478 1991**

**THAT'S NOT WHAT I MEANT: HOW CONVERSATION STYLE MAKES OR BREAKS RELATIONSHIPS**

A guide to making yourself understood in any situation.

1:30 HR.

Deborah Tannen

**AT-0485 1994**

**TALKING FROM 9 TO 5: HOW WOMEN'S AND MEN'S CONVERSATIONAL STYLES AFFECT WHO GETS HEARD, WHO GETS CREDIT, AND WHAT GETS DONE AT WORK**

The author presents information that will have a dramatic impact on those who are struggling with co-workers, jobs, and companies, and will help individuals as well as companies thrive in a working world made up of increasingly diverse work forces and markets that are ever more competitive.

1:40 HRS.

Deborah Tannen

**AT-0506 1994**

**INTERPERSONAL COMMUNICATION SKILLS: TRAINING TO MINIMIZE CONFLICT AND BUILD COLLABORATION IN TODAY'S TEAM-ORIENTED WORKPLACE**

Communication is not just, how you talk and listen. It is about cooperation, honesty, trust, respect, and being a team worker. These are essential in any situation, business or personal.

4 HRS.

Debra Sutch

**AT-0535 1988**

**SOUND OF YOUR VOICE, THE: THE ESSENTIAL AUDIO PROGRAM FOR EVERYONE WHO NEEDS TO COMMUNICATE CONFIDENTLY AND CLEARLY NOW!**

This remarkable program can teach anyone to speak with ease, confidence, and clarity.

6 HRS.

Carol Fleming

**AT-0541 1991**

**POWER TALKING: 50 WAYS TO SAY WHAT YOU MEAN AND GET WHAT YOU WANT**

In this program, you will learn how to say what you mean, and what you want. Workbook and Implementation Guide included.

6 HRS.

George R. Walther

**AT-0568 1995**

**HOW TO ARGUE AND WIN EVERY TIME: AT HOME, AT WORK, IN COURT, EVERYWHERE, EVERY DAY**

This program provides ways to set free and tap into the magic of our unique personal power; to prepare and present our ideas emotionally, creatively, and effectively; to argue, and win.

3 HRS.

Gerry Spence

**AT-0572 1997**

**TALKING WITH CONFIDENCE FOR THE PAINFULLY SHY: HOW TO OVERCOME NERVOUSNESS, SPEAK-UP, AND SPEAK-OUT IN ANY SOCIAL OR BUSINESS SITUATION**

The author explains how to break life-long patterns of shyness, and provides guidance for strengthening interactive skills.

1:30 HRS.

Don Gabor

**AT-0626 1998**

**WHAT DO I SAY NEXT?: TALKING YOUR WAY TO BUSINESS AND SOCIAL SUCCESS**

The author provides you with easy solutions, cannot miss guidelines, and vital do's and don'ts in the fine art of conversation...everything you need to talk your way to the top!

1:30 HRS.

Susan RoAne

## **Audio/Booklets**

### **Communication- Cont.**

#### **AT-0569 1994**

LANGUAGE OF BUSINESS, THE: VOCABULARY ESSENTIALS FOR TODAY'S BUSINESS PROFESSIONALS

This program contains more than 1,000 words and an extensive, fun-to-use workbook. Enhance your ability to communicate effectively and with confidence to boost your career...immediately!

6 HRS.

Jim Stanley and  
Peg Lee Pickering

### **Customer Relations**

#### **AT-0496 1995**

[A] DISCIPLINE OF MARKET LEADERS, THE [B] YOU'RE WORKING TOO HARD TO MAKE THE SALE!

[A] Staying on top continuously by making your most exciting products and services obsolete. [B] Explore the startling reason why opening the sale on the right note leads to better sales, and boost your chances of making the sale.

30 MINS.

Treacy and Wiersema  
Brooks and Travisano

#### **AT-0501 1995**

[A] NEW POSITIONING, THE [B] TRANSFORMING THE ORGANIZATION

[A] This program is about reshaping how consumers perceive your products. [B] In this program, you will learn the critical skill of business transformation.

30 MINS.

Trout and Rivkin  
Kelly and Gouillart

### **Decision Making**

#### **AT-0424 1993**

CONFIDENT DECISION MAKER, THE: HOW TO MAKE THE RIGHT BUSINESS AND PERSONAL DECISION

With this program, you will learn how to make the right choice quickly, correctly, and confidently.

2 HRS.

Roger Dawson

#### **AT-0432 1992**

YES OR NO: THE GUIDE TO BETTER DECISIONS

Learn a practical system for making better decisions.

3 HRS.

Spencer Johnson

### **Diversity**

#### **AT-0477 1991**

YOU JUST DON'T UNDERSTAND: WOMEN AND MEN IN CONVERSATION

With this program, you will gain valuable insight to help you communicate better than ever before.

1:30 HR.

Deborah Tannen

#### **AT-0481 1993**

MEN ARE FROM MARS, WOMEN ARE FROM VENUS

This is a practical guide for improving communication and getting what you want in your relationships.

1:30 HRS.

John Gray

#### **AT-0574 1993**

HOW TO DEAL WITH CULTURAL DIVERSITY IN THE WORKPLACE

1 HR.

## **Economics**

### **AT-0499 1995**

[A] BEARDSTOWN LADIES' COMMON-SENSE INVESTMENT GUIDE, THE [B] SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE, THE

[A] This program offers 10 guidelines on how to beat the stock market. [B] Learn how to manage your life, decision making, reduce anxiety, and increase your effectiveness in negotiations.

30 MINS.

Leslie Whitaker and  
Stephen Covey

### **AT-0519 1995**

BEARDSTOWN LADIES, THE: COMMON SENSE INVESTMENT GUIDE

This program offers ten guidelines on how to beat the stock market, and have fun too.

2 HRS.

Marilyn Pittman, Narrator

## **Health Awareness**

### **AT-0421 1990**

FIT OR FAT WOMAN, THE

This successful and innovative program addresses the unique concerns of women.

1:07 HR.

Covert Bailey

### **AT-0504 1990**

HUMOR AND HEALING

This audio is about the healing power of love and laughter.

1 HR.

Bernie Siegel

### **AT-0560 1990**

BEGINNER FITNESS WALKING: FOLLOW THE BEAT AND WALK YOUR WAY TO FITNESS, FUN AND INCREASED ENERGY

Now here is a way to make exercise more enjoyable. It is like having your own personal trainer. This cassette, with music, sets a moderate pace beginning with a warm up and ending with cool down exercises.

1 HR.

### **AT-0561 1990**

INTERMEDIATE FITNESS WALKING: FOLLOW THE BEAT AND WALK YOUR WAY TO FITNESS, FUN AND INCREASED ENERGY

Now here is a way to make exercise more enjoyable. It is like having your own personal trainer. This cassette, with music, sets a moderate pace beginning with a warm up and ending with cool down exercises.

1 HR.

### **AT-0562 1990**

ADVANCED FITNESS WALKING: FOLLOW THE BEAT AND WALK YOUR WAY TO FITNESS, FUN AND INCREASED ENERGY

Now here is a way to make exercise more enjoyable. It is like having your own personal trainer. This cassette, with music, sets a moderate pace beginning with a warm up and ending with cool down exercises.

1 HR.

### **AT-0563 1990**

EXPERT FITNESS WALKING: FOLLOW THE BEAT AND WALK YOUR WAY TO FITNESS, FUN AND INCREASED ENERGY

Now here is a way to make exercise more enjoyable. It is like having your own personal trainer. This cassette, with music, sets a moderate pace beginning with a warm up and ending with cool down exercises.



1 HR.

## **Audio/Booklets**

### **Health Awareness- Cont.**

**AT-0590 1996**

LAUGHTER AND THE IMMUNE SYSTEM: A SERIOUS APPROACH

The concept that emotions affect our overall well-being is not a new one. This program presents a wealth of scientific evidence that supports the wisdom of the ancients and their understanding of the intricate links between mind and body.

1 HR.

Lee S. Burk and  
Stanley Tan

### **Human Relations**

**AT-0244 1985**

NEW ROLES, NEW RELATIONSHIPS, MEN, AND WOMEN WORKING TOGETHER

This program discusses interaction skills in the workplace.

50 MINS.

Kay Cronkite Waldo

**AT-0332 1992**

[A] LESSONS OF EXPERIENCE, THE [B] BOTTOM-UP MARKETING

44 MINS.

Morgan W. McCall, et Al.  
Al Reis, et Al

### **Innovation**

**AT-0259 1985**

ADVENTURES IN CREATIVE THINKING

This program explores the process of producing creative thoughts and effective solutions to problems.

6 HRS.

Mike Vance

**AT-0587 1996**

JAMMING: THE ART AND DISCIPLINE OF BUSINESS CREATIVITY

By listening and learning the lessons of creativity, managers who have never before prioritized creativity can get a jump on the future by learning to engage their employees' minds, stimulate their imaginations, etc, and assure their loyalty.

3 HRS.

John Kao

### **Interviewing**

**AT-0575 1993**

SEVEN STEPS TO MASTER THE INTERVIEW AND GET THE JOB

This provides a technique for increasing your effectiveness in preparing for and conducting yourself in the job interview.

1 HR.

Stephen Young

### **Leadership**

**AT-0110 1990**

HIGH IMPACT LEADERSHIP

This audio describes how to be more than a manager.

4 HRS.

Mark Sanborn

**AT-0124 1985**

MANAGEMENT BY VALUES

This audio discusses the power of top line thinking for bottom line results based on management training done for and at

Walt Disney World.  
8 HRS.

Mike Vance

**AT-0164 1982**

**LEADERSHIP IN BUSINESS**

This tape discusses leadership's role in the business world.

45 MINS.

Robert Townsend

**AT-0211 1987**

**LEADERSHIP TRAINING: HOW TO GET MORE COMMITMENT AND PRODUCTIVITY FROM YOUR PEOPLE**

This program offers training for leading others.

2:40 HRS.

Lou Heckler

**AT-0246 1988**

**LEADERSHIP AND SUPERVISORY SKILLS FOR WOMEN**

With this program, you will learn how to achieve leadership and be effective as a manager.

3 HRS.

Carole Heckler

**AT-0247 1988**

**WHAT FOLLOWERS EXPECT OF LEADERS**

Meeting expectations and building credibility.

2 HRS.

James Kouzes and  
Barry Posner

**AT-0273 1991**

**REFRAMING IN ACTION: CHANGING MANAGEMENT TRAPS INTO LEADERSHIP OPPORTUNITIES**

This program discusses how using structural frames, human resource, political, and symbolic - in daily work.

2 HRS.

L. G. Bolman and  
T. E. Deal

**AT-0290 1990**

**SUPERLEADERSHIP**

45 MINS.

**AT-0309 1990**

**FROM COACH TO COACH AND BUSINESS TO BUSINESS**

This presenter discusses how perspectives on winning, losing, and vision form the foundation of successful personal and professional relationships.

6 HRS.

Sam Shriver

**AT-0314 1991**

**LEADERSHIP IN ACTION**

1:30 HRS.

Eric Jensen

**AT-0331 1992**

[A] ART OF THE LEADER, THE [B] AT AMERICA'S SERVICE

[A] This program discusses strategies and techniques for taking charge and becoming an outstanding leader in any situation or group. [B] Albrecht focuses on issues and problems such as building a service culture, how to get managers to think in new ways, common mistakes and more.

45 MINS.

William A. Cohen and  
Robert Albracht

**AT-0413 1989**

**LEADERSHIP SECRETS OF ATTILA THE HUN**

This program offers principles for successful morale building, decision-making, and overcoming setbacks.

4 HRS.

Wess Roberts

**AT-0425 1992**

**PRINCIPLE-CENTERED LEADERSHIP**

In this program, you will learn to center your life according to a set of certain basic principles.

1:30 HR.

Stephen R. Covey

**AT-0428 1992**

**VICTORY SECRETS OF ATTILA THE HUN**

With this program, you will learn to apply Attila's wisdom and lessons to the problems of leadership in organizations.

3 HRS.

Wess Roberts

**AT-0447 1994**

**LEADER IN YOU, THE: HOW TO WIN FRIENDS, INFLUENCE PEOPLE, AND SUCCEED IN A CHANGING WORLD**

This program, presents time-tested human relationship principles to increase your ability to communicate and motivate people.

1:30 HR.

Dale Carnegie

**AT-0459 1988**

**LEADERSHIP: THE CRITICAL DIFFERENCE**

This program, discusses the importance of vision and determining your mission, plus points on becoming a better leader.

1 HR.

Brian Tracy

**AT-0472 1993**

**WEST POINT WAY OF LEADERSHIP, THE: FROM LEARNING PRINCIPLED LEADERSHIP TO PRACTICING IT**

How great military leadership can apply to any organization or purpose.

3 HRS.

Larry Donnithorne

**AT-0475 1994**

**LEADERSHIP WHEN THE HEAT'S ON**

By using the tools presented in this program, you will achieve more under pressure.

2:30 HRS.

Danny Cox

**AT-0498 1995**

**[A] REENGINEERING REVOLUTION, THE [B] THE WORLD'S BEST KNOWN MARKETING SECRET**

[A] Discover how to avoid the top 10 mistakes that lead to reengineering failures and the pros and cons of working with reengineering consultants. [B] Perfect the techniques that will allow you to enjoy positive word of mouth.

30 MINS

Hammer and Stanton

**AT-0509 1995**

**EMPIRES OF THE MIND: LESSONS TO LEAD AND SUCCEED IN A KNOWLEDGE-BASED WORLD**

A call to individual leadership - on being team leaders, not just team members.

2 HRS.

Denis Waitley

**AT-0510 1995**

**ACHIEVING CREDIBILITY: THE KEY TO EFFECTIVE LEADERSHIP**

This program is about leadership and credibility as one moves into higher levels of management.

2 HRS.

James M. Kouzes

**AT-0628 1999**

**LEADER TO LEADER: ENDURING INSIGHTS ON LEADERSHIP FROM THE DRUCKER FOUNDATION'S AWARD WINNING JOURNAL**

The challenges of today and tomorrow demand new ways of leading organizations, building collaborations, and creating communities. Some renowned leaders and writers have contributed their knowledge and experience in this program, giving the best thinking from leaders for leaders.

3 HRS.

Frances Hellebein and  
Paul Cohen, Editors

**Audio/Booklets**

**Leadership – Cont.**

**HD57.7.M3938 2002**

**21 IRREFUTABLE LAWS OF LEADERSHIP WORKBOOK, THE: FOLLOW THEM AND PEOPLE WILL FOLLOW YOU**

The author has combined insights learned from his thirty-plus years of leadership successes and mistakes with observations from the worlds of business, politics, sports, religion, and military conflict. The result is a revealing study of leadership delivered as only a communicator like Maxwell can.

249 PP.

John C. Maxwell

**Management**

**AT-0082 1994**

**UNDERSTANDING THEORY Y**

This program describes theory Y management for personal growth.

12 MINS.

**AT-0127 1986**

**WINNING MANAGEMENT STRATEGIES FOR THE REAL WORLD**

How to tell if you are a leader; innovation, change and goals.

6 HRS.

Tom Peters and  
Robert Townsend

**AT-0154 1983**

**IN SEARCH OF EXCELLENCE**

Tom Peters discusses management practices that work.

1 HR.

Tom Peters

**AT-0156 1982**

**ACTION TOOLS FOR MANAGERS**

1 HR.

Robert Townsend

**AT-0160 1982**

**TALKING WITH THE ONE MINUTE MANAGER**

30 MINS.

Ken Blanchard and  
Spencer Johnson

**AT-0180 1989**

ONE MINUTE MANAGER, LIVE, THE

With this program, you will learn how to increase the morale and productivity of your staff.  
6 HRS.

Kenneth Blanchard

**AT-0217 1986**

NEW MASTERS OF EXCELLENCE, THE

Management theory.

4 HRS.

Thomas Peters

**AT-0233 1985**

HOW TO SUPERVISE PEOPLE

Anyone can be an effective supervisor by applying the simple principles and systematic approaches that are taught in this program.

6 HRS.

Walt Lacey

**AT-0236 1987**

FOCUS ON SUCCESS: MANAGING STRESS IN THE WORKPLACE, ORGANIZATIONAL POLITICS, THE KEYS TO CAREER SUCCESS

This program is a supervision success workshop.

6 HRS.

**AT-0255 1983**

EFFECTIVE EXECUTIVE, THE: THE DEFINITIVE GUIDE TO GETTING THE RIGHT THINGS DONE

This book offers tips on successful business practices.

45 MINS.

Peter Drucker

**AT-0262 1990**

HIGH OUTPUT MANAGEMENT

Andy Grove discusses boosting your personal output, creating high output teams, and developing high output people for middle management.

6 HRS.

Andy Grove

**AT-0267 1974**

PETER DRUCKER ON MANAGEMENT

Eight tapes based on Peter Drucker's books on the subject of management.

8 HRS.

Peter Drucker

**AT-0268 1983**

MANAGING FOR RESULTS

Condensed from the book, this tape gives five keys to managing for results.

2 HRS.

Peter Drucker

**AT-0271 1983**

MANAGING IN TURBULENT TIMES

This audio discusses four key resources that must be managed consistently, systematically, and conscientiously.

2 HRS.

Peter Drucker

**AT-0280 1971**

**MANAGING BY OBJECTIVES**

This program provides keys on how to use the process of managing by objectives.

6 HRS.

**AT-0298 1990**

**HOW TO HANDLE EMPLOYEE COMPLAINTS**

This program discusses a four-step process for resolving grievances.

1 HR.

**AT-0308 1990**

**ABILENE PARADOX AND OTHER MEDITATIONS ON MANAGEMENT, THE**

The author recounts the story behind the title with the purpose of explaining why people and organizations often make decisions that are at odds with their true collective purposes.

2 HRS.

Jerry B. Harvey

**AT-0310 1991**

[A] JAPAN THAT CAN SAY NO, THE [B] AMERICAN SAMURAI, THE

Book summaries.

45 MINS.

**AT-0321 1991**

[A] WORLD CLASS SELLING [B] NEW RULES OF THE GAME, THE

Book summaries.

45 MINS.

**AT-0324 1991**

[A] EFFECTIVE EXECUTIVE, THE: THE DEFINITIVE GUIDE TO GETTING THE RIGHT THINGS DONE [B] GET TO THE POINT

This program offers tips on successful business practices and communication.

45 MINS.

Peter F. Drucker and  
Karen Berg

**AT-0329 1992**

[A] MANAGEMENT [B] BREAKTHROUGH STRATEGY, THE

[A] This management classic has been developed and tested during more than thirty years of teaching management in universities, in executive programs and seminars and through the author's close work with managers as a consultant for large and small businesses, government agencies, hospitals, and schools. [B] In sharp contrast to those who criticize today's businesses for sacrificing long-term planning to short-term profits, Schaffer, who heads his own management-consultancy firm, contends that companies may improve productivity through short-term, "breakthrough" projects.

44 MINS.

Peter F. Drucker and  
Robert H. Schaffer

**AT-0404 1988**

**EXCELLENT MANAGER, THE**

The presenter will give twenty-one key ideas to becoming a more effective manager.

1 HR.

Brian Tracy

**AT-0409 1988**

**HOW TO HIRE: HOW TO FIRE**

This program provides information on the process of selecting the best person for the job. It offers guidelines on how to fire a person, with minimum stress for both parties.

1 HR.

Brian Tracy

**AT-0419 1989**

WOMAN'S PLACE, A: MANAGEMENT: POWER AND POLITICS

Examine exactly what power is and define its different types.

45 MINS.

Connie Sitterly

**AT-0435 1988**

WOMAN'S PLACE, A: MANAGEMENT: MANAGEMENT OVERVIEW

See how far women have come in the business world and what it is going to take to meet the challenges of the future.

45 MINS.

Connie Sitterly

**AT-0490 1994**

WINNIE-THE-POOH ON MANAGEMENT

This program, presents the ABC's of business management.

3 HRS.

Roger Allen

**AT-0491 1995**

GREAT GAME OF BUSINESS, THE: UNLOCKING THE POWER AND PROFITABILITY OF OPEN-BOOK MANAGEMENT

This program helps you learn how to tap into the potential of all your workers.

3 HRS.

Jack Stack

**AT-0517 1987**

ACHIEVING EXCELLENCE: HOW TO IMPLEMENT THE NEW-EXCELLENCE ORIENTED MANAGEMENT PRINCIPLES IN YOUR DEPARTMENT OR COMPANY

Achieve higher output, increased quality, quicker response, and greater profits.

4 HRS.

Lou Heckler

**AT-0534 1990**

BEST OF SKILLPATH 1, THE: HIGHLIGHTS OF SKILLPATH'S MOST POPULAR SEMINARS ON AUDIOCASSETTE

6 HRS.

Skillpath Publications

**AT-0573 1995**

NEW SUPERVISOR, THE: SKILLS FOR SUCCESS

1 HR.

**Motivation**

**AT-0258 1983**

MOTIVATIONAL THINKING

How to get people motivated in the direction you want them to go.

2 HRS.

Mike Vance

**AT-0317 1990**

12 AMAZING AND HOT MOTIVATION SECRETS

10 MINS.

**AT-0405 1988**

## MOTIVATING PEOPLE TOWARD PEAK PERFORMANCE

The author tells how to build self-esteem, improve self-image, build effective teams, and increase productivity and profit.

1 HR.

Brian Tracy

## AT-0416 1991

### BRINGING OUT THE BEST IN PEOPLE

Learn powerful motivational techniques to be an excellent leader at work.

6 HRS.

Alan L. McGinnis

## AT-0418 1993

### HOW TO MOTIVATE PEOPLE

This program demonstrates the right and wrong manner in which to treat staff.

1 HR.

Crisp Publications

## AT-0463 1994

### MOTIVATING PEOPLE IN TODAY'S WORKPLACE: CREATING THE INTERNAL MOTIVATORS AND EXTERNAL REWARDS

Ways to make people more engaged, responsible and effective.

4 HRS.

Mickey Kinder

## AT-0518 1989

### SWIM WITH THE SHARKS: WITHOUT BEING EATEN ALIVE

This comprehensive course teaches you how to compete with improved management, motivational, and negotiating skills.

1 HR.

Harvey MacKay

## AT-0520 1993

### OVERCOMING PROCRASTINATION

This program will help you beat procrastination and get started.

2:30 HRS.

Susan Fowler Woodring

## AT-0592 1998

### [A] POUR YOUR HEART INTO IT [B] HOW TO BE A STAR AT WORK

[A] Starbuck shares how the right policies, methods, and attitudes contributed to its success. [B] Ten years of research reveals that "star performers" are not the ones with the highest IQs, best social skills, or the most self-confident. The author explains how "non-stars" can learn how to boost their productivity up to 400%.

2 HRS.

Howard Schultz and  
Robert Kelley

## Negotiation

### AT-0323 1992

#### [A] GETTING PAST NO [B] A BRIEFING FOR LEADERS

45 MINS.

### AT-0325 1991

#### [A] YOU CAN NEGOTIATE ANYTHING [B] LEADERSHIP CHALLENGE, THE

[A] This New York Times bestseller helps readers change their limiting behavior and thought patterns so they can get what they want in life. [B] Leadership Challenge captures the continuing interest in leadership as a critical aspect of human organizations. It offers a broader scope for viewing leaders in every industry and all walks of life, including the education and nonprofit fields.

45 MINS.

Herb Cohen and



James Kouzes

**AT-0423 1992**

**COMPLETE NEGOTIATOR, THE**

This program can turn even the weakest dealmakers into great communicators.

2:30 HRS.

Gerard I. Nierenberg

**AT-0426 1991**

**GETTING PAST NO: NEGOTIATING WITH DIFFICULT PEOPLE**

*Getting Past No*, teaches you how to overcome serious obstacles to negotiation and success.

2 HRS.

William Ury

**AT-0445 1987**

**GETTING TO YES: HOW TO NEGOTIATE AN AGREEMENT WITHOUT GIVING IN (Abbreviated Version)**

*Getting to Yes*, is a straightforward, universally applicable method for negotiating personal and professional disputes without being taken and without getting angry. It offers a concise, step-by-step, proven strategy for coming to mutually acceptable agreements in every sort of conflict whether it involves parents and children, neighbors, bosses and employees, customers or corporations, tenants or diplomats.

50 MINS.

Roger Fisher and  
William Ury

**AT-0446 1986**

**GETTING TO YES: HOW TO NEGOTIATE AN AGREEMENT WITHOUT GIVING IN (Expanded Version)**

*Getting to Yes*, is a straightforward, universally applicable method for negotiating personal and professional disputes without being taken and without getting angry. It offers a concise, step-by-step, proven strategy for coming to mutually acceptable agreements in every sort of conflict whether it involves parents and children, neighbors, bosses and employees, customers or corporations, tenants or diplomats.

5 HRS.

Roger Fisher and  
William Ury

**AT-0467 1988**

**NEGOTIATING STRATEGIES AND TACTICS**

This program, teaches you how to negotiate successfully and leave the other person feeling good.

1 HR.

Brian Tracy

**AT-0558 1998**

**PRINCETON REVIEW, THE: NEGOTIATE SMART: SECRETS OF SUCCESSFUL NEGOTIATION**

The program, discuss how to plan a negotiating strategy, when to play hardball, make concessions, play dumb, stay quiet, and when to walk away.

1:40 HRS.

Julian Fleisher

**Audio/Booklets**

**Negotiation – Cont.**

**AT-0633 1987**

**SECRETS OF POWER NEGOTIATING, THE: YOU CAN GET ANYTHING YOU WANT**

This program should make negotiating easier for anyone - executives, managers, salespeople, parents, and teachers - to negotiate better, faster, and more productively.

3 HRS.

Roger Dawson

**Organizational Behavior**

**AT-0274 1987**

## **EMPOWERED MANAGER, THE: POSITIVE POLITICAL SKILLS AT WORK**

The presenter explains how managers and executives can take charge of their life at work by using positive political skills in their relationships. By drawing on the power from within managers can control their own future and the organization's future.

2 HRS.

Peter Block

## **Organizational Development**

### **AT-0483 1994**

#### **BUILT TO LAST: SUCCESSFUL HABITS OF VISIONARY COMPANIES**

Learn how great companies endure.

2 HRS.

James Collins and  
Jerry Porras

### **AT-0508 1995**

#### **EXCELLENCE IN THE ORGANIZATION**

With excellence in the organization, you will notice new things about your organization. How it works-and, most importantly, how it can be modified for optimum efficiency and satisfaction.

2 HRS.

Tom Peters and  
Robert Townsend

### **AT-0586 1997**

#### **MOVING FROM BLAME TO ACCOUNTABILITY**

1:30 HRS.

Marilyn Paul

## **Planning**

### **AT-0637 1989**

#### **HOW TO MANAGE PROJECTS**

This program will help you to keep your projects on track, on target and on time.

3 HRS.

Riech Gardner

### **AT-0638 1986**

#### **LEAD THE FIELD**

In this program, the author shares with you the basic information and the great ideas you need to reach whatever goal you choose. He will lead you down new paths, and some familiar trails.

3 HRS.

Earl Nightingale

## **Performance Management**

### **AT-0279 1988**

#### **HOW TO CONDUCT A PERFORMANCE REVIEW**

1:30 HR.

American Management Association

### **AT-0417 1993**

#### **EFFECTIVE PERFORMANCE APPRAISALS**

How to make appraisals work for both the manager and employee.

1 HR.

Crisp Publications

## **Presentations**

### **AT-0282 1980**

#### **HOW TO BE A SUCCESSFUL PUBLIC SPEAKER**

The presenters discuss how to overcome fears. You will also learn successful speech techniques so you can become a successful speaker.

6:30 HRS.

Karen Cason and  
Shirley Cunningham

**AT-0408 1988**

**MANAGING MEETINGS THAT GET RESULTS**

The presenter discusses techniques on how to conduct and participate in results oriented business meetings.

1 HR.

Brian Tracy

**AT-0412 1992**

**SUCCESSFUL COMMUNICATOR, THE**

This presents a comprehensive, how-to guide to expert communication.

4 HRS.

Earl Nightingale

**AT-0559 1998**

**PRINCETON REVIEW, THE: SPEAK SMART: HOW TO OVERCOME YOUR FEARS AND GIVE GREAT SPEECHES**

*Speak Smart*, shows you how to make effective presentations to any audience, from classmates to colleagues to the local PTA.

1:40 HRS.

Julian Fleisher

**AT-0571 1989**

**HOW TO RUN A SUCCESSFUL MEETING--IN 1/2 THE TIME**

In this audio program, the author takes you step-by-step through every aspect of the typical business meeting--to help you get the most out of any meeting in half the time.

50 MINS.

Milo O. Frank

**Problem Solving**

**AT-0108 1977**

**HOW TO DRUCKER, THE**

This audio program, presents a practicing manager's day-to-day guide.

1 HR.

Peter Drucker

**AT-0144 1981**

**HOW TO DEAL WITH DIFFICULT PEOPLE**

50 MINS.

Gerald Piaget and  
Barbara Binkley

**AT-0281 1986**

**DEALING WITH DIFFICULT BEHAVIOR**

This author discusses techniques of understanding and managing human behavior.

6:30 HRS.

Jeanie Marshall

**AT-0297 1988**

**MANAGING THE PROBLEM EMPLOYEE**

6 HRS.

**AT-0427 1993**

**COPING WITH DIFFICULT BOSSES**

This audio program presents how to work effectively and productively with even the most difficult boss.  
2 HRS.

Robert Bramson

**AT-0429 1986**

**COPING WITH DIFFICULT PEOPLE: IN BUSINESS AND IN LIFE**

Learn the six basic steps of coping with bullies, complainers, know-it-alls, and everyone else who gives you a hard time.  
4:30 HRS.

Robert Bramson

**AT-0434 1988**

**WOMAN'S PLACE, A: MANAGEMENT: PROBLEM SOLVING AND DECISION MAKING**

Develop a methodical approach to help anticipate, and in many cases avoid, problems.  
45 MINS.

Connie Sitterly

**AT-0441 1989**

**CONTROLLING ANGER: HOW TO TURN ANGER INTO POSITIVE ACTION**

The presenter discusses how to express anger appropriately and positively.  
4 HRS.

Carol Tavis

**AT-0454 1993**

**HOW TO HANDLE CONFLICT AND MANAGE ANGER**

Proposes that it is not what happens, but how we perceive and respond to the events that determine success or failure.  
6 HRS.

Denis Waitley

**AT-0461 1993**

**DEALING WITH CONFLICT AND CONFRONTATION: HOW TO KEEP YOUR COOL, STAND YOUR GROUND AND REACH A POSITIVE RESOLUTION**

Understand that conflict is a part of life and that it can be dealt with in a considerate, productive way. How to rise above your emotions and resolve conflicts to everyone's satisfaction.  
3:42 HRS.

Helga Rhode

**AT-0523 1996**

**HOW TO OVERCOME NEGATIVITY IN THE WORKPLACE: TRAINING TO HELP YOU CREATE A MORE POSITIVE, PRODUCTIVE WORK ENVIRONMENT**

In this four-tape program, you will learn what to do about negativity when it creeps into your team, department, or organization.  
4 HRS.

Lani Arredondo

**Audio/Booklets**

**Problem Solving – Cont.**

**AT-0576 1995**

**21 WAYS TO DEFUSE ANGER AND CALM PEOPLE DOWN**

Do not be a victim of other people's heated emotions. You can learn to manage other people's anger--and turn it into a catalyst for positive change. With this program, you will be prepared the next time anger rears its head at your workplace (or at home).

4 HRS.

Michael Staver

**Professional Development**

**AT-0167 1987**

PSYCHOLOGY OF WINNING, THE  
Self-development, self-esteem, and effective communication.  
5:30 HRS.

Denis Waitely

**AT-0248 1987**  
ASSERTIVENESS TRAINING FOR WOMEN MANAGERS AND SUPERVISORS  
This program presents an assertiveness workshop.  
6 HRS.

Kay Cronkite Waldo

**AT-0263 1990**  
HOW TO PRESENT A PROFESSIONAL IMAGE  
This program discusses how to change your life by changing the messages you project to others.  
4 HRS.

Carol Price

**AT-0319 1989**  
SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE, THE: RESTORING THE CHARACTER ETHIC  
This comprehensive program is based on developing an awareness of how perceptions and assumptions hinder success--in business as well as personal relationships.  
1:30 HR.

Stephen Covey

**AT-0436 1988**  
WOMAN'S PLACE, A: MANAGEMENT: ASSERTIVENESS TRAINING AND NEGOTIATION  
Learn assertiveness and negotiation skills to enhance your interaction with people at work.  
45 MINS.

Connie Sitterly

**AT-0440 1992**  
MEMORY POWER: PROVEN TECHNIQUES FOR REMEMBERING FACTS, NAMES, AND NUMBERS  
Learn to recall facts, numbers, and names with ease.  
6 HRS.

Steve Moidel

**AT-0456 1992**  
LIVING THE SEVEN HABITS: APPLICATIONS AND INSIGHTS  
Deepen your understanding of the habits and learn valuable new insights.  
6 HRS.

Stephen R. Covey

**AT-0465 1993**  
CREATIVE MANAGER, THE  
Become adept at solving problems, being innovative and using creative thinking techniques.  
1 HR.

Brian Tracy

**AT-0468 1994**  
POWER NETWORKING: 55 SECRETS FOR PERSONAL AND PROFESSIONAL SUCCESS  
With this program, you will learn how to network your way to better business contacts and new and unusual opportunities.  
4 HRS.

Donna Fisher

**AT-0486 1994**  
PSYCHOLOGY OF ACHIEVEMENT, THE  
Develop the top achiever's mindset.  
2 HRS.

Brian Tracy

**AT-0502 1993**

**EMBRACING CHAOS: HOW TO SHAKE THINGS UP AND MAKE THEM HAPPEN**

This program is your opportunity to get personal advice on being successful in a nanosecond environment.  
6 HRS.

Tom Peters

**AT-0511 1995**

**REENGINEERING YOURSELF: USING TOMORROW'S SUCCESS TOOLS TO EXCEL TODAY**

The author will show you a new way to think about the revolutionary changes that are altering the way we live, work and play. Learn the new rules, roles, and skills required to catch up to the future.  
6 HRS.

Daniel Burrus

**AT-0532 1996**

**DIAMOND IN THE ROUGH: HOW TO DISCOVER YOUR POTENTIAL AND ACHIEVE YOUR DREAMS**

In this program, the author will show you how to discover your diamond potential and how to use it to achieve success in your work and life.  
3 HRS.

Barry J. Farber

**AT-0542 1997**

**DIG YOUR WELL BEFORE YOU'RE THIRSTY: THE ONLY NETWORKING BOOK YOU'LL EVER NEED**

This tells you step by step how to: get to know the people you need to know, keep relationships up to date and alive, ask for what you need and when you need it, sparkle in the information age and on the Internet, unlock any door, anywhere any time.  
6 HRS.

Harvey MacKay

**AT-0570 1994**

**SUPER-LEARNING 2000: NEW, TRIPLE-FAST WAYS YOU CAN LEARN, EARN, AND SUCCEED IN THE 21<sup>ST</sup> CENTURY**

Superlearning presents new techniques such as subliminal memory, using music to improve your brainpower, and learning about smart food and super nutrition, thus enabling listeners to increase their productivity and creativity two to five times faster.  
1:30 HR.

Sheila Ostrander, et al.

**AT-0585 1994**

**HOW TO ACHIEVE ULTIMATE SUCCESS**

45 MINS.

Paul R. Timm

**AT-0588 1995**

**MENTORING: HOW TO FOSTER YOUR CAREER'S MOST CRUCIAL RELATIONSHIPS**

In this program you will learn to handle hidden jealousy, competition, what a mentor will look for in you, understand the 5 types of mentors, learn the difference between a boss/employee and mentor/protégé relationship.  
1:55 HRS.

Susan F. Woodring

**AT-0589 1996**

**BUSINESS ETIQUETTE: HOW TO BE CORRECT AND CONFIDENT IN EVERY SITUATION**

Some of what you will learn will be the innocent terms that can constitute sexual harassment, how to address people you work with, or when and where it is OK to touch a member of the opposite sex, and much more.  
2:49 HRS.

Linda Hughes

**AT-0597 1998**

## 47 WAYS TO ACCELERATE YOUR CAREER: HOW TO GAIN ON-THE-JOB ATTENTION, RESPECT, AND RECOGNITION

If you want to go further, faster at work, this audiotape will provide the momentum you need. It contains a multitude of tips, techniques, and "big ideas" - all gleaned from our best-selling, most-requested professional development programs.

2:40 HRS.

CareerTrack

### **AT-0632 1989**

#### LET'S TALK QUALITY

Philip B. Crosby shares his quality philosophy at informal open discussions.

55 MINS.

Philip B. Crosby

## **Audio/Booklets**

### **Professional Development – Cont.**

#### **AT-0634 1989**

##### KEVIN TROUDEAU'S MEGA MEMORY

The founder of the American Memory Institute tells how to remember hundreds of names, complex directions, facts from things heard or read, detailed conversations, and more. Formerly part of a best-selling direct mail program.

4 HRS.

Kevin Troudeau

## **Psychology**

#### **AT-0235 1986**

##### PSYCHOLOGY OF SUCCESS, THE

This program describes ten proven principles for personal empowerment.

6 HRS.

Brian Tracy

#### **AT-0261 1986**

##### PSYCHOLOGY OF HIGH SELF ESTEEM, THE

This program presents a process toward personal growth.

6 HRS.

Nathaniel Branden

#### **AT-0266 1987**

##### HOW YOU CAN BE MORE CREATIVE

This is a bestselling creative-thinking classic written by a foremost creativity consultant.

3 HRS.

Roger Von Oech

#### **AT-0288 1982**

##### TIME TO LIVE: WITH LEO BUSCAGLIA, A

Positive living advice from Dr. Leo Buscaglia.

55 MINS.

Leo Buscaglia

#### **AT-0414 1989**

##### WIN THROUGH RELATIONSHIPS: HOW TO DEAL WITH THE DIFFERENCES IN PEOPLE

Identify the different types of personalities you meet every day. (Audio to MV-1392)

43 MINS.

Jim Cathcart and

Tony Alessandra

#### **AT-0448 1994**

##### HEROZ: EMPOWER YOURSELF, YOUR COWORKERS, YOUR COMPANY

This program offers techniques to enable employees on all levels of an organization to motivate themselves and those around

them.

1:10 HR.

William C. Byham and  
Jeff Cox

**AT-0512 1995**

**GENIUS FORMULA, THE**

In 12 sessions, you will discover the ten types of intelligence, the life stories of 10 geniuses through history, and the 10 characteristics of genius. Then, by distilling, the best of the characteristics of these 'giants' of history you can discover ways in which you too can start to think like a genius.

7 HRS.

Tony Buzan and  
Raymond Keene

**AT-0513 1996**

**FOCUSED MIND STATE, THE: MAXIMIZING YOUR POTENTIAL THROUGH THE POWER OF CONCENTRATION**

This program is your guide to utilizing this state of perfect concentration, and getting into a peak performance state whenever you need it.

7 HRS.

Joey Levey and  
Michelle Levey

**AT-0514 1996**

**LIVING THE PLATINUM RULE: HOW TO GET WHAT YOU WANT BY GIVING OTHERS WHAT THEY WANT**

Each of us telegraphs our personality style in countless small ways. The trick is learning to spot those signals, identify the other person's style, and adjust our own behavior to lessen conflict and move us toward our objectives.

6 HRS.

Tony Alessandra

**AT-0515 1994**

**SUCCESS MASTERY WITH NLP**

With these dynamic applications of NLP technology, you will learn to overcome conflicts within yourself and gain your most effective state of mind.

2 HRS.

Charles Faulkner and  
Robert McDonald

**AT-0516 1993**

**NLP THE NEW TECHNOLOGY OF ACHIEVEMENT (NLP COMPREHENSIVE)**

With NLP, training you can take total control of your mind/body machine to improve your performance in every area of your life.

2 HRS.

Charles Faulkner and  
Robert McDonald

**AT-0524 1991**

**LEARNED OPTIMISM: HOW TO CHANGE YOUR MIND AND YOUR LIFE**

In this program, you will learn how to identify your own self-defeating thought patterns--and how to harness the powers of your conscious mind to break those patterns.

1:30 HR.

Martin E. P. Seligman, Ph.D.

**AT-0528 1992**

**SUBCONSCIOUS MIND POWER**

By harnessing the subconscious mind, you will find that the concept of mind over matter really is true. In this program, the author tells you how to use the subconscious to gain greater levels of achievement in all your endeavors.

6 HRS.

James Van Fleet



**AT-0530 1984**

**DEVELOPING YOUR INNER RESOURCES**

1 HR.

Rollo May

**AT-0543 1995**

**POWER OF THE ENNEAGRAM, THE: A NEW TECHNOLOGY OF SELF-DISCOVERY**

The Enneagram personality profile system is extraordinary in its ability to help you develop your own behaviors and motivations and those of everyone you meet.

6 HRS.

Don Richard Riso

**AT-0546 1977**

**THEORY AND PRACTICE OF RET [RATIONAL EMOTIVE THERAPY]**

1 HR.

Albert Ellis

**AT-0566 1995**

**MAN'S SEARCH FOR MEANING: AN INTRODUCTION TO LOGOTHERAPY [Revised and Updated]**

Read by Simon Vance. This is more than a story of triumph, it is a remarkable blend of science and humanism and an introduction to the most significant psychological movement of our day.

1:30 HR.

Victor E. Frankl

**AT-0567 1995**

**EMOTIONAL INTELLIGENCE: WHY IT CAN MATTER MORE THAN IQ**

Emotional intelligence is not fixed at birth, and the author shows how its vital qualities can be nurtured and strengthened in all of us. The message of the eye-opening program is one we must take to heart.

3 HRS.

Daniel Goleman

**AT-0578 1997**

**MUSIC, ENNEAGRAM TYPES AND TRANSCENDENCE**

Multi-talented Naranjo performs excerpts from works of various composers to illustrate the development of their personalities, as defined by the enneagram types.

2.07 HRS.

Claudio Naranjo

**AT-0579 1991**

**ENNEAGRAM AND PLACEMENT OF ATTENTION**

Palmer discusses the inner placement of attention of the Enneagram, the preoccupation of mind and heart. By following specific placement of attention, we can move from one dimension of experience to another, we can leave our own personality behind and move into the dimensions of the inner life. - 1991 Esalen - One Audiotape

1 HR.

Helen Palmer

**AT-0580 1990**

**NINE POINTS OF VIEW ON INTUITION**

This talk describes internal attention practices that help uncover the intuitive predispositions of the Enneagram personality types.

1:07 HRS.

Helen Palmer

**AT-0581 1981**

**TURNING POINT, THE; SCIENCE, SOCIETY AND THE RISING CULTURE**

This is an essential guide for anyone inquiring about the place of science and metascience in our contemporary culture.

1:30 HRS.

Fritjof Capra

**AT-0582 1994**

ENNEAGRAM AS A TOOL FOR FOURTH WAY

1:30 HRS.

Gloria Cuevas-Barnett

**AT-0583 1993**

INTRO TO THE ENNEAGRAM

The Enneagram is a diagram that represents nine basic types of human personality and the relationships between them. Each of these types, or styles, relates to a point on the diagram, and is summed up in a single word.

1:15 HRS.

Helen Palmer

**AT-0584 1976**

RATIONAL LIVING IN AN IRRATIONAL WORLD

1 HR.

Albert Ellis

**AT-0591 1977**

IN SEARCH OF THE MIRACULOUS [Read by Laurence Rosenthal]

This audio is the record of Ouspensky's eight years of work as Gurdjieff's pupil. It combines the logic of a mathematician with the vision of a mystic.

1:30 HRS.

P. D. Ouspensky

**AT-0593 1997**

[A] EXECUTIVE EQ [B] POWER OF ALIGNMENT, THE

[A] Modern science has found that emotional intelligence, rather than IQ, fuels many of the best decisions, the most dynamic and profitable organizations, and the most satisfying and successful lives. In this summary you will learn dozens of simple techniques to boost your EQ. [B] In this summary, you will learn the techniques you can use to transform your company or division into a "self-aligning organization".

2 HRS.

Robert Cooper, et Al  
George Labovitz, et Al

**AT-0596 1997**

[A] ADVERSITY QUOTIENT [B] INNOVATOR'S DILEMMA, THE

[A] In this summary, you will discover how to strengthen your adversity quotient skill with a three-step process. [B] This summary can serve as a warning that if your company is currently the industry leader, you need to pursue the strategies we will discuss to avoid missing the next wave of innovation. If you are not on top, this is your chance to get there.

2 HRS.

Paul Scholtz and  
Clayton Christensen

**AT-0627 1998**

WORKING WITH EMOTIONAL INTELLIGENCE

The author shows why emotional intelligence has become the new yardstick of success for CEO's and junior hires alike, and that star performance in every field depends more on emotional intelligence than on I.Q. or even technical skills. With real-life examples from the business world, this program provides a blueprint for all who want to thrive -- with integrity and satisfaction --in the new global economy.

3 HRS.

Daniel Goleman

**Self Development**

**AT-0179 1991**

WOMEN, POWER AND SELF ESTEEM

Take charge of your own well-being.

6 HRS.

Career Track Pub.

**AT-0181 1986**

WINNING ATTITUDE, THE

This program will help you to see yourself not as you are, but as you can become.

8 HRS.

Art Mortell

**AT-0222 1988**

HOW TO SET AND ACHIEVE GOALS

This program presents methods of Goal setting.

1:20 HRS.

Bobbie Sommer

**AT-0234 1988**

HOW TO SUCCEED AS A WORKING PARENT

A workshop designed specifically to address working parent problems and priorities.

4 HRS.

Jim Siress

**AT-0245 1987**

FOCUS IN ON SUCCESS: EFFECTIVE PUBLIC SPEAKING; HOW TO SELL YOURSELF, SERVICES AND PRODUCTS

This program presents successful self-presentation skills workshop.

6 HRS.

Jim Siress

**AT-0272 1990**

YOU CAN...WITH CONFIDENCE

1 HR.

**AT-0283 1976**

GUIDE FOR EXECUTIVE SECRETARIES AND ADMINISTRATIVE ASSISTANTS

This program presents time management and problem solving techniques.

6:30 HRS.

Deanne Rosenberg

**AT-0406 1988**

PATHWAYS TOWARD PERSONAL PROGRESS

The author discusses techniques to put your career on the fast track and move to the top.

1 HR.

Brian Tracy

**AT-0410 1990**

SPEED READING (ADVANCED DRILLS)

The author discusses advanced drills to be used after viewing the video MV-1397 or listening to AT-0415.

1 HR.

Steve Moidel

**AT-0411 1991**

TAKING RISKS: HOW TO CONQUER THE FEARS THAT HOLD YOU BACK

Learn the right risks to take.

6 HRS.

David Viscott

**AT-0415 1990**

SPEED READING: HOW TO READ MORE IN A FRACTION OF THE TIME AND DRAMATICALLY IMPROVE

## YOUR READING

Master the techniques of high speed-reading, which will dramatically improve your learning power. This is also available in video, order MV-1397, and for advanced drills order audiotope, AT-410.

6 HRS.

Steve Moidel

## AT-0430 1993

### PERSONAL EXCELLENCE

Learn how you can start living a life of excellence.

2 HRS.

Ken Blanchard

## AT-0444 1993

### FLEXTACTICS: THE NEW DYNAMICS OF GOAL SETTING

This program was created for high-performance individuals who know their primary goals in life and are interested in strategies that can take them there.

3 HRS.

Denis Waitley

## AT-0449 1994

### REFLECTIONS FOR HIGHLY EFFECTIVE PEOPLE

Live principals that give you the security to adapt to change and the wisdom and power that comes with change. Attain a holistic sense of personal effectiveness and purpose.

1:30 HRS.

Stephen R. Covey

## AT-0476 1992

### POWER OF POSITIVE THINKING, THE: A PRACTICAL GUIDE TO MASTERING THE PROBLEMS OF EVERYDAY LIVING

You will learn how to eliminate the negative thoughts that prevent you from achieving happiness and success. This inspiring program that will help you create a positive change in your life.

4 HRS.

Norman Vincent Peale

## AT-0480 1994

### CONFIDENCE: THE CORNERSTONE OF SUCCESS AND HAPPINESS

Learn techniques and attitudes to enjoy deserved success.

2 HRS.

Alan McGinnis

## AT-0487 1986

### ROAD LESS TRAVELED, THE: PART ONE, DISCIPLINE

This program is about delaying gratification, accepting responsibility, dedication to reality, and balance.

1:30 HRS.

M. Scott Peck

## AT-0488 1986

### ROAD LESS TRAVELED, THE: PART TWO, LOVE

This program offers a way to develop a deeper understanding of love's nature, as an action that demands courage and discipline.

1:30 HRS.

M. Scott Peck

## AT-0489 1987

### ROAD LESS TRAVELED, THE: PART THREE, RELIGION, AND GRACE

This program is about how to be open to the force of grace - those miraculous moments that everyone experiences, but often fail to appreciate.

1:30 HRS.

M. Scott Peck

**AT-0492 1993**

**EXCESS BAGGAGE: GETTING OUT OF YOUR OWN WAY**

Overcoming the blind spots that make your life harder than it has to be.

1:30 HRS.

Judith Sills

**AT-0494 1995**

**21 DAYS TO SELF-DISCOVERY: DEFINE WHAT YOU WANT IN LIFE - AND DISCOVER HOW TO GET IT**

This program provides you with a three-week plan to build a stronger sense of who you are, what you believe in, what you want, and how you intend to get it.

2 HRS.

Carol Price

**AT-0521 1994**

**LIGHTEN UP! THE AMAZING POWER OF GRACE UNDER PRESSURE**

Listen and you will learn that humor is no laughing matter. The new medical field of psychoneuroimmunology is actively discovering how emotion, laughter, and attitude influence brain chemistry and the immune system.

2:30 HRS.

C. W. Metcalf

**AT-0522 1993**

**CHICKEN SOUP FOR THE SOUL: 101 STORIES TO OPEN THE HEART AND REKINDLE THE SPIRIT**

This is a warm, wonderful, uplifting, and inspiring collection of stories. It is full of ideas, and insights that anyone can use to improve his or her life.

4 HRS.

Jack Canfield and  
Mark V. Hansen

**AT-0555 1996**

**LIVING WISDOM, LOVING LIFE!**

In this program, the presenter shatters the negative myths of our society. Released from misconceptions, we are empowered to pass through every stage of our development with love, joy, dignity, peace, and wisdom-to fully appreciate and experience this life.

4 HRS.

Louise L. Hay

**AT-0565 1994**

**CHICKEN SOUP FOR THE SOUL: SOUL TO OPEN THE HEART AND REKINDLE THE SPIRIT**

Two of America's most beloved, dynamic inspirational speakers, bring to life stories from the best-selling book that touched the hearts of readers everywhere. They talk about love and learning to love yourself, on parenting, about learning and eclectic wisdom, and on overcoming your obstacles and living your dreams.

7 HRS.

Jack Canfield and  
Mark Hansen

**Audio/Booklets**

**Self Development – Cont.**

**AT-0635 1989**

**SCIENCE OF SELF-CONFIDENCE, THE**

In this audio program, Brian Tracy provides a practical plan of action to developing self-confidence. You discover that it is a state of mind and set of attitudes that can be learned by using proven, practical methods and techniques practiced by winners and achievers in every field.

3 HRS.

Brian Tracy

**AT-0636 1991**

**UNIVERSE WITHIN YOU, THE: YOUR SECRET SOURCE OF STRENGTH**

This profound personal development program shows you the way to the next level of living a more rewarding life than ever before.

3 HRS.

Wayne Dyer

## **Stress**

### **AT-0503 1995**

#### **RELAXATION EXPERIENCE, THE: REDUCE STRESS THROUGH IMAGERY AND MUSIC**

This program offers four options to slow you down and help restore serenity to your life: 1) A female voice guides you to experience the relaxation of a tropical island. 2) A male voice leads you through a head-to-toe relaxation exercise. 3) Two different music-only selections provide a soothing background for any of your activities.

1:38 HRS.

Vivian Quiring and  
Jonathon Kramer

### **AT-0540 1995**

#### **STRESS SKILLS FOR TURBULENT TIMES: HOW TO MANAGE THE MULTIPLE DEMANDS FACING WORKING-WOMEN LIKE YOU**

Listen to this program and learn how to be more motivated and inspired to meet your daily challenges, you will become less vulnerable to stressful situations, and you'll improve your energy and concentration levels dramatically.

4:47 HRS.

Roger Mellott

### **AT-0557 1991**

#### **STRESS MANAGEMENT FOR PROFESSIONALS: STAYING BALANCED UNDER PRESSURE**

The author addresses the subject of stress and assists you in learning how to function with stress, as well as how to reduce it. You will learn how to feel better about yourself and become less vulnerable to stressful situations.

6:30 HRS.

Roger Mellot

### **AT-0624 1997**

#### **DON'T SWEAT THE SMALL STUFF: AND IT'S ALL SMALL STUFF**

In thoughtful and insightful language, the author reveals ways to calm down in the midst of an incredibly hurried, stress-filled life. You will learn to put things into perspective by making small daily changes.

1:30 HRS.

Richard Carlson

### **AT-0629 1998**

#### **LANGUAGE OF LETTING GO, THE**

In this program, you will go to a time and place to listen to your inner voice. Relax and gain strength during the stress of the day by listening to a single guided imagery exercise, or rediscover your inner balance at the end of the day with an hour of guidance to the quiet places within.

1 HR.

Melody Beattie

## **Systems Thinking**

### **AT-0450 1992**

#### **DIALOGUE: THE POWER OF COLLECTIVE THINKING**

This program introduces the discipline of dialogue and ways to develop group-thinking skills.

1 HR.

William Isaacs

### **AT-0458 1993**

#### **BEYOND BUREAUCRACY: PROMOTING ORGANIZATIONAL LEARNING IN GOVERNMENT**

This program introduces ongoing work promoting organizational learning in government.

1 HR.

Tom Bigda-Peyton and

**AT-0460 1992**

**FOSTERING ORGANIZATIONAL LEARNING AND INNOVATION IN GOVERNMENT**

This program describes a change effort in Canada to make public service more customer-oriented.

1 HR.

Tom Bigda-Peyton and  
Otto Brodtrick

**AT-0479 1994**

**FIFTH DISCIPLINE, THE: THE ART AND PRACTICE OF THE LEARNING ORGANIZATION**

This guide provides a blueprint for establishing a learning organization -- that is, one where people expand their capacity to create results and where new patterns of thinking are nurtured. The text explains how actions create reality and examines the process of building a learning organization. It also details prototypes and coda.

4 HRS.

Peter Senge

**AT-0547 1996**

**PURPOSE OF BUSINESS IN THE 21<sup>ST</sup> CENTURY, THE: A DIALOGUE**

The presenters at the Systems Thinking in Action Conference explore the role businesses play in the larger society. They capitalize on the opportunity to question the purpose of major institutions and the belief systems that underline them.

1:30 HRS.

Daniel Quinn, et al

**AT-0548 1996**

**QUANTUM VISION FOR BUILDING THE LEARNING ORGANIZATION, A**

The presenter explores how the quantum infrastructure provides a concrete model for the integrative, cooperative, and constantly inventive infrastructures necessary for the learning organization.

1:05 HRS.

Danah Zohar

**AT-0549 1996**

**POWER AND BEAUTY OF STRUCTURE, THE: MOVING ORGANIZATIONS FROM OSCILLATION TO ADVANCEMENT**

The presenter uses the metaphor of music to illustrate the concept of structure. He offers an innovative approach for moving from a reactive to a creative orientation.

53 MINS.

Robert Fritz

**AT-0550 1995**

**DESIGNING CORPORATIONS FOR SUCCESS IN THE 21<sup>ST</sup> CENTURY**

Jay Forrester discusses the power of system dynamics in corporate design and performance.

1:25 HRS.

J. W. Forrester

**AT-0551 1994**

**DEVELOPING COMMUNITIES OF COMMITMENT**

The author discusses a framework for the learning organization and some innovations in infrastructure that can help organizations build communities of commitment.

1:32 HRS.

Peter M. Senge

**AT-0552 1994**

**SYSTEMS THINKING IN EDUCATION: REMAINING COMPETITIVE IN THE 21<sup>ST</sup> CENTURY**

Discusses how new educational techniques must be implemented to remain competitive.

1:30 HRS.

Jay W. Forrester

**AT-0553 1996**

**INFRASTRUCTURE AND ITS IMPACT ON ORGANIZATIONAL SUCCESS**

The presenter examines the fundamental forces that drive an organization infrastructure and its success.

1:14 HRS.

Arie de Geus

**AT-0577 1997**

**IS "SYSTEMS THINKING" ABOUT SYSTEMS OR THINKING?**

1:30 HR.

Harold Williamson and

Sharon Eakes

**AT-0602 1998**

**SYSTEMS THINKING: THE INTEGRATING DISCIPLINE**

In this program, you will learn the following: Tools for problem solving, Methodology for explaining current situations, and Appreciation of dynamic connections.

1 HR.

Charlotte Roberts

**AT-0630 2000**

**EMOTIONAL INTELLIGENCE: MANAGING COMPLEXITY PERSONALLY AND SYSTEMICALLY**

45 MINS.

Debra Duxbury

**AT-0631 2000**

**LEARNINGS FOR THE NEXT TEN YEARS**

1 HR.

Peter M. Senge

**Team Management**

**AT-0113**

**TEAM BUILDING**

Learn the fundamentals of team building.

1 HR.

**AT-0439 1988**

**TEAM BUILDING: HOW TO MOTIVATE AND MANAGE PEOPLE**

Turn your staff into a team that deals with all issues with confidence, professionalism, and competence.

4:30 HRS.

Mark Sanborn

**AT-0462 1993**

**IMPLEMENTING SELF-DIRECTED WORK TEAMS: THE BREAKTHROUGH METHOD FOR INCREASING PRODUCTIVITY, SPARKING INNOVATION AND REDUCING COSTS**

Learn how to create and manage self-directed teams.

3:30 HRS.

Loren Ankarlo

**AT-0507 1993**

**WINNER WITHIN, THE: A LIFE PLAN FOR TEAM PLAYERS**

By maintaining a cooperative yet competitive attitude, the author tells how we can break down our self-imposed barriers that stand in the way of lasting success.

3 HRS.

Pat Riley

**Time Management**

**AT-0213 1987**



**GETTING THINGS DONE**

Ed Bliss, international productivity expert, teaches strategies to save time.

2:40 HRS.

Ed Bliss

**AT-0224 1987**

**WORKING SMARTER**

This program tells you how to get more done in less time.

2:40 HRS.

Michael Leboeuf

**AT-0326 1992**

**TIME TRAP, THE**

From the hands-down authority on time management techniques, here is a completely updated edition of the national bestseller. *The Time Trap*, is filled with smart tactics, hard-hitting interviews, and handy time management tools to help you squeeze the optimal efficiency--and satisfaction-- out of your workday.

45 MINS.

Alec MacKenzie  
MacKenzie

**AT-0437 1999**

**WOMAN'S PLACE, A: MANAGEMENT: MANAGING YOUR TIME**

Solve time management problems to achieve your full measure of success.

45 MINS.

Connie Sitterly

**AT-0442 1992**

**CONTROLLING INTERRUPTIONS: HOW TO FREE UP AN HOUR A DAY**

The author discusses how to block, delegate, and prioritize interruptions.

2:24 MINS.

Verne Harnish

**AT-0443 1994**

**FIRST THINGS FIRST: TO LIVE, TO LOVE, TO LEARN, TO LEAVE A LEGACY**

Discussed on the program is a revolutionary guide to managing your time by learning how to balance your life.

1:30 HRS.

Stephen R. Covey

**AT-0531 1995**

**MANAGING YOUR TIME, ENERGY AND RELATIONSHIPS**

In this program, you will learn easy-to-use techniques that help you manage multiple demands on limited time.

1:46 HRS.

Mark Sanborn

**AT-0564 1986**

**GETTING ORGANIZED: THE EASY WAY TO PUT YOUR LIFE IN ORDER, MAKE THE TIME AND LET IT WORK FOR YOU!**

This tape tells you how to use your time most efficiently - how to achieve greater productivity, set priorities and attain goals.

54 MINS.

Stephanie Winston

**Audio/Booklets**

**Time Management – Cont.**

**AT-0242 1988**

**HOW TO GET THINGS DONE**

National Career Workshop.

6 HRS.

## **Training**

### **AT-0538 1996**

#### **BEST OF SKILLPATH 2, THE: AUDIO HIGHLIGHTS OF SKILLPATH'S MOST POPULAR TRAINING PROGRAMS**

Enjoy the best of six powerful training programs. Each program gives you information, inspiration, and motivation needed to succeed.

6 HRS.

William Halbert, et al

### **AT-0554 1994**

#### **SUSTAINABLE COMMUNITIES: A MANAGEMENT CHALLENGE**

The author leads the audience in an exploration of self-regulating ecosystems, and illustrates how complex webs of relationships can be used to design powerful and effective organizational structures.

1 HR.

Fritjof Capra

### **AT-0603 1998**

#### **LEADING AN INSPIRED LEARNING ORGANIZATION**

In this program, you will learn the following: 1) Deep sense of purpose, 2) Alignment, 3) Personal mastery, 4) Systems thinking and acting, and 5) Designed for learning.

1 HR.

Charlotte Roberts

## **Writing**

### **AT-0484 1994**

#### **ON WRITING WELL: AN INFORMAL GUIDE TO WRITING NONFICTION**

Learn how to write memos, memoirs, and business letters, with ease.

1 HR.

William Zinsser

# **END**