



# TMR REPORTS BEST TRAINING PRODUCTS 2007

TRAINING MEDIA REVIEW

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## INTRODUCTION

by Bill Ellet

Best Training Products recognizes 2007 products that received four stars, Training Media Review's highest rating. All TMR reviews are written by working professionals in training and human resources who have had hands-on experience with the product. You can read the full reviews of each best product by clicking the link following its listing. Some full reviews may be available only to Training Media Review subscribers.

### WHY IS THIS LIST CREDIBLE?

This time of year brings a glut of best lists on everything from cars to facial cleansers. For training and human resource professionals, TMR has some unique characteristics that make our Best Training Products list both useful and credible. We review many products in a year in multiple media and from many vendors. The base of reviews from which the best products are selected is broad and deep. All of our reviews are written by practitioners, the only people with the experience and objectivity to evaluate training products fairly for their peers.

Not all best-of lists are created equal. One organization takes a vote of members. The downside is that the voters self-select and may be disproportionately motivated by a high regard for a particular product. Also, the same products tend to appear on the list year in and year out, with little room for the new and different.

Another company recruits a group of judges for an annual competition involving large numbers of products. Judges, however, have little time to evaluate products and cannot possibly have meaningful hands-on experience with them. Judgments have to be made primarily on spec sheets. Volunteer judges can be extremely good or not so good, but the problem is you have no way of determining that because the judges don't explain their evaluations.

Finally, some companies tout products or vendors with whom they have an ongoing financial relationship. This unfortunate situation happens to be common in the training industry.

Of course, there are downsides to single reviewers. They may have unexamined biases, and their judgment may be shaped by idiosyncratic factors. Still, they are not faceless judges, and they are accountable to readers because they have to explain their assessments. TMR evaluations are as transparent as we can make them.

TRAINING MEDIA REVIEW provides objective reviews of training content and supporting technologies, advice on media-related training issues, research reports, and consulting.

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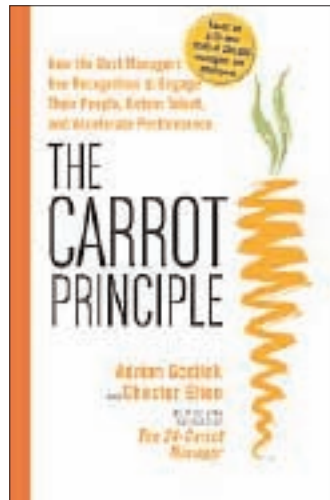
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## WHY SUBSCRIBE?

I hope you find our Best Products list helpful. If you do, consider becoming a subscriber if you aren't already. TMR is a labor-saving resource that quickly pays for itself by leading you or your colleagues to appropriate possibilities for authoring tools, compliance training, leadership skills, and many other needs. No other organization in the corporate training field—including professional associations—provides impartial practitioner reviews covering a broad range of products.

Bill Ellet, Editor, [wellet@tmreview.com](mailto:wellet@tmreview.com)

## BOOKS



**THE CARROT PRINCIPLE** by Adrian Gostick and Chester Elton, book, 2007, Free Press, \$21.

*The Carrot Principle* is based on a foundation of the “basic four” of good managers: setting clear goals, communicating openly, building trust, and holding people accountable, all of which I find to be the differentiators of great leaders. However, according to Gostick and Elton, recognition is the accelerator that creates the greatest impact on long-term results, especially when it comes to productivity, creativity, and retention. This is the insight that sets the book apart from others.

*Reviewed by Libby Wagner*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1501](http://www.tmreview.com/Review.asp?ID=1501)

**THE NEW VIRTUAL CLASSROOM** by Ruth Clark and Ann Kwinn, book, 2007, Pfeiffer, \$50.

Clark and Kwinn believe synchronous events can be designed to be more productive. In this book, they tie into other work Clark has conducted regarding cognitive load. The authors also include suggestions for designing content to teach facts, concepts, processes, procedures, and principles. The book helps the learning professional use an electronic and remote delivery system to achieve the outcomes desired.

*Reviewed by Barbara Fillicaro*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1611](http://www.tmreview.com/Review.asp?ID=1611)

**90 WORLD CLASS ACTIVITIES BY 90 WORLD CLASS TRAINERS** edited by Elaine Biech, book, 2007, Pfeiffer, \$40.

In *90 World Class Activities by 90 World-Class Trainers*, Elaine Biech has assembled the global rock stars of the training and development field! The roster includes superstars like Kevin Dailey, Beverly Kaye, Elliot Masie, Chip Bell, Edward de Bono, Thiago, and Mel Silberman. In much the same way as a volunteer organization compiles a “best-of” cookbook, Biech reached out to the training community and asked for the best of the best.

*Reviewed by Sue Deisinger*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1537](http://www.tmreview.com/Review.asp?ID=1537)



## LIVE EVENT

**COACHING ACHIEVEMENT**, one-day live program, 2007, HRDQ (800-633-4533, [www.hrdq.com](http://www.hrdq.com)), \$1,895. Telephone consultations, facilitator kit, participant guides (10).

The pivotal element of this package is the Mars Rover simulation. This activity has proven highly valuable in leadership and decision-making activities, and HRDQ has used the simulation to help participants learn about coaching styles. Anyone familiar with this simulation knows that its fun, frustration, and power can provide participants with a common experience they can use to maximize their learning.

*Reviewed by Rey Carr*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1536](http://www.tmreview.com/Review.asp?ID=1536)

## ONLINE COURSES

**INTENT VS. IMPACT: MANAGING A HARASSMENT-FREE AND DIVERSE WORKPLACE** and **INTENT VS. IMPACT: ACHIEVING A HARASSMENT-FREE AND DIVERSE WORKPLACE**, online courses, Anderson-davis, Inc. (877-234-1350, [www.andersondavis.com](http://www.andersondavis.com)), manager course, \$60 per user license; employee course, \$40 per user license.

The two versions of the online Anderson-davis Intent vs. Impact course prove without a doubt that web-based instruction can effectively teach interpersonal skills and behavioral topics to employees, supervisors, and managers.

*Reviewed by Sandra A. Grotewohl*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1554](http://www.tmreview.com/Review.asp?ID=1554)

## SOFTWARE

**MEDIASITE**, authoring and presentation tool, Sonic Foundry (877-783-7987, [www.sonicfoundry.com](http://www.sonicfoundry.com)), \$50,000. Price includes Recorder, Mediasite EX Server, and a SmartServe subscription.



Mediasite by Sonic Foundry is a web communication and content management system that automatically and inexpensively webcasts lectures and presentations. A mature technology, Mediasite enables rapid dissemination of vital information for distance learning, online training, corporate communication, and professional advancement.

*Reviewed by Jon Aleckson*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1647](http://www.tmreview.com/Review.asp?ID=1647)



## SOFTWARE (CONTD.)

**MENTORING SKILLS**, software, Qi Concepts Limited (+44 115 8492769, [www.qiconcepts.co.uk](http://www.qiconcepts.co.uk)), \$795 USD.

Qi Concepts has created a 60-minute instructional DVD filled with real life examples of mentor-mentee scenarios. Unlike scripted actors and their polished modeling, this mentor and partner (a term for “mentee”) both work for an actual company that has a mentoring program, and their natural interaction is more realistic and relevant to viewers eager to learn how to put recommended mentoring skills and procedures into practice.

*Reviewed by Rey Carr*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1590](http://www.tmreview.com/Review.asp?ID=1590)

## VIDEO

**EVEREST**, video, 2007, CRM Learning, \$645. [Discussion Guide](#).



Everest doesn't really try to teach anything. The concepts threaded through its 14 minutes are conventional wisdom about teams. The video has no bulleted lists of key points, no review at the end, and no supplementary materials other than a Discussion Guide. All this video does is put an emotional punch into the potential of teamwork. The premise of the true story told in the video seems barely credible: a young man wants to climb Mount Everest, but he's blind.

*Reviewed by Bill Ellet*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1585](http://www.tmreview.com/Review.asp?ID=1585)

**SUCCEEDING IN A CHANGING WORLD**, video, 2007, Enterprise Media, \$795. [Leader's Guide](#), [book](#), [reminder cards](#)

In this video John Kotter effectively uses examples of several organizations in diverse industries to illustrate why it is essential for organizations to accept and, yes, embrace change. He cites what can happen when change is avoided or ignored, and, most importantly, he outlines an elegant eight-step plan of action for making change happen and reducing fear and resistance.

*Reviewed by Donna Walsh*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1639](http://www.tmreview.com/Review.asp?ID=1639)

**WHAT'S YOUR PICKLE?**, video, Media Partners (800-408-5657, [www.media-partners.com](http://www.media-partners.com)), \$895. [Leader's Guide](#), [reminder cards](#), [lapel pins](#), [travel postcards](#), [sticky pad](#).

Bob Farrell is aware of the business reasons for providing great service. He profited from it for years as the impresario of Farrell's, a restaurant and ice cream chain. After selling it to Marriott, he became an evangelist for





extraordinary customer service through speeches, a book, and bestselling videos. His latest DVD video, *What's Your Pickle?*, shows real situations that reveal how to raise service to extraordinary levels, usually with little or no additional cost.

*Reviewed by Bill Ellet*

+Read the full review (live link):  
[www.tmreview.com/Review.asp?ID=1619](http://www.tmreview.com/Review.asp?ID=1619)

## WEBSITES AND WEB APPLICATIONS

**ASKTHEHEADHUNTER.COM**, website, North Bridge Group, Inc. (908-236-8440, [www.asktheheadhunter.com](http://www.asktheheadhunter.com)), no charge.

What you might expect on a website called Asktheheadhunter.com is insider advice from someone who has been on both sides of the recruiting game and presents a lot of information with a safe middle-of-the-road approach. With Asktheheadhunter.com, you do get both sides of a situation, but with one huge exception: there is no spin of the rose-colored glasses variety.

*Reviewed by Mark Lucker*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1587](http://www.tmreview.com/Review.asp?ID=1587)

**FRIDAY5S**, web application, Fort Hill Company (302-651-9223, [www.forthillcompany.com](http://www.forthillcompany.com)). Contact vendor for pricing.



Friday5s is a web-based application used to monitor post-training application of learning to realize business results. The goal of the application is to have learners take five minutes—preferably at the end of the week—and document individual progress against business goals that have been identified upon completion of a training program.

*Reviewed by Jan Cornelssen*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1572](http://www.tmreview.com/Review.asp?ID=1572)



**KNOWLEDGE BANK**, [website](http://www.hrthoughtleader.com/knowledgebank), Best Practice Learning Solutions, Inc. (877-438-9198, [www.hrthoughtleader.com/knowledgebank](http://www.hrthoughtleader.com/knowledgebank)), \$999 per user per year.

Knowledge Bank is an online collection of best practices on a variety of topics relevant to training and development, organizational development, and human resources. It is very much like a knowledge management database that includes comprehensive information and tools on more than 25 subjects such as change, communication, leadership, facilitation, performance, and strategy.

*Reviewed by John-Paul Morgante*

+Read the full review (live link): [www.tmreview.com/Review.asp?ID=1641](http://www.tmreview.com/Review.asp?ID=1641)

## ABOUT THE REVIEWERS

**Jon Aleckson** is owner of Web Courseworks in Madison, WI. His company develops customized solutions using technology for education and training initiatives.

**Rey Carr** is president of Peer Resources, a Canadian firm specializing in coach training, mentoring, and peer support.

**Jan Cornelssen**, a Certified Performance Technologist (CPT), has been a training professional for over 20 years specializing in curriculum development and e-learning.

**Sue Deisinger** owns Delta Consulting Group, Inc. in Glen Ellyn, IL, a company specializing in training strategy and execution for large global organizations.

**Bill Ellet** is editor of Training Media Review, a writing consultant at Harvard Business School, and author of The Case Study Handbook, published by Harvard Business School Press in 2007.

**Barbara Fillicaro** is an instructional designer and trainer with adjunct faculty appointments at two colleges in the Chicago area.

**Sandra A. Grotewohl** is ERP Change Management Training Lead for the Denver Regional Transportation District. She is an experienced instructional designer, web-based training developer, and public sector training manager.

**Mark Lucker** is a corporate and freelance trainer with extensive classroom and one-on-one training experience. He specializes in career development and recruiting.

**John-Paul Morgante**, SPHR, is director of Human Resources and Administration for Talla-Com Industries, in Tallahassee, FL.

**Libby Wagner** is founder of Professional Leadership Results, Inc., and a consultant, author, and speaker specializing in leadership and people-to-people issues.

**Donna Walsh**, principal and founder of RedShoes Solutions, is a performance consultant, trainer, and facilitator focused on organizational development initiatives.

### ABOUT TRAINING MEDIA REVIEW

Training Media Review provides independent reviews of training technology and. All of our reviewers are training and human resource practitioners. TMR does not charge vendors for reviews or accept subsidies from them. We work hard to prevent “grade inflation” in product ratings. Information about subscriptions: [www.tmreview.com/membershipInfo.asp](http://www.tmreview.com/membershipInfo.asp)

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