

Workplace learning
resources to



WIDEN YOUR HORIZONS



**MANAGEMENT
POCKETBOOKS**

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2017/18



Welcome

We publish pocket-size books in support of workplace learning and development. Written and illustrated according to accelerated learning principles, they are designed for fast, effective and enjoyable learning. You can buy pocketbooks in both paperback and e-book format. Alternatively, our digital collection of fully illustrated L&D materials – can be made available to your e-learning community on an annual subscription basis (see page 4).

There are pocketbook titles on around 100 subject areas. They all follow the same style of presentation – clear, concise content with lots of visual prompts to accelerate learning and maximise

memory retention and recall. Our authors – trainers and consultants – are skilled communicators, capable of delivering powerful and memorable messages.

The clear navigation (each page has its own topic heading) enables the reader to access key information quickly, while the vibrant presentation (diagrams, cartoons, mnemonics, acronyms, etc) holds reader interest.

Pocketbooks simplify complex subjects and are firmly practical in their approach. This ensures that learning is transferred back to the workplace in the fastest possible time.



subject heading

mnemonic

illustrative cartoon



chapter identifier

bullet point summary

diagrammatic representation

Useful information

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Book displays: To display pocketbooks in your corporate library or resource centre, we have available a floor-standing spinner (shown on page 2) and a 4-tier table-top display unit illustrated here. Prices on application.



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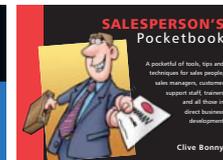
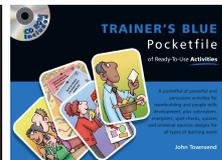
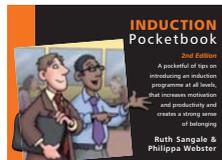
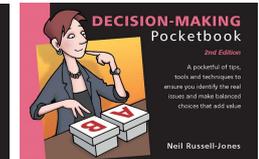
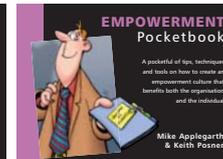
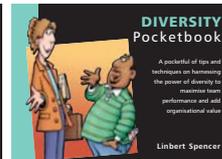
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The following ePocketbooks are also available from leading ebook retailers including Amazon's Kindle Store, Apple's iBookstore and Kobo:

- Assertiveness
- Coaching
- Emotional Intelligence
- Facilitator's
- Leadership
- Mentoring
- Performance Management
- Project Management
- Trainer's

e "e" only pocketbooks

Some pocketbooks, such as those illustrated here and elsewhere in this catalogue, are *only* available as e-books, not printed books. They can be purchased and downloaded from our [website](#).



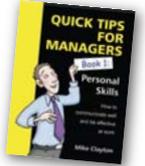
Quick Tips for Managers

Author: **Mike Clayton**

ISBN: **9781908284419**

Pages: **84**

Price: **£2.99**



Based on author Dr Mike Clayton's popular weekly Pocketblog, **Quick Tips for Managers** distills a swathe of management techniques into practical, bite-size tips and exercises to help you communicate better and be your most efficient at work. Order from our website, the Kindle store, iBookstore and other retail outlets.

Your LMS Our RESOURCES:

A perfect blend to get the best out of people

A typical day at the office:

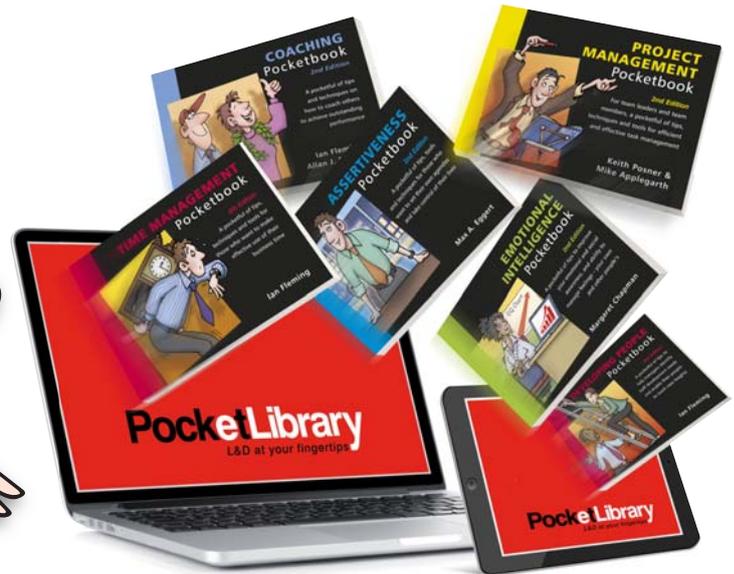
- **Morning team briefing:**
how do I boost morale?
- **A presentation to plan:**
where do I start?
- **They're arguing again:**
how do I resolve it?
- **Poor report:**
how do I give
constructive feedback?
- **Late home again:**
how can I delegate better?



PocketLibrary
L&D at your fingertips

Many challenging questions arise daily in the workplace. Where do people go for answers – for help, ideas, solutions, reassurance and inspiration? With the **PocketLibrary** they need look no further than their desktops. The PocketLibrary is our digital collection of Pocketbooks which you can make available to your department, team or entire staff by annual subscription. The price of a licence is determined by the number of people who will have access to the online library and the number of pocketbooks you choose to make available to them. You can upload the eLibrary to your own server (intranet or LMS) or access it via our Learning Portal using any device with an internet connection. For free temporary guest access to our portal, register at www.PocketLibrary.co.uk

For prices of licences and further information please email Adrian (adrian@pocketbook.co.uk) with the number of library users you have in mind or call him on +44 (0)1962 735573.



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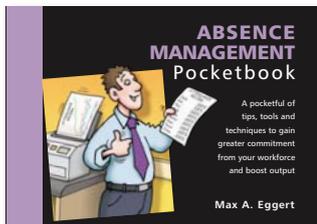
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* No longer available



Author : **Max A. Eggert**
 ISBN : **978 1 906610 02 9**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The Absence Management Pocketbook examines why people take time off and what caring, committed and professional managers can reasonably do about it.

Sixty practical suggestions for reducing absenteeism are detailed, followed by a look at the legal aspects of employment and advice on how to introduce an absence control policy. The author also looks at the costs of absenteeism (monetary and psychological) and five ways of measuring absence.

This book was previously published as *The Controlling Absenteeism Pocketbook*.



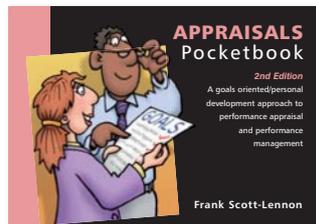
Author : **Lynne Walley**
 ISBN : **978 1 906610 88 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Central to **The Advanced Coaching Pocketbook** is SPACE, a 5-step model enabling coaches to reflect on and assess their own approach to coaching, and deepen their awareness of the coaching process. HR and OD professionals wanting to create a coaching culture will also find the tips and tools beneficial.

Each step of the model is described in a separate chapter, and for each step the author recommends appropriate tools designed to put the theory firmly into practice. Exercises and graphic devices help to embed the understanding.

SPACE was tested by practitioners across the UK and further afield. How they applied the model in practice was subsequently surveyed and their responses used to inform the model and its description in this pocketbook.

“The survey results give real insight into the different aspects of coaching”, an enthusiastic Lynne Walley declares.



Author : **Frank Scott-Lennon**
 ISBN : **978 1 903776 28 5**
 Pages : **104**
 Price : **£9.99** (Paperback or e-Book)

The Appraisals Pocketbook adopts a strongly practical approach in explaining how to set up and run an appraisal system. Using a helpful 5-stage model, the book shows how to identify the job objective and key result areas, how to set clear achievable goals, and how to structure and conduct the performance discussion.

“This Pocketbook shows how performance appraisal can be a vehicle for improving performance and enhancing the growth of individuals”, says author Scott-Lennon.

Reviewing *The Appraisals Pocketbook*, *Management Today* concluded: “This little book provides a lot of help. It challenges managers to ask themselves whether they understand what an appraisal is for, and what questions they should be asking”.

See also the *Managing Your Appraisal Pocketbook* on page 18.

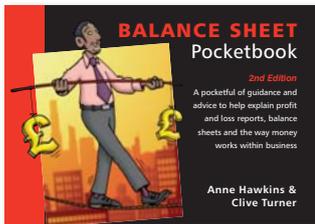


Author : **Max A. Eggert**
 ISBN : **978 1 906610 36 4**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Assertiveness is the ability to maintain the right balance between your own needs and other people's needs. It empowers those who use it.

In **The Assertiveness Pocketbook** author Max Eggert looks at the reasons for non-assertive behaviour and the differences between assertive, aggressive and passive behaviour. Packed full of good advice on how to overcome self-defeating beliefs, and deal with often-occurring problem situations. With activities to help develop assertiveness.



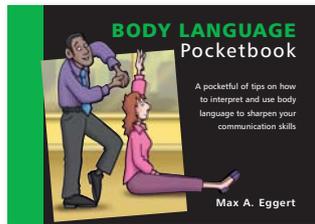


Authors : **Anne Hawkins
& Clive Turner**
 ISBN : **978 1 906610 27 2**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The **Balance Sheet Pocketbook** begins by constructing a model to show how money works within a business, i.e. where funds come from and how they are used. The structure of the balance sheet and the profit and loss reports are then examined and explained within the context of this model. Common misconceptions are frequently highlighted and financial jargon is clearly unravelled.

"If you only read one book on finance, read this!"

Director of Finance & Membership Services, RAC Motoring Services Ltd.

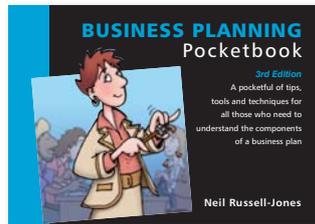


Author : **Max A. Eggert**
 ISBN : **978 1 906610 21 0**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Body language is a powerful communicator. The facial expressions we adopt, the way in which we stand or sit and how we use our hands and arms are the 'syntax' of the language. They add clarity and detail to the spoken words.

Knowledge of body language not only helps you to interpret what other people are saying and how they are thinking and feeling, it also helps you become a more effective and decisive communicator.

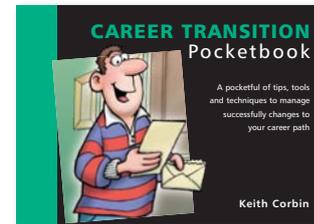
The **Body Language Pocketbook** explains how you can apply non-verbal communications techniques to build rapport, motivate and persuade people, and improve your interpersonal skills. Illustrated throughout, and with a fun quiz at the end to help recap your learning.



Author : **Neil Russell-Jones**
 ISBN : **978 1 906610 72 2**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The **Business Planning Pocketbook** explains what issues to address, how to write a business plan, what questions to ask, how much detail to include and the time-frame to adopt. In the chapter on planning theory the author identifies eight different planning styles, followed in the next chapter with a description of the seven stages of the planning process.

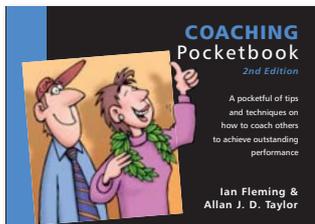
In his summary the author says: 'A plan is a statement of what you intend to achieve, how, when and with what resources'. A complex subject made simple



Author : **Keith Corbin**
 ISBN : **978 1 903776 01 8**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

A practical, easy-to-use guide for job changers and job seekers, **The Career Transition Pocketbook** begins by encouraging readers to address some fundamental questions: where am I now, where do I want to be, what skills will I require and how do I go about making the necessary changes?

Moving up the career ladder is all about self-marketing, understanding what skills and experience you have to offer and then identifying and targeting suitable employers. From preparing a CV to networking and completing application forms, this pocketbook explains how to reach that all-important interview stage. Using his PREP (Plan Research Expect and Practice) approach, the author explains how to prepare thoroughly for the interview and gives advice on negotiating the best offer.

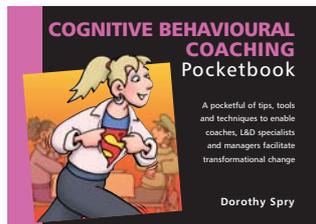


Authors : **Ian Fleming & Allan J. D. Taylor**
 ISBN : **978 1 903776 19 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Coaching is aimed at improving performance at work. This is done by turning the activities people do into learning situations, in a planned way and under guidance. **The Coaching Pocketbook** defines the coach's role and explains how coaching differs from the other 'helping skills' of advising, instructing, counselling and mentoring.

There are four key stages to coaching, namely assessing current performance levels, setting outcomes for learning, agreeing tactics/initiating action, and giving feedback. The author explains each stage and then moves on to summarise the various skills required.

Next, the opportunities for coaching and the potential pitfalls are highlighted. A checklist and a case study end the Pocketbook on a practical note.



Author : **Dorothy Spry**
 ISBN : **978 1 906610 17 3**
 Pages : **112**
 Price : **£9.99** (e-Book)

The widespread popularity of coaching in support of workplace performance, leadership development and employee engagement was heavily underscored by the findings of a CIPD (Chartered Institute of Personnel and Development) survey carried out in 2009 which revealed that 90 per cent of organisations surveyed use coaching techniques.

Cognitive Behavioural Coaching (CBC) takes coaching a stage further. It recognises that how people think affects how they feel which, in turn, influences the decisions and actions they take. Through a systematic process of questioning, CBC challenges an individual's limiting beliefs and behaviours and helps them to see and act differently.

The Cognitive Behavioural Coaching Pocketbook uses a simple 5-step model to explain in clear, practical terms how coaches, L&D staff and managers can use CBC for the benefit of both the individual and the organisation.



Author : **Seán Mistéil**
 ISBN : **978 1 906610 18 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Being an effective communicator is hard work, but it is the single most important part of a manager's role. Many of us think we are good at it – it's all those people who don't listen who are the problem!

The Communicator's Pocketbook covers the dynamics of communication, how to be effective, likely barriers, how of communication and technology at work. The book concludes with a series of checklists that will enable you to take stock of your communications skills and shortcomings and to put these into context at both an organisational level and a group or team level.



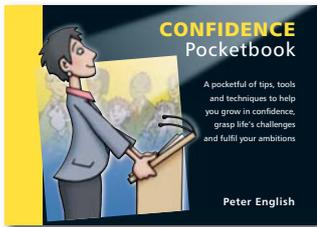
Author : **Roger Mills**
 ISBN : **978 1 903776 25 4**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Simply put, a competency describes the behaviour or actions that can be seen when a job is being done well.

Organisations use competencies to get consistency in what they do, ensure people are treated equitably, enhance communications, improve stakeholder relationships and establish high standards of quality and performance.

The Competencies Pocketbook explains how to develop a competency framework, how to assess competencies and how to reap the benefits from both the individual's and the organisation's perspective. It also describes why some competency initiatives don't work and how to make sure that yours does.

Even if your organisation doesn't have a competencies scheme, the author urges you to use competencies to improve yourself and advance your career. The final chapter describes how to do this.

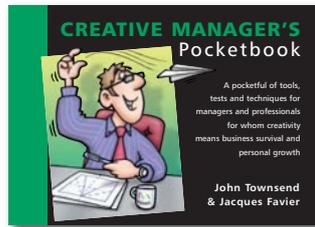


Author : **Peter English**
 ISBN : **978 1 906610 61 6**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

With confidence you can grasp opportunities, broaden your horizons and go after what you really want in life. In the workplace the advantages of believing in yourself will help in all sorts of situations: job interviews, appraisals, dealing with colleagues, meetings, handling problems and much more.

'But, I am simply not a confident person', many people will say. They are wrong! Anyone who puts their mind to it – and follows the approaches described in **The Confidence Pocketbook** – can grow in confidence and self-belief. The two key tasks are to stretch yourself by accepting challenges and to develop a growth mindset, one that sees the possibilities and doesn't view failure as a threat.

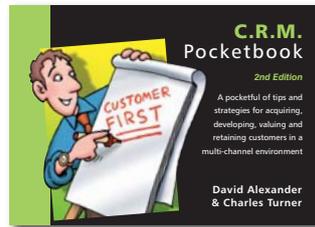
The Confidence Pocketbook sets out a range of confidence-building strategies and then pulls these together into an action plan. There is advice too on how to boost your confidence at short notice when faced with specific challenges (e.g. tackling a difficult conversation or making an important presentation).



Authors : **John Townsend & Jacques-Patrick Favier**
 ISBN : **978 1 870471 69 5**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

According to management guru Peter Drucker, 'the enterprise that does not innovate inevitably ages and declines'. **The Creative Manager's Pocketbook** is a treasure-trove of techniques, tools and triggers that will help you produce creative ideas. There are 10 ready-to-use techniques with such intriguing names as Nyaka, Merlin, Eureka and Brainfaxing. In each case the author explains what the technique is, in what way it can be used, how to apply it and what materials will be required.

Elsewhere the book looks at the different areas (e.g. product development, customer service, efficiency) that can benefit from innovation and how to 'sell' new and creative ideas. The numerous exercises, tests and quizzes will keep you involved and help you discover just how creative you are.

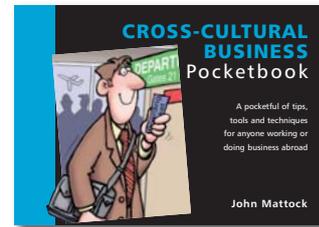


Authors : **David Alexander & Charles Turner**
 ISBN : **978 1 906610 62 3**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

An effective customer relationship management strategy can deliver a step change in customer engagement, profitability, revenue growth and sustainability. This second edition of **The CRM Pocketbook** will help managers take a more strategic approach to setting relationship management objectives and implementing practical plans in a multi-channel environment.

Consumers are becoming more empowered and turning to channels where they can access their own personal information, have more say in how that information is used, and manage how often they receive marketing materials. They have the ability to compare and analyse product and service offerings without the need for interaction with suppliers.

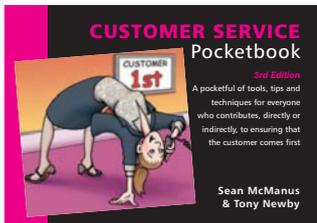
This book explains how organisations can build more effective engagement strategies that provide outstanding customer support and drive business value.



Author : **John Mattock**
 ISBN : **978 1 870471 73 2**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Cross-cultural Business Pocketbook is for anyone doing business outside his or her country, whether attending or organising a multinational conference, making a presentation to a group of managers from different countries, or being relocated abroad. Starting with a look at culture and its effects on working behaviour, the book then reviews ways of developing communication skills across the culture gap. Finally there is a section of specific material covering, amongst others, Europe, the Arab world and North America.

'For those who do business overseas, this book is a valuable insurance policy', commented *The Good Book Guide*. 'It sets out not only examples of local attitudes and thinking but a whole way of planning and executing international communication and business dealing', continued the *Guide*.

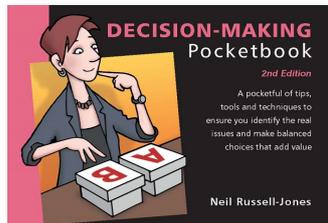


Authors : **Sean McManus & Tony Newby**
 ISBN : **978 1 906610 55 5**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Customer Service Pocketbook is for everyone who contributes, directly or indirectly, to giving the customer excellent service.

This third edition has been fully revised to reflect the challenges of responding to customer needs via a variety of different channels, including social media. The book covers why good service matters, listening skills, how to turn complaints into opportunities, effective communication methods and much more.

Setting standards, measuring customer service and mystery shopper programmes are all dealt with. Recognising and respecting internal customers is also addressed and there are case studies, checklists and an action planning section.

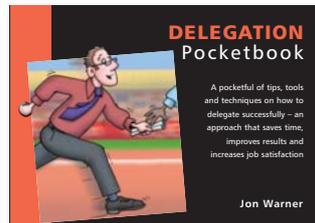


Author : **Neil Russell-Jones**
 ISBN : **978 1 910186 02 2**
 Pages : **112**
 Price : **£9.99** (e-Book)

The Decision-making Pocketbook explains how to make balanced choices that address needs and the real issues, choices that minimise risks and add value. It covers everything you need to know on the subject, from understanding the key components of a decision to a framework for decision-making with methodologies and case studies.

It also looks at the differences between individual decision-making and reaching consensus within a team. Techniques to help you analyse the risks, identify possible outcomes and make informed choices are described.

One reader remarked: 'A pragmatic approach, showing how to ensure management by design rather than chance'.

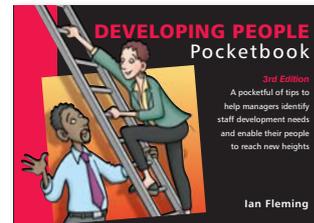


Author : **Jon Warner**
 ISBN : **978 1 903776 91 9**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Failure to delegate or failure to delegate effectively is costly – to you, your colleagues and, ultimately, your employer. There are both morale and productivity issues. It's enough to make you cry unless, that is, you adopt the 'union' approach which lies at the heart of the delegation process as described by Jon Warner in **The Delegation Pocketbook**.

To delegate effectively you need to understand your own attitude to delegation, what you can delegate and why you should do so (beware the wrong reasons!), who to delegate to, how to prepare properly and what briefing style to adopt – controlling, tentative, participative or collaborative. Warner recommends a collaborative style using the principles outlined in his book.

There is advice too on setting goals/milestones; using controls to minimise risk; how to monitor the process; warning signs to look out for and how to react; and maintaining responsibility and accountability.



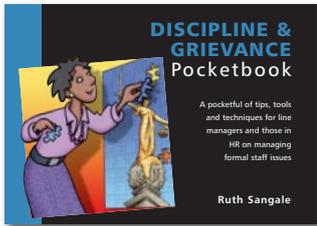
Author : **Ian Fleming**
 ISBN : **978 1 906610 73 9**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Author Ian Fleming directs **The Developing People Pocketbook** at full-time trainers and managers with staff training as part of their jobs. He deals with training needs identification, the pros and cons of different training methods, learning styles and learning blocks, finding and briefing external trainers, assessing the outcome and applying the learning.

Two of the standout endorsements for this pocketbook are: "*Very user-friendly, informative and thought provoking. A must for managers involved in training.*" and "*Brimming with common sense for a painless approach to developing others.*" Further pocketbooks by Ian Fleming deal with coaching, people management, teamworking and time management.

"As with all pocketbooks, the accent is on concise presentation of key facts"

IT Training

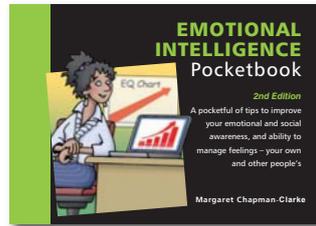


Author : **Ruth Sangale**
 ISBN : **978 1 906610 19 7**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

With the number of grievances and tribunal claims rising sharply, the cost of conflict in the workplace is increasing at an alarming rate. In the UK alone the annual cost is more than £20 billion.

Grievances and disciplinary matters are immensely disruptive and time-consuming, and most managers struggle to know how to deal with them. **The Discipline & Grievance Pocketbook** offers practical help. It stresses the importance of understanding the root causes of conflict and identifies the management practices that need to be in place in order to help prevent problems arising.

The book first looks at how staff issues can be resolved informally, through mediation, and then goes on to describe the formal procedures for both grievance and disciplinary cases before finally dealing with the dismissal process. Informative case studies bring author Ruth Sangale's advice sharply into focus.

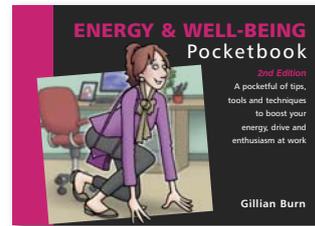


Author : **Margaret Chapman-Clarke**
 ISBN : **978 1 906610 42 5**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

A survey of managers in a leading UK supermarket chain revealed that those high on EI (emotional intelligence) experienced less stress, enjoyed better health, demonstrated higher levels of morale and performance, and reported a better quality of life. US research involving partners of a multi-national consulting firm showed that those people with higher EI competencies secured \$1.2 million more profit.

In **The Emotional Intelligence Pocketbook** author Margaret Chapman – a coaching psychologist and coach-supervisor – demystifies a complex subject that hitherto has only been covered by academic, heavyweight literature. The book takes readers through each of the five steps to attaining EI and describes how organisations can become emotionally intelligent.

Includes the Boston Intelligence Questionnaire with which readers can assess their current level of EI and identify those capabilities that require further development.

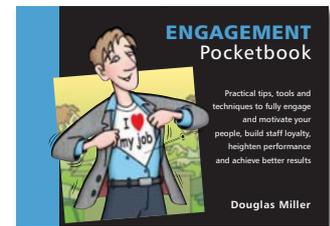


Author : **Gillian Burn**
 ISBN : **978 1 906610 74 6**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Physically exhausted? Mentally drained? **The Energy & Well-being Pocketbook** will get you in shape, show you how to work more healthily and boost your drive and enthusiasm. With a background in the health sector and a Masters degree in exercise and health services, author Gillian Burn begins by demonstrating how to carry out an energy and well-being audit to establish personal well-being goals.

What we eat and the space we work in are key to boosting energy levels. The author describes how food can stimulate the brain and relieve stress, and how plants, colour, sound and lighting can contribute to the creation of an energy-boosting work environment.

Nor should physical exercise be ignored. There is advice on poise/posture, breathing, energy-boosting breaks and a range of activities including desk exercises. Finally there are sections on work/life balance and on how to create a well-being and energy action plan.

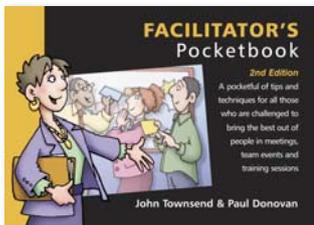


Author : **Douglas Miller**
 ISBN : **978 1 906610 89 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Fully engaged and motivated people perform better, enjoy greater job satisfaction, are more loyal and bring you - the manager, team leader - the outcomes you have targeted.

Doug Miller, author of **The Engagement Pocketbook**, has distilled decades of theory on the topic of engagement to produce the SPARC model designed to help managers on a day-to-day basis get the best out of their people. HR professionals, coaches, mentors and trainers will also find the model insightful.

SPARC comprises five elements: Self-determination (degree of individual autonomy); Purpose (role clarity); Authenticity (scope for self-expression); Reward (spiritual, emotional and financial gain); and Challenge (need for learning and development). For each element five management interventions are described, bringing the model to life and underscoring the pocketbook's practical approach.



Authors : **John Townsend & Paul Donovan**
 ISBN : **978 1 906610 08 1**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The 'facilitraining rainbow' won't lead you to a pot of gold but it will enable you to decide on the most suitable approach for your next facilitation session.

This innovative decision-making model is central to **The Facilitator's Pocketbook** – a comprehensive guide covering all stages of facilitation, from planning through to implementation.

Interpersonal skills (including attitudes and values) and session skills (including energising and problem solving) are dealt with at length.

"This book is the perfect illustration of what facilitation is about - making things easy"

Director, HR, Novartis
 Consumer Health



Author : **Mike Pezet**
 ISBN : **978 1 906610 12 8**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Lack of feedback and coaching to aid development is the third most cited reason for resignations at work. 'Netgeners' with their reliance on social networking and instant messaging have added even greater impetus to the need for performance feedback.

Feedback is integral to learning: it helps to develop skills, knowledge and confidence, and reinforces desired behaviours. It can reassure and thus reduce anxiety, and it can help people see the 'bigger picture', leading to greater alignment with organisational goals and needs.

The Feedback Pocketbook encourages managers (and trainers) to use informal, formal and generative feedback as part of their day-to-day approach to motivating, managing and developing people. It explains how to construct and deliver feedback, and demonstrates how to use the underlying dynamics (explicit and implicit) to secure feedback acceptance.

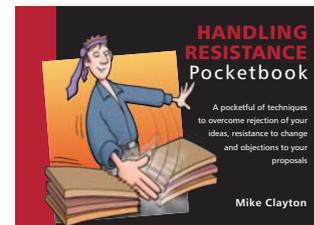


Author : **Angelena Boden**
 ISBN : **978 1 906610 56 2**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Handling Complaints Pocketbook sets out a strategy for managing customer complaints in a way that will lead to an improved customer experience and, ultimately, a more successful business. It looks at the vital role good communication plays in this, beginning by clarifying the reasons why people complain and describing the ways in which they make their feelings known.

A clear and consistent approach to dealing with customer grievances is key and this can only be achieved by developing a complaints handling policy, one that establishes the mechanisms for people to complain, how complaints are monitored, logged and analysed, who is responsible for dealing with the complaints and what procedures they must follow.

The pocketbook also explores ways to use transactional analysis techniques to defuse anger and keep conversations on track.

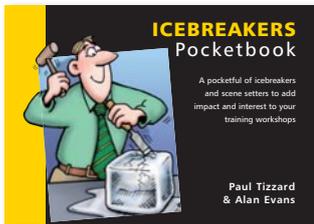


Author : **Mike Clayton**
 ISBN : **978 1 906610 23 4**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Resistance, with its unproductive cycle of challenge and conflict, frequently stifles new ideas and holds back change. **The Handling Resistance Pocketbook** looks at the reasons why people resist, how you can identify the level of their resistance and, vitally, the tactics you can adopt to handle the resistance in a positive, respectful and productive way.

To engage positively with resistance and manage it effectively you must first understand it. Author Dr Mike Clayton's innovative 'onion model' gives readers a clear and succinct insight into the different layers of resistance and for each 'layer' he suggests practical steps for tackling the issues.

There is specific advice in the contexts of change and sales, and guidance on what to do when resistance moves into conflict and game-playing.

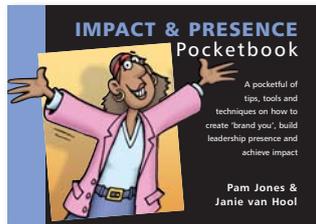


Authors : **Alan Evans & Paul Tizzard**
 ISBN : **978 1 903776 05 6**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The **Icebreakers Pocketbook** contains 40 original activities that will enable trainers to add impact to their training workshops. The activities are grouped together according to their suitability for particular areas of training – for example: assertiveness, communication, coaching & mentoring, people management, teams and trainer training.

For each activity the authors describe the aims, outcomes and relevance of the learning, and provide full user instructions along with information on timing, number of participants, materials required, necessary trainer knowledge and possible variations.

Most of the activities take between 10 and 30 minutes to complete. There are those suitable for small groups and those appropriate for any number of people.

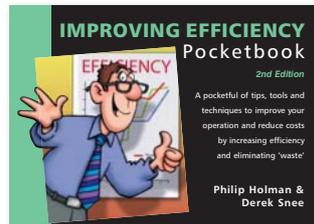


Authors : **Pam Jones & Janie van Hool**
 ISBN : **978 1 903776 18 6**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

How to develop 'brand you', create leadership presence and achieve personal impact is explained in **The Impact & Presence Pocketbook** whose authors work together in this increasingly popular field at Ashridge Management College.

Subjects covered include: self-awareness (with a questionnaire for readers to review their own impact), visualisation, creating a brand image, posture, gesture, eye contact, emotional control, dress style, creating rapport, what to do in difficult circumstances and how to create impact in different situations (e.g. meetings, interviews, presentations and one-to-one sessions).

Impact is created within the first 15 seconds of a meeting and what is said (the content) accounts for just 10% of the impact – it's how the message is delivered that creates the biggest impression.



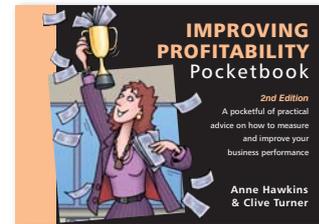
Authors : **Philip Holman & Derek Sne**
 ISBN : **978 1 903776 85 8**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

To deliver more from less (more sales, profits, etc, from fewer resources) you must understand in detail your organisation's operations or processes.

The Improving Efficiency Pocketbook challenges four areas of operations:

- The design (Why are things done in a certain way?)
- The plan (Is there a better way to meet demand?)
- The controls (Are the right things being measured?) and
- The way improvements are made (Are you involving your people, customers and suppliers?)

The book follows a 6-stage model, with each of the stages covered by a separate chapter. The consistent and systematic application of the tools and techniques contained in this Pocketbook will improve both the efficiency and effectiveness of your processes and resources.

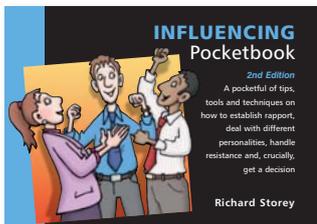


Authors : **Anne Hawkins & Clive Turner**
 ISBN : **978 1 903776 94 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Profitability, rather than profit, is the key measure of a business's performance. If you know how to measure profitability, you will be able to manage it, and understand which decisions increase it.

The Improving Profitability Pocketbook looks at the essential areas of effective use of assets (Asset Turn) and cost-efficiency (Return on Sales). It also includes detailed sections on capital expenditure appraisal, how to evaluate make/buy decisions, and how to use a profit-cost-volume model.





Author : **Richard Storey**
 ISBN : **978 1 906610 76 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Influencing skills are at the heart of all successful communication. **The Influencing Pocketbook** examines influencing styles, how to establish rapport, dealing with different personalities, handling resistance and, crucially, getting a decision. It lists five easy steps to influence, eight influencing styles, ten good reasons to build rapport and four different personality types with influencing techniques for each.

In an American Management Association survey, in answer to the question 'What is the number one need for success in business today?', the most popular answer was 'To persuade others of my value and the value of my ideas'.

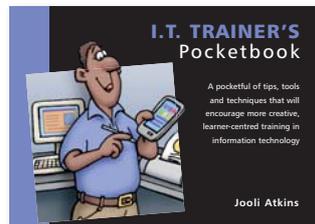


Authors : **Sean McManus & John Townsend**
 ISBN : **978 1 906610 78 4**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Your personal success as a manager depends on the quality of people you recruit, so knowing how to conduct a good interview is vitally important. It is not something that comes naturally, either, though people often start by thinking they will know the right person 'instinctively'.

The Interviewer's Pocketbook has had a major overhaul in this new third edition and now focuses exclusively on the recruitment interview. The opening chapters look in detail at the necessary skills for conducting an interview: questioning techniques, listening skills and interpretation of body language. Types of question are explored, with ways in which to use them, as well as questions to avoid asking, while a helpful example interview shows the techniques in action.

Later chapters cover preparing for and conducting the interview, including looking at job descriptions and specifications, preparing evidence questions, and evaluation of candidates.

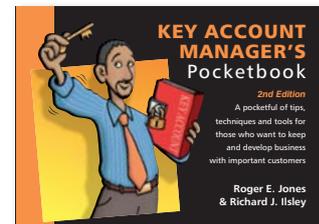


Author : **Jooli Atkins**
 ISBN : **978 1 903776 12 4**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Beginning with training needs analysis and how adults learn, including the different learning styles, **The IT Trainer's Pocketbook** then looks at the vital practical areas of preparation, including what to do when your equipment won't work or when you have too many delegates. There is also advice about how much you need to know before training others (with a formula to help you calculate).

Handling difficult participants (e.g. technophobes) and coping with delegates with vastly different skill levels are amongst the classic IT problems the author considers.

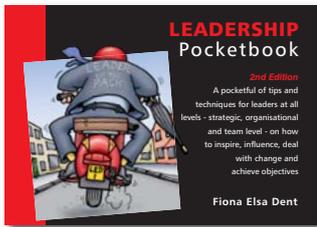
With plenty of advice on ways to set up the training room, on learner-centred training techniques and on how to introduce creativity and vitality within a potentially static environment, this pocketbook will transform your IT training.



Authors : **Roger E. Jones & Richard J. Ilsley**
 ISBN : **978 1 906610 59 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Key Account Manager's Pocketbook gives practical advice on how to keep and develop important customers, thereby maximising ongoing revenue streams, reducing sales costs, improving investment planning and increasing market knowledge. It opens by describing the key account manager's role and then goes on to describe how to rise up the so-called customer perception ladder, moving from a simple commodity supplier to developing a solid, long-term business partnership with your key customers.

The authors next explain how to develop the 'key account development plan', how to increase your influence with the decision-maker in your key account (relationship management) and how to win new business. The final chapter runs through the essential steps of key account handling. There are short exercises throughout which, if carried out, will help to reinforce the key learning points.

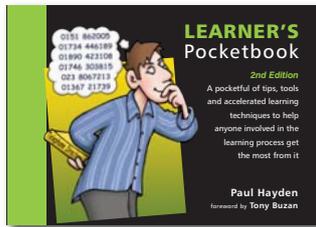


Author : **Fiona Dent**
 ISBN : **978 1 906610 46 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Written for leaders at all levels – strategic, organisational and team level – **The Leadership Pocketbook** explains how to inspire, influence, deal with change and achieve objectives. Illustrated throughout, the book adopts a practical approach, setting out the principles of leadership, the role of the leader, the skills required for effective leadership and the key challenges facing leaders in today’s business environment.

Its author, Fiona Dent, is Director of Faculty Development at Ashridge where she is also Programme Director for the Influencing Strategies and Skills Programme. She has over 20 years’ experience as a management developer.

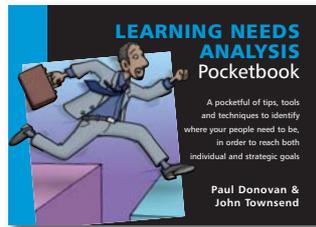
A focus of the book, described by the author as ‘perhaps the most necessary skill for any leader’, is self-awareness – to know yourself, to realise what your leadership strengths and weaknesses are and when you must continue to develop.



Author : **Paul Hayden**
 ISBN : **978 1 903776 36 0**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

‘**The Learner’s Pocketbook**’, writes Tony Buzan in his foreword, ‘is a considered and intelligent introduction to this intriguing field, and will start the ‘learner of learning’ off in the right direction’.

The book encourages individuals to take responsibility for their own learning, and explains how they can harness their brain power so as not to hinder the learning process. Can be used in preparation for any type of learning and makes ideal pre-course material. Covers brain power, learning theory, planning and committing, intelligence styles and techniques, all in the highly visual, approachable Pocketbook style. One of our customers uses this Pocketbook to support the training of new staff who have taken up their posts as a second career move and who have been away from the learning environment for some time.



Authors : **Paul Donovan & John Townsend**
 ISBN : **978 1 906610 71 5**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Ninety percent of all training is a waste of time (reveals a US investigation) either because the training is not transferred into the workplace, or the training design/delivery is poor or the participants are unable/unwilling to learn.

The Learning Needs Analysis Pocketbook will ensure that your people development solutions are tied to the organisation’s strategic plans and objectives.

- The book is divided into three sections:
1. The Six Windows: a method of looking into the organisation to identify the most pressing and results-oriented learning needs.
 2. The 10 Point Training Plan: where you can record all your notes from the learning needs investigation and plan for each training course or event.
 3. The Tool Box: to help you do a great job at every step of the process.

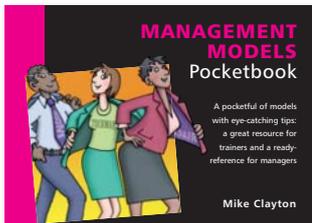
Previously published as **Training Needs Analysis**.

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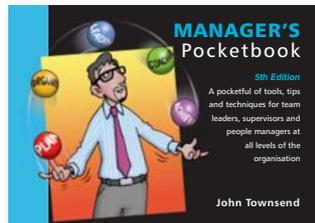


Author : **Mike Clayton**
 ISBN : **978 1 906610 03 6**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Models that explain what happened, that predict what will happen and that reveal how to get results are described in **The Management Models Pocketbook** – a practical resource for trainers, coaches and facilitators, and a ready-reference for managers.

The range of models described, 10 in total, includes John Adair's action centred leadership model, Bruce Tuckman's team development and behaviour model, Eric Berne's parent-adult-child theory of transactional analysis and John Boyd's OODA decision-making model. There are models too covering delegation, motivation and communications.

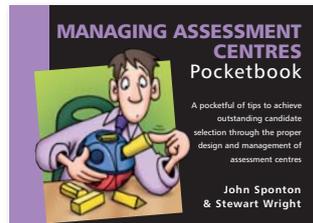
For each model described, author Mike Clayton outlines the problem that the model addresses, explains how it works (first an overview followed by a more detailed explanation) and uses examples to demonstrate how it works in practice. A diagrammatic view of each model and references to related models add to the practical approach.



Author : **John Townsend**
 ISBN : **978 1 906610 68 5**
 Pages : **96**
 Price : **£9.99** (Paperback or e-Book)

Read **The Manager's Pocketbook** and learn the **POLCA**, the five essential management skills. 'P' is for 'planning': the essentials of good planning and objective setting. 'O' is for 'organising': managing time and work, and decision-making. 'L' is for 'leading': teambuilding, leadership, motivation and communication. 'C' is for coaching/ correcting: improving results through performance management. And 'A' is for 'achieving': the action planning section, so get your pen ready!

This enlightening Pocketbook is for team leaders, supervisors and people managers of all levels.

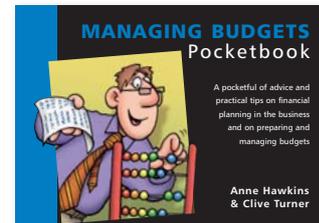


Authors : **Stewart Wright & John Sponton**
 ISBN : **978 1 906610 05 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The cost of recruiting poorly assessed workers goes well beyond the recruitment costs themselves. Subsequent training and integration costs need to be taken into account, as does the impact of reduced productivity.

Assessment centres can improve the predictability of selection processes by offering a broader range of selection methods to be used. Employer and candidate both benefit, the latter from being able to better assess the organisation.

The Managing Assessment Centres Pocketbook provides a practical insight into the complete process of planning, designing and managing an assessment centre. It includes advice on: job descriptions and person specifications; working with competencies; exercise design; observation, evaluation and rating scales; timetable and venue planning; assessor and candidate management; reviewing assessment results; and validating the overall investment.



Authors : **Anne Hawkins & Clive Turner**
 ISBN : **978 1 870471 34 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

There are two ways to control the profitability of a business: through budgeting and through knowing and understanding internal product costs. Effective strategic decisions cannot be made without fully comprehending these vital issues.

The Managing Budgets Pocketbook explains the link between these two methods of control and how they support each other. It covers the difference between revenue and capital budgets, the do's and don'ts of good practice and the importance and best methods of product costing.



Authors : **Anne Hawkins & Clive Turner**
 ISBN : **978 1 870471 33 6**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

All business decisions affect the movement of cash, one way or another, as **The Managing Cashflow Pocketbook** clearly demonstrates. It stresses the importance of proper cash management (by all managers!) and how this impacts on the running of a business.

Reconciling profit to cash, improving cashflow and managing working capital are central issues in this extensively illustrated book.



Author : **Neil Russell-Jones**
 ISBN : **978 1 906610 97 5**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Managing Change Pocketbook is for all those responsible for managing change or wishing to understand an imposed change.

Explains what change is and why it is necessary, why some change needs proactive management, the effects of change on people, how to gain commitment, how to manage change, the tools available, ways to communicate, and examples of success and failure.

Author Neil Russell-Jones is a management consultant, chartered banker, member of the Strategic Planning Society and active writer, speaker and lecturer.

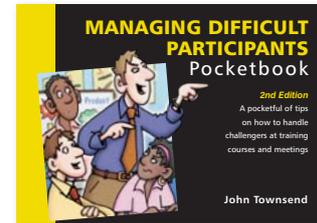


Author : **Andy Cross**
 ISBN : **978 1 903776 92 6**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

For leaders of customer service teams, **The Managing Customer Service Pocketbook** explains that the bedrock of service excellence is the 'service brand'.

The book uses a 5-stage model to describe how to create and nurture such a service brand through the recruitment, training, leadership and motivation of a customer service team. Stage one is to establish the vision or the brand values by properly understanding what it is that the customer wants above all else. This is what drives the team. Then you have to align these values with those of the team itself. This is achieved through careful recruitment, training and inspirational people management.

Further stages in the process of managing the service brand cover: coaching the team to deliver consistently brilliant service; what to do when things go wrong (top tips!); and how to create an environment in which team members have the freedom to improve.



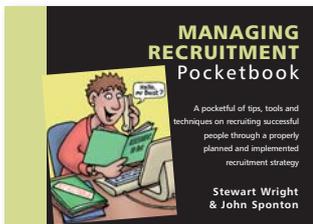
Author : **John Townsend**
 ISBN : **978 1 906610 29 6**
 Pages : **96**
 Price : **£9.99** (Paperback or e-Book)

This Pocketbook is a collection of 24 portraits of 'difficult' participants encountered on training courses and at meetings.

Meet the Trapper, the Griper, the Silent Cynic, the Whisperer and their many friends. Learn how to cope with them using such techniques as 'blockbusting', 'psychological judo', 'reframing', 'self-revelation' and 'confrontation'.

Cartoons of the characters add to the humorous approach and there are four mini case studies.



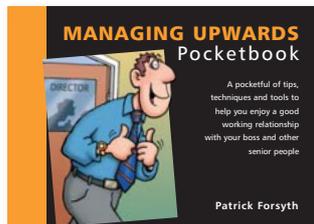


Authors : **Stewart Wright & John Sponton**
 ISBN : **978 1 903776 34 6**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The Managing Recruitment Pocketbook explains how to plan recruitment, attract the right candidates, assess CVs and application forms, get the most out of the interview, use different methods of selection and how to make the job offer.

Under 'attracting the right candidates', the pocketbook looks at advertising methods, using the internet, employing recruitment agencies and recruiting internally. Selection methods addressed include psychometric tests, personality questionnaires, assessment centres, presentations and work sample exercises. The final chapter covers how to pull all the selection information together, references, medicals, handling unsuccessful candidates and making the eventual offer.

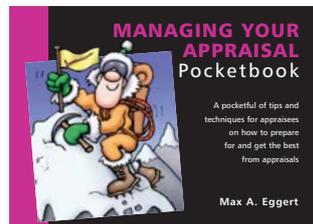
Complementing this title are *The Interviewer's Pocketbook* and *The Succeeding At Interviews Pocketbook*.



Author : **Patrick Forsyth**
 ISBN : **978 1 870471 98 5**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

How to get the best from your working relationship with your boss and other senior people is the subject of **The Managing Upwards Pocketbook**. It begins by looking at what makes a good boss and what drives the relationship – from both the subordinate's and the boss's perspective. There is advice on how to build a partnership that is constructive, straightforward, trusting and mutually beneficial. Under the heading 'working to create impact' the book deals with such matters as taking a brief, objectives and targets, using timings and deadlines to advantage, and progress reports.

Subsequent chapters detail how to communicate with senior people, how to get agreement and how to handle difficulties such as poor information flow, broken promises, the 'leave it to me' syndrome and more serious issues such as bullying and sexual harassment. Job appraisals are dealt with too.

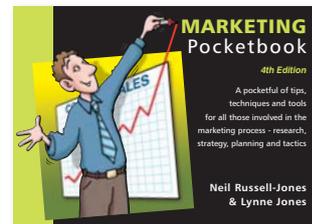
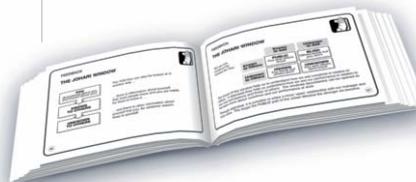


Author : **Max A. Eggert**
 ISBN : **978 1 870471 38 1**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Managing Your Appraisal Pocketbook is written from the appraisee's standpoint. It encourages people to take charge of their own career development by preparing for and properly using appraisals.

Its author is Max Eggert, a management psychologist who specialises in assisting organisations and individuals to achieve their best. He looks at the dangers and benefits of appraisals, how to prepare for them, performance measurement, feedback, the appraisal interview structure, and types of questioning.

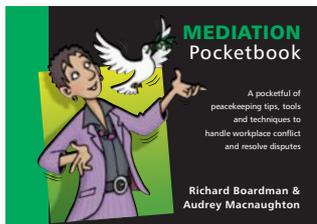
For hints and tips on setting up and running an appraisal system, see *The Appraisals Pocketbook*.



Authors : **Neil Russell-Jones & Lynne Jones**
 ISBN : **978 1 906610 63 0**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The Marketing Pocketbook is authoritative, comprehensive and – with its clear, concise, factual wording – easily accessible. **Authoritative** because it is written by experienced and highly respected professionals. **Comprehensive** because of the sheer volume of facts that this Pocketbook manages to squeeze in.

The content is structured into three parts. The first part explains the basic concepts and looks at what marketing is. The second deals with the marketing process, in other words how to go about it. The final part of the Pocketbook looks at putting the theory into practice. All the fundamentals of marketing are covered, from market research and developing a marketing strategy to planning and implementing marketing campaigns. And **accessible** because we strip away all the unnecessary padding and present nothing but the key facts.

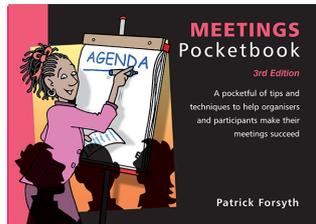


Authors : **Richard Boardman & Audrey Macnaughton**
 ISBN : **978 1 906610 66 1**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Early intervention in a dispute, before the disagreement escalates, is often the most effective form of mediation. Consequently, the line manager or supervisor responsible for those individuals at loggerheads is frequently the best person to spot a growing problem and then to intervene.

The **Mediation Pocketbook** will help such managers to understand what creates and sustains conflict and describes a step-by-step approach for dealing with it. The book sets out the skills that are required and what tools and techniques are available and how they can be deployed to achieve positive outcomes.

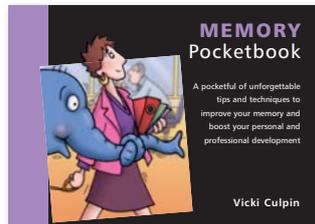
The ideas and methods featured will also be helpful to HR specialists and those people with training in the subject, for when a problem demands formal mediation procedures. Individuals facing conflict and those needing to persuade others to see their point of view will also benefit from the practical advice.



Author : **Patrick Forsyth**
 ISBN : **978 1 910186 00 8**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The **Meetings Pocketbook** reveals all the do's and don't's needed to make meetings successful. Covers advance preparation, chairing, controlling discussions, effective participation and use of minutes. Essential reading for both organisers and participants.

'Don't arrange or attend another meeting without reading it', recommended one reader. A 'straightforward reminder of the rules' said another.

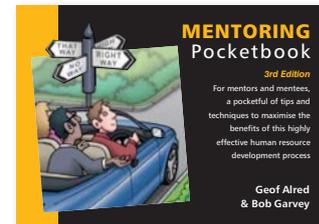


Author : **Vicki Culpin**
 ISBN : **978 1 903776 96 4**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Introducing the...um...er...oh yes, **The Memory Pocketbook!** Memory is fundamental to our very existence but how much do you know about it and how much effort, if any, do you put into improving your memory? In a business context your professional development and well-being depend upon it.

In this pocketbook Vicki Culpin looks at the structure of memory, distinguishing between sensory memory and short- and long-term memory. She describes the causes of poor memory (eg tiredness, cognitive overload and poor concentration) and the key principles for improving it (attention, effort, motivation and meaning).

Episodic and semantic memory both have a role within a business context as this book explains. Further chapters deal with forgetting (it can be a positive factor!) and the relationship between learning style (verbal, visual and kinaesthetic) and memory strategies. Don't forget to buy it!

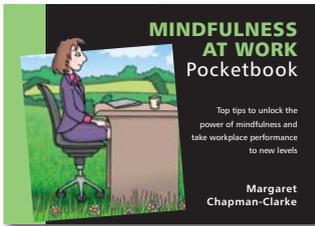


Authors : **G. Alred, R. Garvey**
 ISBN : **978 1 906610 20 3**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The **Mentoring Pocketbook**, now in its third edition, shows how to prepare to be a mentor, how to conduct mentoring sessions, how to maintain the relationship through the different stages and how to evaluate mentoring.

Before looking at the actual mentoring process, the authors deal with the uses of mentoring within organisations (particularly in the context of managing change and mission/value statements) and explain how mentoring differs from coaching, training and appraisals. The process of mentoring is explained with the aid of a 3-stage model. This can be used to assess yourself as a mentor, as a map to guide you through the process, as a review tool and as a means to develop the mentee's ability to use the model independently.

Subsequent chapters explore the mentor-mentee relationship and address key issues and questions. Although primarily aimed at the mentor, **The Mentoring Pocketbook** is also helpful to mentees.

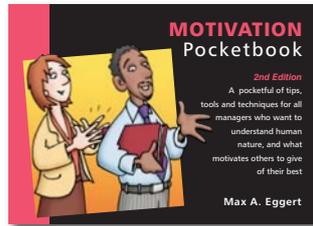


Author : **Margaret Chapman-Clarke**
 ISBN : **978 1 906610 79 1**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Mindfulness is our capacity to focus, to *really* pay attention and use our brain's resources wisely. Using an 8-step model **The Mindfulness at Work Pocketbook** will allow HR and OD practitioners, coaches and team leaders to experience it for themselves and see how they can develop and implement mindfulness-based interventions within their organisations.

The 8-step model spans an eight-week period with exercises for each stage. It begins by raising awareness of how the mind works and continues by building mindfulness skills and sharpening awareness of thought processes, especially how these can trigger stress.

Integrating mindfulness into everyday life is dealt with in the final stages. The many exercises afford plenty of opportunities for much-needed practice.

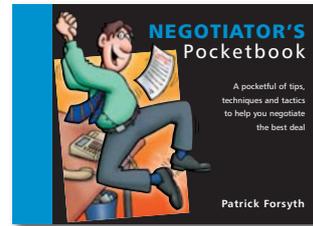


Author : **Max A. Eggert**
 ISBN : **978 1 906610 28 9**
 Pages : **104**
 Price : **£9.99** (Paperback or e-Book)

The Motivation Pocketbook examines the many different theories of motivation, drawing out the key points and offering management tips for each one.

A useful problem-identifier points the way to the best theories to use in particular situations. For example, when people complain a lot the author recommends the 'ERG Theory', and when they lack direction he puts forward the 'Goal Theory'. There is also a review of the different character and personality types and what they are most likely to find motivational.

In conclusion, the book lists nine basic rules of motivation, ten ways in which to keep yourself motivated and 100 ways in which to say 'well done'. To coin one of these expressions, 'sheer class' Max.

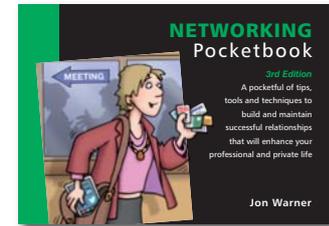


Author : **Patrick Forsyth**
 ISBN : **978 1 870471 84 8**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

This is the first of several books that Patrick Forsyth has written in the Pocketbooks Series and continues to be a firm favourite with our customers. Negotiation is a skill that you need to learn and practise; **The Negotiator's Pocketbook** will help you do both.

A quickly assimilated, comprehensive guide to the negotiation process, it covers the fundamentals of negotiation, preparation, essential techniques, managing the process and interpersonal behaviour.

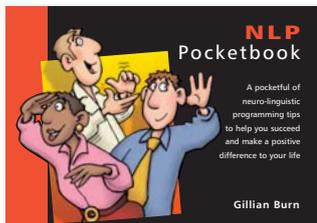
'It's the sort of thing you should keep in your car and reread in the car park just before going into a meeting', concluded one magazine reviewer.



Author : **Jon Warner**
 ISBN : **978 1 906610 83 8**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Anyone you might want to contact in the world is only 5-6 people contacts away from you, maintains Jon Warner in **The Networking Pocketbook**. He sees networking as a major social and life skill that can benefit both our working and personal life.

The Networking Pocketbook details the four basic steps that lead to effective networking relationships, the so-called **LINK**: Learning (about needs, ours and other people's); Investing (making strong contacts); Nurturing (achieving a deeper relationship); and Keeping (maintaining the momentum). As the author leads readers through these four basic steps he progressively describes the seven key competencies needed for effective networking. These competencies relate to temperament/disposition, strategic planning, organisation, nurturing, communications, socialising and persistence.

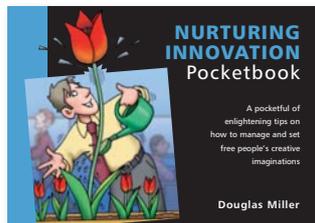


Author : **Gillian Burn**
 ISBN : **978 1 903776 31 5**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

How people think and how they respond to challenges and to other people varies from one individual to another depending on their beliefs, values, memories and past experiences. Some people respond more effectively than others. Understanding how they do this – and how you can follow their example by changing your thinking and beliefs – lies at the heart of neuro-linguistic programming (NLP).

NLP will improve the way you interact and communicate with others; it will improve your self-esteem and raise your motivation. In fact, it will impact positively on all aspects of your business and private life.

The **NLP Pocketbook** looks at the key principles of NLP and how it can make a difference to you. It describes how you are limited by your beliefs and thoughts and how you can change them for the better. There are sections on the brain, on language and on how to create your own personal resource bank.



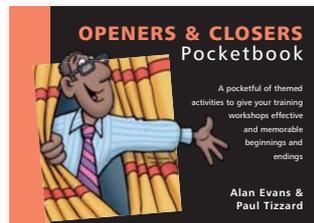
Author : **Douglas Miller**
 ISBN : **978 1 903776 98 8**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Innovation is the life-blood of all enterprises. Those that succeed recognise that all of their people are inherently creative and, by proper management, can both release and manage that creativity for the ultimate benefit of all stakeholders.

The **Nurturing Innovation Pocketbook** explains how managers can create an environment in which innovation thrives. It identifies the numerous barriers to innovation, organisational and self-imposed by individuals, and describes how through positive intervention these blocks can be cast aside.

All innovation comes with a degree of risk. To manage the process successfully, the manager must determine the required level of innovation (four are described, from incremental to transformational) and assess the associated risk.

The manager must also be supportive of his team, acting as advisor, coach, resource provider and defender when ideas don't work out. Nurture not stifle is the message!

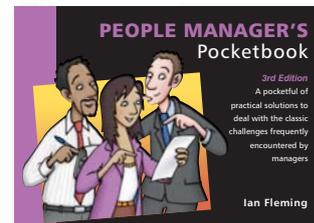


Authors : **Alan Evans & Paul Tizzard**
 ISBN : **978 1 903776 30 8**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Hot on the heels of their success with **The Icebreakers Pocketbook**, authors Paul Tizzard and Alan Evans have once again harnessed their enthusiasm and creativity to write **The Openers & Closers Pocketbook** – a collection of themed and non-themed activities to give training workshops effective and memorable beginnings and endings.

'This is a selection of short exercises and pithy stories to top and tail courses', says Tizzard. 'We've included quick icebreakers and lengthier, more involved activities, as well as short anecdotes to set the tone.'

The emphasis of **The Openers & Closers Pocketbook** is on simple activities that require the minimum amount of preparation – in the authors' words, 'grab and go' activities that will give trainers new and imaginative ways to enhance their training delivery.



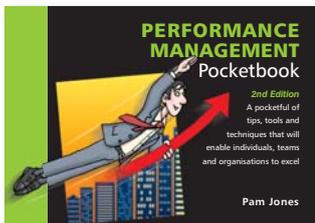
Author : **Ian Fleming**
 ISBN : **978 1 906610 77 7**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The classic challenges frequently encountered by managers and team leaders – those new to the role as well as the more experienced – are described in **The People Manager's Pocketbook**.

The author gives a snapshot of each challenge or problem area in which he describes the *situation* the manager might be facing, identifies the possible *reasons* behind the problem and puts forward a number of practical *solutions*.

The snapshots are clustered under five broad headings, each having its own chapter. The longest section looks at issues such as motivation, negotiating with team members, communication breakdowns, working with difficult individuals, resistance to change and implementing unpopular decisions.

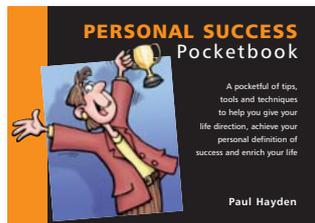
There are sections too on building teams, up-skilling team members and responding to poor performance and setbacks. The *situation/reasons/solutions* structure runs throughout.



Author : **Pam Jones**
 ISBN : **978 1 906610 53 1**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Performance management is about getting results, getting the best from people and helping them to achieve their potential. Employee engagement has an important role to play in this - it is about the emotional commitment to the organisation and its goals.

In this second edition of **The Performance Management Pocketbook** readers will find plenty of tips and techniques to enhance their performance in the following areas: leading others to achieve results; understanding the impact of their own management style; engaging and motivating others; creating high performance teams; setting clear objectives; managing performance difficulties; and coaching and delegating effectively. The book contains illustrative case studies and each chapter has a helpful review and actions section.

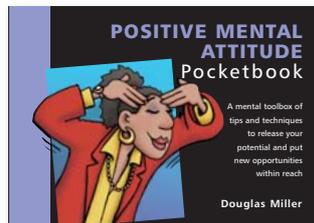


Author : **Paul Hayden**
 ISBN : **978 1 870471 72 5**
 Pages : **96**
 Price : **£9.99** (Paperback or e-Book)

According to **The Personal Success Pocketbook** the definition of success is different for each person. But, however you define it there are ways to help you achieve more of what you want from life.

Author Paul Hayden stresses the need to identify your personal motivators and drivers, and establish what your priorities are. Then you can plan your goals, and the necessary actions. The book is built around a 'Plan, Act, Review' structure, and contains questionnaires and activities to get you thinking.

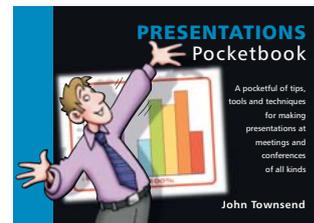
Training Journal, which gave the Pocketbook a 4-star recommendation, said in its review: 'A useful reference source with lots of ideas and encouragement for those who are intending to start (or to continue) on a path of self-development'.



Author : **Douglas Miller**
 ISBN : **978 1 903776 32 2**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

'The ability to be positive is much more than a genetic inheritance (you can't blame your parents for everything!)' Trainer, writer and resource developer Douglas Miller specialises in positive mental attitude and firmly believes that we can **learn** more positive approaches to life and work.

In this pocketbook he sets out a wide range of practical techniques, recommending that each person find the ones that work for them. 'In any situation, no matter what the circumstances, we can choose how we are going to react. We frequently choose to do little until it's too late... the tough part is to choose to act on the opportunities.'



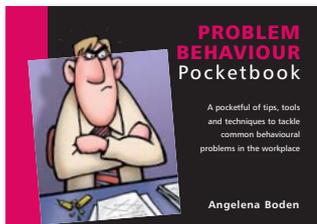
Author : **John Townsend**
 ISBN : **978 1 906610 15 9**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

'Ladies and gentleman, unaccustomed as I am ...' Be honest, we've all heard them: dull, boring, over-long and, often, embarrassing speeches and presentations.

The Presentations Pocketbook is packed full of tips and techniques for planning, structuring and delivering a polished presentation.

It is a good starting point for the inexperienced and a quickly assimilated refresher course for the more experienced. Included are sections on overcoming nerves, handling audience questions, and making the message memorable with visual, hearing and feeling (VHF) support.

Included in this new edition is the story of Max, a fictitious manager who is forced by circumstances to adopt a radically different style of presentation with unexpected consequences! An entertaining and informative parable.



Author : **Angelena Boden**
 ISBN : **978 1 870471 71 8**
 Pages : **112**
 Price : **£9.99** (e-Book)

You will buy **The Problem Behaviour Pocketbook** whether you like it or not! The bully is one of a number of bad behavioural types found in the workplace.

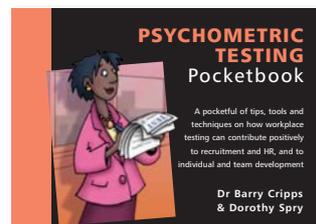
There are those that play the martyr ('I suppose I'll have to do it'), those that only see things their way (described by the author as 'Narcissists'), saboteurs who do nothing (the so-called 'passive-aggressive' types), persistent fault-finders, clams and chatters, moaners, whiners, whingers and numerous others. The author lists them all, identifies the likely causes and effects and explains how to identify and deal with the problems. Described by one book reviewer as a '20 minute eye opener'.



Authors : **Keith Posner & Mike Applegarth**
 ISBN : **978 1 903776 87 2**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The Project Management Pocketbook is a practical, step-by-step guide to managing a project through to completion. It looks at each key stage and identifies the management techniques that can be applied.

From objective-setting through to implementation, the book stresses the importance of good communication, teamworking and influencing skills. All too often, books on this subject cover the process of project management and not the people aspects. This Pocketbook addresses both.

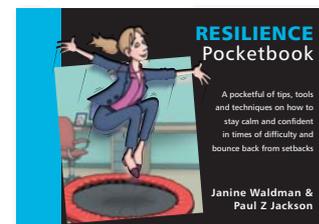


Authors : **Dr Barry Cripps & Dorothy Spry**
 ISBN : **978 1 903776 43 8**
 Pages : **128**
 Price : **£9.99** (UNAVAILABLE)

Psychometric testing helps employers to assess people, in a way which gives results that are objective, systematic, reliable and valid. **The Psychometric Testing Pocketbook** offers insight into how these tests can improve recruitment, selection, promotion and assist organisational development.

The book takes a practical approach and is aimed at the non-specialist reader. It explains the process of test selection and demonstrates, with the aid of case studies, how some of the more popular tests can be applied to achieve workplace solutions.

In better understanding the unique characteristics of its individuals, organisations are equipped to undertake a range of actions, including building effective teams, implementing change and identifying future leaders. This pocketbook not only benefits employers, but also provides employees with an understanding of what is involved in completing such tests and how the results can focus career counselling and development plans.

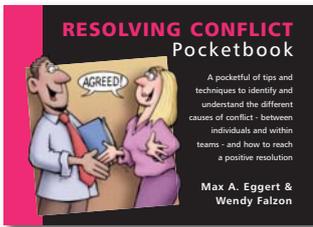


Authors : **Janine Waldman & Paul Z Jackson**
 ISBN : **978 1 906610 92 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Resilience is about an individual's readiness to meet the world in a resourceful state. It means being equipped to deal calmly and confidently with challenging circumstances while being able to bounce back or recover quickly from setbacks.

With resilience comes less stress, less stress-related illness and, ultimately, better performance. And that's good news, not just for the person concerned but for the organisation as a whole.

The Resilience Pocketbook is packed with coping strategies, tools and tips to show people how to draw out, strengthen and put into practice their inbuilt resources. A questionnaire is included which will identify strengths and weaknesses, and there is a section too on building resilience within teams – invaluable advice for team leaders, HR/OD practitioners and trainers.

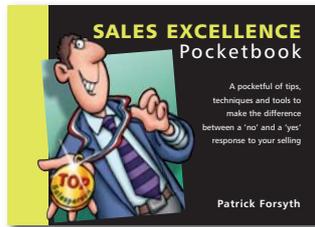


Authors : **Max A. Eggert & Wendy Falzon**
 ISBN : **978 1 903776 06 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Resolving Conflict Pocketbook explains what conflict is and what causes it, how to recognise signs of conflict, how people react to it, how to develop strategies for dealing with it, how to resolve difficulties and how to deal with bullying and harassment.

Author Max Eggert admits that there is no magic formula for resolving conflict. However, he puts forward a process that identifies where you are in the conflict cycle, what to expect next and what you should be working towards. In looking at conflict within the context of personality, Eggert draws on the seminal work of Myers Briggs.

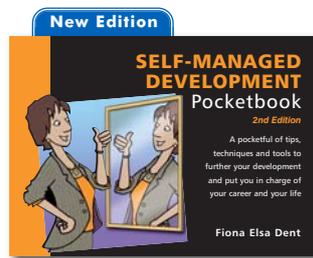
Conflict and third party intervention (mediation and arbitration) is another area dealt with, as is team conflict and conflict between different elements of an organisation (departments, operational functions, etc).



Author : **Patrick Forsyth**
 ISBN : **978 1 870471 57 2**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Key techniques to help maximise the effectiveness of your next sales meeting. **The Sales Excellence Pocketbook** explains how to make the right initial impression, how to discover customer needs, how to present the best possible case and, crucially, how to close successfully. Also gives tips and techniques on how to prepare for the sales meeting and how to follow-up effectively.

The Journal of International Selling and Sales Management said of the book: 'A very practical guide to adapting the sales approach to specific customer needs. This Pocketbook could be regularly used with advantage by anyone engaged in selling'.

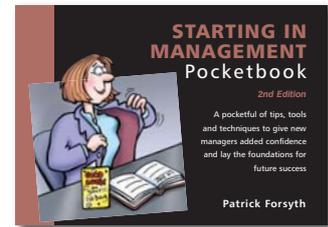


Author : **Fiona Dent**
 ISBN : **978 1 906610 94 4**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Self-managed Development Pocketbook gives an overview of the increasingly important process of self-managed development (SMD), in which individuals take responsibility for, and control of, their own development.

The book looks at the reasons why SMD is growing in popularity and how it fits into the other organisational processes. Attention is then turned to the individual's role: raising self-awareness (using techniques such as skills audits, performance reviews and SWOT), reviewing self-perceptions (to increase awareness of new possibilities) and, finally, action planning (setting objectives and measuring commitment and motivation).

Apart from being of value to individuals seeking to develop new skills and capabilities, the Self-managed Development Pocketbook will also give HR professionals a clear understanding of SMD and how it fits within their strategic plans.

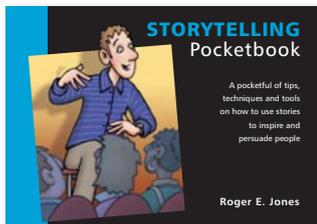


Author : **Patrick Forsyth**
 ISBN : **978 1 903776 83 4**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

There is only one opportunity to make a good start and this Pocketbook will help new managers do just that. Central to **The Starting in Management Pocketbook** are team skills – creating staff loyalty and commitment, building working relationships that are constructive and creative, and forging teams that are successful.

The author begins by defining management, identifying the skills required and highlighting the different styles of management. The importance of reconnaissance and preparation prior to taking up the post is then dealt with before spotlighting the key issues facing managers on day one in the new job.

"A wardrobe-size subject brilliantly condensed into a pocket-size book"
 Learning & Development Manager, Ernst & Young

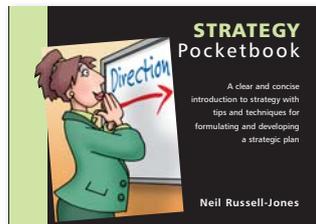


Author : **Roger E. Jones**
 ISBN : **978 1 906610 40 1**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

People in business are conditioned to believe they must communicate in a rational, objective and logical manner, without emotion, if their point is to be accepted. The reality is, however, that stories engage both hearts and minds and are the most effective means to engage and persuade.

The Storytelling Pocketbook shows readers how to use stories to get their ideas across and make a deeper connection with their audience.

With practical exercises throughout, the book shows you how to create your own story frameworks, and explores the different settings in which you might use them, eg to ignite organisational change, to transfer knowledge, to build brands, to develop people.

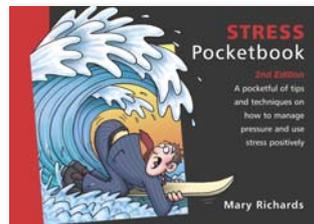


Author : **Neil Russell-Jones**
 ISBN : **978 1 903776 13 1**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Strategy Pocketbook introduces strategy in clear and concise terms. It sets out the basics, explaining the language of strategists, the factors that shape and drive strategy, the key steps that will lead to the setting and development of a strategy, and the strategic tools that will be needed along the way.

Author Neil Russell-Jones MBA, chartered banker and member of the Strategic Planning Society, guides readers through the strategic planning process. His step-by-step approach begins with primary analysis (of the business, its competition and markets) and then secondary analysis (of what the business is offering and what this implies). Planning is the penultimate step, followed by implementation.

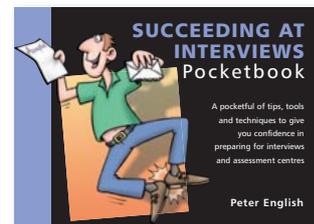
Numerous analysis tools are used by strategists, including SWOT, PEST, scenario, core competency and critical success factor to name but a few. Russell-Jones, aided by clear graphics, describes the more important tools.



Author : **Mary Richards**
 ISBN : **978 1 906610 09 8**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Learning to manage stress at work benefits both the individual and the organisation. **The Stress Pocketbook** is full of practical advice on ways to manage your own stress, and how to help others. Emphasis is on what to do rather than on theory.

The book was voted 'best of its kind' by the *Management Today* journal in a review of similar publications. It commented: 'A user-friendly guide to stress management. The simple, quick-fire descriptions of common workplace situations are useful. Well worth keeping handy'. *Stress News* said of the Pocketbook: 'Although small, it manages to pack a tremendous amount of useful information and tips into its seven sections. A really useful adjunct to any stress management or stress counselling programme. As it costs so little it could be included in the price of the course or sessions'.

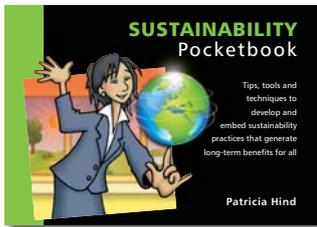


Author : **Peter English**
 ISBN : **978 1 903776 07 0**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Succeeding at Interviews Pocketbook will boost your confidence in preparing for and attending job selection interviews (internal and external) and assessment centres. It explains the importance of good preparation, what research to carry out and how to anticipate what those advertising the post are looking for. The importance of rehearsals and visualisation is also stressed.

Deep breath...now for the interview! There is advice on how to enter the room, how to answer questions, what questions to ask and how to create a positive impression.

Employers are increasingly relying on assessment centres to meet their recruitment needs. Such centres use a range of tools to test applicants' suitability, including psychometric tests, role play and group exercises. Each different type of test is described and there is advice on how to prepare for and successfully undertake them.

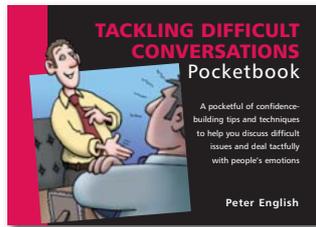


Author : **Patricia Hind**
 ISBN : **978 1 906610 52 4**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Managing sustainability is becoming critical to business success – to meeting customer and stakeholder expectations. **The Sustainability Pocketbook** is for managers who want to get involved in this area but are not sure where to start or what they can realistically do. You may not have direct responsibility for environmental issues within your job, but you can make a difference.

Starting by defining and demystifying the topic, the book sets out a model for sustainability within six main areas of activity (environment, workplace, supply chain, marketplace, stakeholders and community). Full of useful frameworks and relevant topical cases from around the world, it encourages you to challenge current thinking and practices in order to create and deliver an action plan.

If you want to find practical tips to help you embed sustainability into your everyday work, this is the place to start.



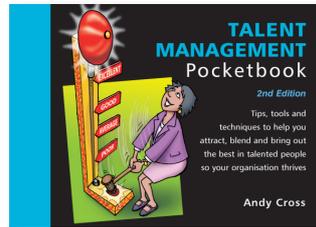
Author : **Peter English**
 ISBN : **978 1 906610 04 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

At some stage or other we all have to deal with difficult conversations. It may be to express dissatisfaction with our own treatment or give feedback on someone's poor performance. You may have to make clear a tough decision or deny a request. Saying 'no' is not easy.

The Tackling Difficult Conversations Pocketbook will help build your confidence, reduce your anxiety and equip you with the skills to steer emotionally-fuelled conversations towards a successful outcome.

You will learn how to communicate with authority, clarity and persuasiveness, and – through active listening, mirroring body language and other techniques – how to empathize with the other person and how to interpret what they are saying, feeling and thinking.

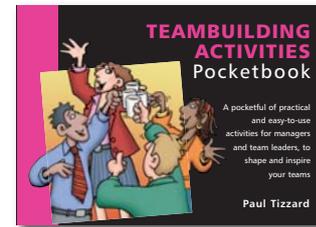
Being clear about the outcome you desire and recognising your own responses to conflict (and managing these constructively) will be crucial to your preparations.



Author : **Andy Cross**
 ISBN : **978 1 906610 96 8**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

How to find, keep and get the best from the people who can make an enterprise thrive is the subject of **The Talent Management Pocketbook**. It features checklists and self-assessment tools to gauge current talent management strategy and pinpoint where improvements can be made. Included too are examples of outstanding talent management practices.

How do you judge with confidence that someone will succeed in a bigger role? The 'potential profiler' can help you identify potential talent. It is one of several helpful models described. Blending talent in order to build talented teams is another focus of this illustrated pocketbook. It deals with its subject in clear, concise terms with the emphasis on providing practical solutions. It has been written for trainers, HR and recruitment professionals, and for line managers with responsibility for retaining and developing talented team members.



Author : **Paul Tizzard**
 ISBN : **978 1 903776 42 1**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Building teams that are united, motivated and productive is the aim of this collection of practical, easy-to-use activities. They are for use by managers at team meetings and briefings, and for trainers running teambuilding workshops.

The activities in **The Teambuilding Activities Pocketbook** are grouped according to their suitability for different stages of team development. From new teams to established teams there is a range of applicable activities to choose from. There are those too that address specific team issues.

To help readers identify which activities they need to draw on, there is a questionnaire that will identify at what stage their own team has reached. Also dealt with in the book are facilitation, presentation and coaching skills.



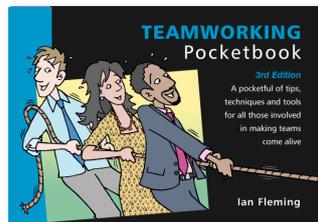
Author : **Erik de Haan**
 ISBN : **978 1 906610 90 6**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

Many if not most teams in the modern workplace fall well short of harnessing their collective capability, maintains Erik de Haan, resulting in loss of performance and poor results.

For the author of **The Team Coaching Pocketbook** and director of the Ashridge Centre for Coaching, this is a depressing thought yet he's quick to point out that poor performance is readily managed if team members are minded to reflect intelligently on how they operate and have the skills to do so.

"This is where team coaching can be beneficial", says de Haan. "It helps teams think through what they are doing and why, how they can integrate individual skill sets and how they can innovate."

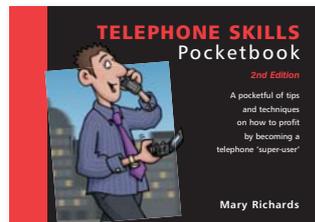
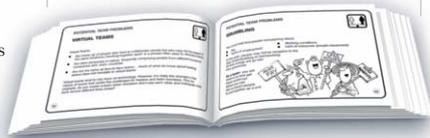
Written by an expert in his field, this is a practical, insightful guide to team coaching which will benefit both coaching specialists and team leaders.



Author : **Ian Fleming**
 ISBN : **978 1 906610 98 2**
 Pages : **96**
 Price : **£9.99** (Paperback or e-Book)

The Teamworking Pocketbook focuses on how to maximise team performance. Looks at the differences between groups and teams and between teambuilding and teamworking, the types of problems preventing teams from being effective, and offers plenty of practical advice for countering such difficulties. Leadership, conflict management and understanding group behaviour are among the many subjects covered in this 'hands-on' guide.

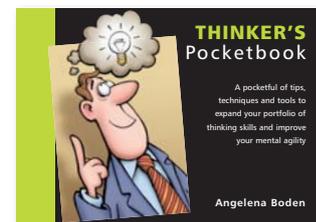
Wrote *Business Executive* magazine: "While much has been written about building teams in an attempt to get people to start working together, less has been said about what happens next during the performing or teamworking stage. Fleming helps redress the imbalance".



Author : **Mary Richards**
 ISBN : **978 1 903776 84 1**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Telephone Skills Pocketbook covers every aspect of using the telephone to improve business performance. It highlights the importance of good communications skills, the need to build rapport, favourite bad habits and how to avoid them, how to take control of a call, how to keep customers happy, and more.

There are separate chapters on receiving and making calls. The former includes 10 easy ways to give your caller a bad experience and 10 easy ways to give your caller a good experience. The latter explains how to get through to people and get the information you need, as well as how to complain and negotiate on the 'phone. In conclusion, the author sets out the rules for becoming a telephone 'super-user' and for fulfilling the super-user's oath: 'I will be in charge and make the 'phone work for me; I will seek out time-eaters and destroy them; I will use super-user-control techniques at all times'.

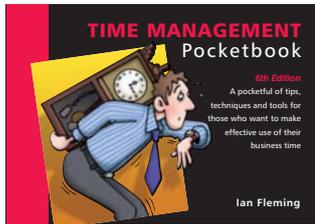


Author : **Angelena Boden**
 ISBN : **978 1 870471 52 7**
 Pages : **96**
 Price : **£9.99** (Paperback or e-Book)

We have over 50,000 thoughts a day. We accept, question, challenge or discard them. Some tumble around in confusion, become exaggerated and irrational, causing anxiety and mental paralysis. Thinking is healthy but it needs to be managed and channelled constructively.

The Thinker's Pocketbook examines the many different ways of thinking: positive, dissatisfied, creative, lateral, logical, bottom-line, over-thinking and non-thinking, intuitive and magical thinking. There are exercises and examples – all designed to help you improve your mental flexibility.





Author : **Ian Fleming**
 ISBN : **978 1 906610 37 1**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The **Time Management Pocketbook** is one of our most popular titles, now in its 6th edition. Effective use of time is not just about using your diary better; it calls for many management skills. The author looks at these skills within the context of a time management model.

The model breaks down the process of managing time into the headings: managing what you do, managing where you work, managing communications, managing to work with others and managing every day.

Skills covered include: objective setting, decision-making, problem-solving, creativity, assertiveness, listening, questioning, reading, writing, and handling paperwork and phone calls.

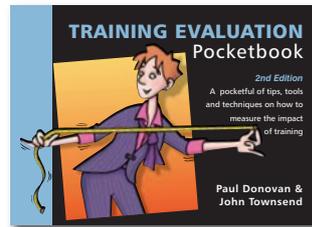


Author : **John Townsend**
 ISBN : **978 1 906610 54 8**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

The **Trainer's Pocketbook** – the title that launched Management Pocketbooks and with worldwide sales exceeding 100,000 copies! – has been fully updated and is now available in its 11th edition.

This best-seller takes a succinct, practical approach to all aspects of structuring and delivering a training course or workshop. It covers learning theory, learning environment, techniques for opening and closing the session, the right equipment and how to use it, preparation, delivery and group activities.

Author John Townsend writes: "This new edition has been totally revised in light of the advances in training technology, especially in the audio-visual field, but retains all the still-valid classics that have made it a favourite with trainers all over the world for so many years. And in comes lots of fun interactive stuff you can do on the web in front of the class – dreams come true for veteran trainers like me!"



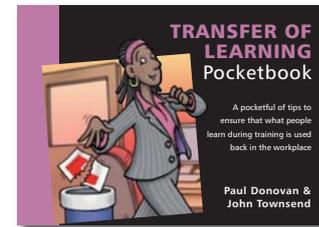
Authors : **Paul Donovan & John Townsend**
 ISBN : **978 1 906610 69 2**
 Pages : **96**
 Price : **£9.99** (Paperback or e-Book)

How successful is your training? What impact has it made? The **Training Evaluation Pocketbook** explains – succinctly, visually and with abundant informative examples – how to measure your training results.

Authors Paul Donovan and John Townsend have, following their successful collaboration on The Facilitator's Pocketbook, teamed up once again to produce another pocketbook classic.

In order to 'demystify' the process of evaluating training events, the pocketbook identifies nine possible outcomes to measure: reaction to training, satisfaction with the way training was organised, knowledge acquisition, skills improvement, attitude shift, behaviour change, organisational results, return on investment and psychological capital.

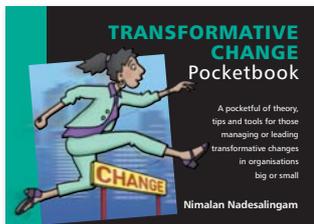
See also the Learning Needs Analysis Pocketbook on page 15.



Authors : **Paul Donovan & John Townsend**
 ISBN : **978 1 906610 32 6**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Transfer of learning is the application, back at work, of knowledge, skills and attitudes obtained in learning situations. The amount of learning that is transferred back to the job after a training event is the key measure of the success of that training. There is, after all, no point carrying out the training if nothing changes as a result of it. But the transfer doesn't only depend on how good the training is. A number of key factors have to be in place.

In **The Transfer of Learning Pocketbook**, authors Dr Paul Donovan and John Townsend identify 17 factors that determine whether or not new learning will be transferred and used to improve job performance. After extensive research within the HR community, the factors were identified and then prioritised according to their impact on return on training investment. The book sets out each of the 17 factors in turn before giving the reader 70 specific action tips, grouped into five sections that follow the five stages of the training process.

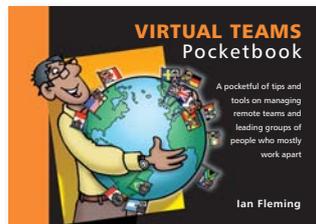


Author : **Nimalan Nadesalingam**
 ISBN : **978 1 906610 75 3**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The necessity to deal with change has never been greater. Organisational survival depends upon it. Yet, far more than half of all change projects fail.

The Transformative Change Pocketbook equips managers and leaders with the essentials to deliver organisational change and transformation, either working alone or through aligning a team of individual experts to work productively together.

The book is structured around a model, 'the 7 C's of Change', that examines in detail the steps to be taken in each of the key stages of a change journey. Clarifying and Co-ordinating the change programme come first, followed by building Capability, gaining Commitment and creating Change Champions. Communicating the change and Cementing it (making it stick) complete the journey. Teams working on a change project may find they have to address the stages in the order of their own priority and there are self-diagnostic tools to help in assessing this priority and evaluating progress against each of the '7 C's'.

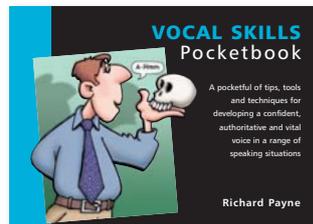


Author : **Ian Fleming**
 ISBN : **978 1 903776 41 4**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

To be competitive businesses are increasingly going further afield for their talent and skills – drawing together teams of people with the best mix of experience and abilities, regardless of their location. This has given rise to the concept of the virtual team, a network of individuals who have a common goal yet rarely if ever meet.

The Virtual Teams Pocketbook looks at the skills needed to lead a virtual team, at the required style of leadership, at the team selection process, at the cultural issues that may arise and at the process of developing trust and building a productive and cohesive unit.

Without the recent strides forward in communications technology virtual teamworking would not be effective or, even, possible. This pocketbook looks at the options available and gives advice on selecting the most appropriate method and how to use it to its full potential.



Author : **Richard Payne**
 ISBN : **978 1 903776 17 9**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

The Vocal Skills Pocketbook explains how to develop a confident, authoritative and vital voice in a range of speaking situations, formal and informal. It will enable individuals to analyse their speaking voices and establish what aspects to improve.

The advice and information are relevant not just to public speaking events but also to numerous other situations such as interviews, meetings and speaking on the telephone. The pocketbook is aimed at end-users and at trainers who deliver courses on general communications and/or presentation skills.

Breathing control, projection, use of emphasis, speech rate, vocal care and maintenance, vowel formation, fluency, pauses, clarity, dialect, inflection, releasing the voice and numerous other topics are covered in the book. Its author, Richard Payne, is a voice coach and management trainer.



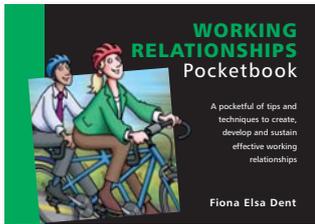
Authors : **Stella Collins & Andy Lancaster**
 ISBN : **978 1 906610 80 7**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

Engaging your audience and holding their attention is the principal focus of **The Webinars Pocketbook**. It will show you how to design, set-up and deliver internet-based meetings, presentations and training workshops that harness technology for maximum impact and effectiveness.

The pocketbook begins by describing the different webinar tools available and how and when they can be employed to your advantage.

It then goes on to explain how you need to adapt your communication style and method of delivery to suit the virtual environment, including making good use of attractive visuals to support your message.

An explanation of how to gain participant buy-in, several case studies, a troubleshooting section (problems and solutions) and the authors' top 21 tips for successful webinars end the pocketbook on a practical note. Virtually the best advice there is!

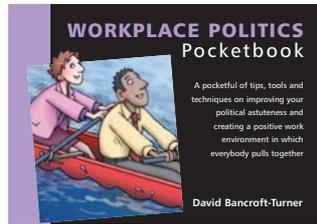


Author : **Fiona Elsa Dent**
 ISBN : **978 1 903776 97 1**
 Pages : **128**
 Price : **£9.99** (Paperback or e-Book)

As the director of the Creating Working Relationships Programme at Ashridge, one of Europe's top business schools, Fiona Dent knows how important it is for individuals to work together effectively. 'Whatever your level in the organisation', she says, 'much of your success will depend on how you interact with those around you.'

The Working Relationships Pocketbook identifies the key features that make a relationship work (eg openness and honesty, empathy, respect and trust) and those that don't (eg jealousy, arrogance, conflict of interest and misunderstanding).

The book explains the stages of creating, building and sustaining relationships. It helps readers recognise their own approaches to relationships, thereby enabling them to understand the differences in other people's approaches and modify their own behaviour accordingly. This modification, combined with good interpersonal and communication skills, lies at the heart of relationship-building.

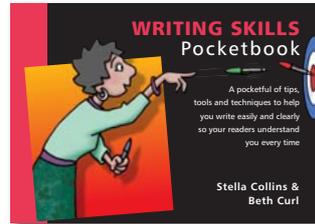


Author : **David Bancroft-Turner**
 ISBN : **978 1 903776 90 2**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

It's the number one cause of stress and its adverse effects cost the economy billions. Workplace politics has had press, with the vast majority of people linking it to behaviour without integrity.

But, according to David Bancroft-Turner – managing director of the Academy for political intelligence and one of the UK's leading authorities on organisational politics – it is possible for individuals to develop and apply a set of skills and behaviours that will counter the negative effects of workplace politics and create a positive work environment for the benefit of all concerned.

His **Workplace Politics Pocketbook** explains how this is done. He identifies the four main types of political 'animal' – the clever fox, the wise owl, the innocent sheep and the determined mule – describing their behaviour patterns and explaining how to develop the essential skills of political astuteness.



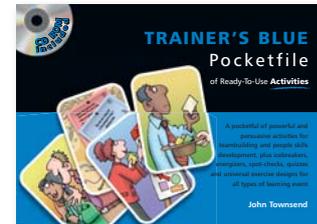
Authors : **Stella Collins & Beth Curl**
 ISBN : **978 1 906610 45 6**
 Pages : **112**
 Price : **£9.99** (Paperback or e-Book)

How do you ensure that what you write gets read, understood and acted upon? **The Writing Skills Pocketbook** describes a 3-phase approach to planning, preparing and polishing written communications for the modern business world.

Central to the planning phase is a clear understanding of why you are writing and who you are writing for. The book guides you through the planning process and shows you how to test your approach.

The second phase, preparation, demonstrates how to write clear, concise and compelling texts using the authors' eight golden rules. There is advice too on how to present and illustrate your written material to best effect, including the most commonly asked questions on punctuation.

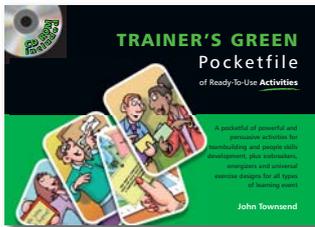
Don't be too hasty to send your letter, email or report. Take time to check it thoroughly using the book's '11-point critiquing checklist' and 'top tips for proof-reading'. This is the final, polishing phase.



Author : **John Townsend**
 ISBN : **978 1 903776 37 7**
 Pages : **112**
 Price : **£59.99** (e-Book)

It's night-time. Small groups of men and women are dropped in the American Wild West. Maps, clue cards and a backpack of survival rations are issued to the teams. Their task is to reach the remote town of Sparroweye by a specific date.

En route to their destination the teams will learn important planning and teamworking skills. Westrek, as the activity is called, is central to the **Trainer's Blue Pocketfile** of Ready-to-use Activities, an innovative collection of icebreakers/energizers, tests/quizzes, universal exercise designs, teambuilding activities and spot-checks (to measure and evaluate the learning!)



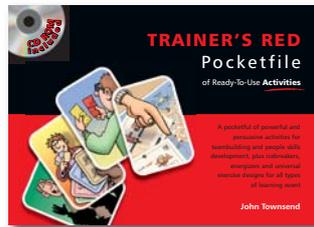
Author : **John Townsend**
 ISBN : **978 1 903776 38 4**
 Pages : **128**
 Price : **£59.99**



A 200,000 tonne supertanker must thread its way through narrow fjords to reach its final berth. There are several alternative routes, some more hazardous than others. Which team can steer the ship to safety?

This activity teaches the six essential steps of planning and demonstrates the need for co-operation, sharing and synergy in a team. It is one of the activities in the **Trainer's Green Pocketfile** of Ready-to-use Activities which trainers, HR managers and team leaders can use for teambuilding and people skills development.

Complete with a CD ROM, from which to print out participant handouts (maps, clue cards, instruction sheets), the Trainer's Green Pocketfile also includes icebreakers, energizers, universal exercise designs and activities for leadership/planning (Murphy), consensus-seeking (Road Names) and meeting simulation (Monday Meeting).



Author : **John Townsend**
 ISBN : **978 1 903776 39 1**
 Pages : **128**
 Price : **£59.99 (UNAVAILABLE)**

Somewhere in Europe several centuries ago an army of Viking warriors led by King Thorskind landed their longships in foreign waters and a bloody battle ensued. When and where did the battle take place? Finding the answers to these questions is the challenge facing participants engaged in Viking Attack!, one of the intriguing activities in the **Trainer's Red Pocketfile** of Ready-to-use Activities.

In searching for the answers to Viking Attack! participants will learn how to elect a leader, set objectives, organise and delegate tasks. A map, instruction sheet and 32 clue cards – printed from the Pocketfile's accompanying CD ROM – will help teams reach their objectives.

Viking Attack! is just one of several teambuilding and people skills development activities contained in the Trainer's Red Pocketfile. There are also icebreakers, energizers and universal exercise designs.



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