

Her report  
is poor. What's  
my response?

I need to  
delegate more.  
How?

Team morale  
is low. What's  
the answer?

He's late  
again. What  
do I say?

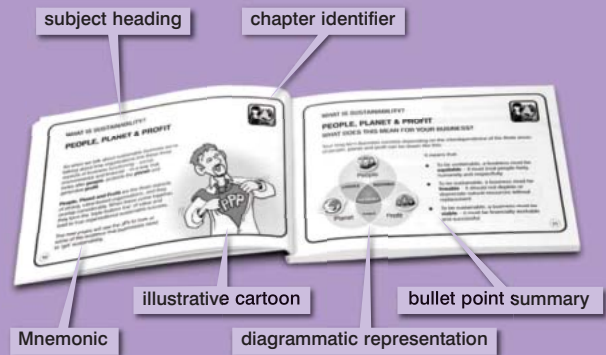
Change is  
coming. How do  
I manage it?



**PocketLibrary**

Digital learning resources  
to support performance





## Upload Pocketbooks to your LMS or intranet

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 your LMS or staff intranet.

The **PocketLibrary** is our digital collection of Pocketbooks – illustrated guides to essential workplace skills – which you can upload to your system on licence for an annual fee. Customers love Pocketbooks for their concise, jargon-free and practical approach.

## Pocketbooks accelerate learning

Packed with tips, tools and techniques, Pocketbooks provide the knowledge, skills and behaviours which are essential to improving performance, both individually and organisationally.

They are written using accelerated learning principles to maximise memory retention and recall. It's fun to learn with Pocketbooks and new skills are quickly transferred back to the workplace.

Unsure which topics to select? Request a copy of the **PocketGuide** in which we've mapped available Pocketbooks to 35 core leadership competencies.



## An eLibrary package tailored to your needs

There are around 100 Pocketbooks to choose from. Include all of them in your eLibrary package or just those that best meet your L&D objectives. The choice is yours. The number of Pocketbooks you choose and the number of people you plan to make the resources available to determine the annual licence fee.

With your choices made and the agreement signed (don't worry, it's just one page long) we'll despatch your PocketLibrary files. It's that simple and quick to do!

All of our ePocketbooks are print enabled and over half of them feature colour illustrations and reader-friendly clickable links. Each chapter and every page can be instantly accessed via a single click on the sidebar. Accelerated learning just got even faster!

## Who uses the PocketLibrary?

Current subscribers to the **PocketLibrary** come from both the public and private sectors. Financial services, transport, healthcare, education, local government, utilities, telecoms., retail, leisure and other sectors are all represented. You'll be familiar with many of the names.





Brand  
your  
Pocketbooks

## Free support pack

To help you promote the **PocketLibrary** to your target audience and to give it visibility on your LMS or intranet we supply a range of support materials:

- A front cover image for each Pocketbook in your collection
- A set of book descriptions, ready to copy and paste
- Promotional literature – customise, laser print and circulate
- Web banner adverts – add to email footers and other documents
- Copyright-free cartoons to draw attention and create impact

## Quizzes consolidate the learning

Your free support pack also includes, for selected Pocketbooks, multiple-choice questionnaires enabling users to test their knowledge. More than 30 of these quizzes are available across the Pocketbook list as a whole.

## Branding

Branding is an optional extra. A popular approach is to insert into the front of each chosen Pocketbook a welcome page carrying your logo and a message reinforcing your approach to workplace learning. Other branding options are also available. There is a one-off charge for doing this work.

## Your next step

For a no-obligation quotation please email Adrian ([adrian@pocketbook.co.uk](mailto:adrian@pocketbook.co.uk)) with the number of library users you are considering and he will provide pricing options.

Alternatively, give him a call: **+44 (0)1962 735573**.

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## Paperbacks and eBooks

As well as licensing Pocketbooks you can also purchase them outright, either as eBooks or, for selected titles, as paperbacks. The formats available are indicated beneath the Pocketbook covers illustrated on the following pages. The eBooks can be purchased and downloaded at [www.pocketbook.co.uk](http://www.pocketbook.co.uk). Before doing so, please first read the 'step-by-step' instructions and FAQs found on the website under 'About the eBooks'.

Please note, eBooks are for individual use only; they cannot be uploaded to an LMS or intranet. For that you need a multi-user licence.

The following eBooks can also be purchased through retailers including Kobo, Amazon's Kindle Store and Apple's iBookstore:

### Assertiveness

### Coaching

### Emotional Intelligence

### Facilitator's

### Leadership

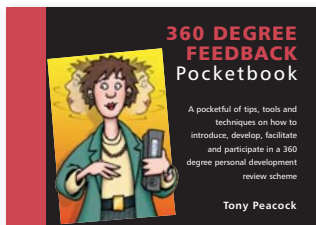
### Mentoring

### Performance Management

### Project Management

### Trainer's



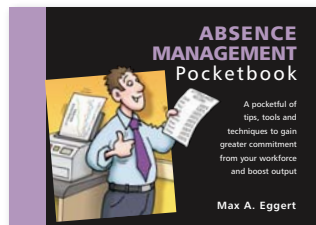


Author : **Tony Peacock**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

360 degree feedback is one of the most powerful experiences a person can have in the workplace, according to Tony Peacock the author of **The 360 Degree Feedback Pocketbook**.

In this book he shows how feedback can be used for personal development, self-awareness, identification of talent and how in flatter organisational structures it will help management obtain a richer picture of team members. The focus of these reviews is all about how people behave, the work activities they undertake and how feedback is given to facilitate change.

This book guides the reader through the whole process, starting with any concerns individuals may have and overcoming objections, followed by the pluses and minuses of developing in-house systems, or using external providers. How to handle confidentiality and feedback, and the way sharing of development plans are undertaken are explained in an easy step-by-step format.



Author : **Max A. Eggert**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

**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**.



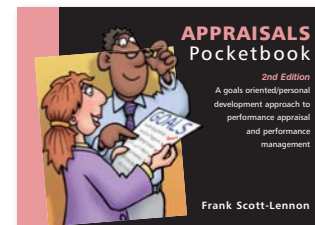
Author : **Lynne Walley**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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.



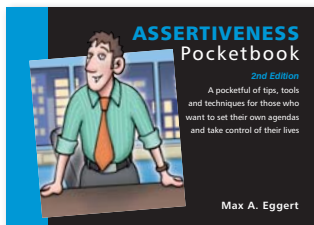
Author : **Frank Scott-Lennon**  
 Format/s : **e-Book**  
 Pages : **104**  
 Price : **£9.99**

**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'.

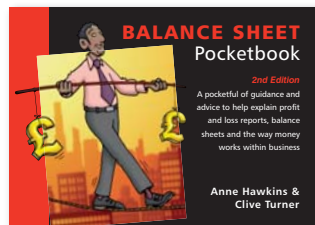
See also the *Managing Your Appraisal Pocketbook* on page 19.



Author : **Max A. Eggert**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

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.

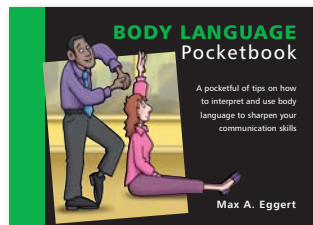


Authors : **Anne Hawkins & Clive Turner**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

**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.

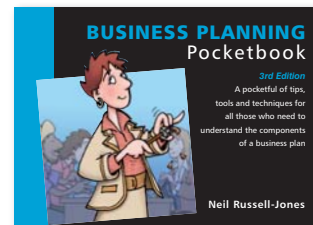


Author : **Max A. Eggert**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

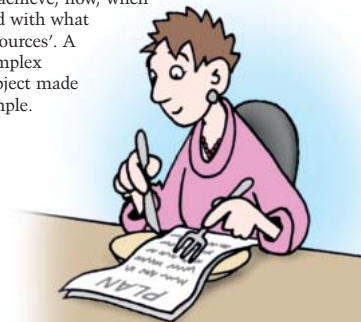
**The Body Language Pocketbook** explains how you can apply non-verbal communications techniques to build rapport, motivate and persuade people, and improve your interpersonal skills. Illustrated throughout, and with a fun quiz at the end to help recap your learning.

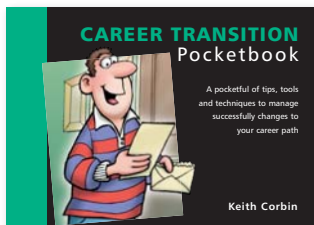


Author : **Neil Russell-Jones**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

**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.



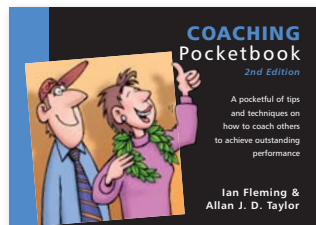


Author : **Keith Corbin**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

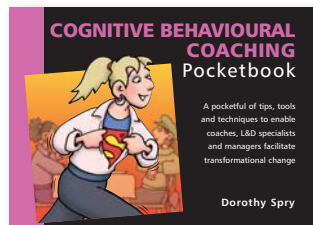


Authors : **Ian Fleming & Allan J. D. Taylor**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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.

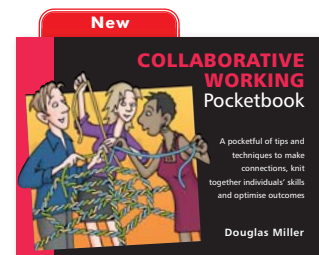


Author : **Dorothy Spry**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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 : **Douglas Miller**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99 per format**

"Within us, collectively, there lives brilliance, even genius, which, if harnessed in the right way, can transform our work", says author Doug Miller in **The Collaborative Working Pocketbook**. "The main reason we collaborate", he continues, "is that no individual, team, group or, even, organisation can hope to have all the knowledge and skills it needs without partnering with others to meet its goals."

Collaborative working is quite simply a dynamic method for solving problems and for creating and exploiting opportunities through two or more people. It allows you to be the best version of yourself in a way that benefits the group you are part of.

At the heart of collaborative working are seven core behaviours – the collaborative habits. Each of these habits – trust, purpose, humility, connectivity, curiosity, disagreement and control – is described in a separate chapter and Miller explains how they can be applied from both an individual and team perspective.

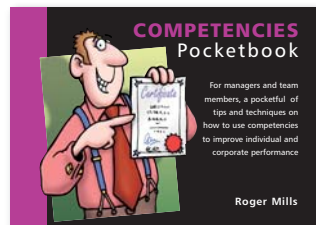




Author : **Seán Mistéil**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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, styles 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.



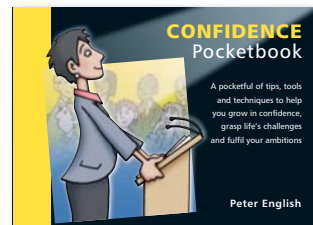
Author : **Roger Mills**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

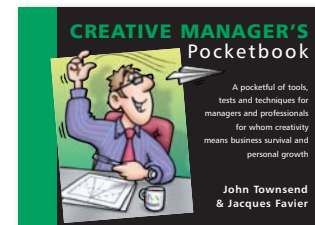


Author : **Peter English**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

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.

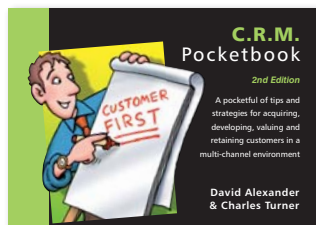
The Confidence Pocketbook sets out a range of confidence-building strategies and then pulls these together into an action plan. There is advice too on how to boost your confidence at short notice when faced with specific challenges (e.g. tackling a difficult conversation or making an important presentation).



Authors : **John Townsend & Jacques Favier**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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.

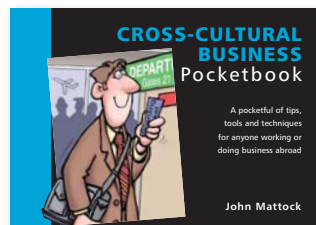


Authors : **David Alexander & Charles Turner**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

**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*.

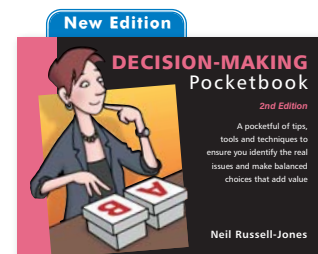


Authors : **Sean McManus & Tony Newby**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

**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.

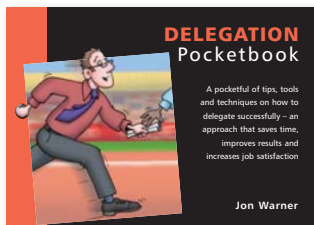


Author : **Neil Russell-Jones**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

**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 of decisions, 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 decisions are described.

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

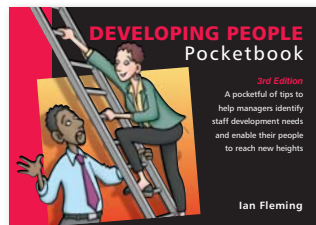


Author : **Jon Warner**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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 'onion' 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.



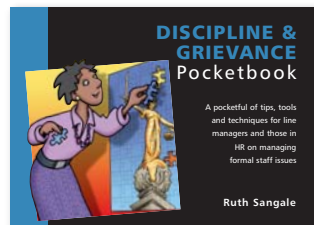
Author : **Ian Fleming**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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 and teamworking.

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

IT Training

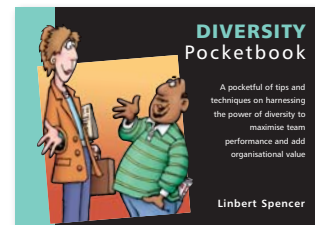


Author : **Ruth Sangale**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

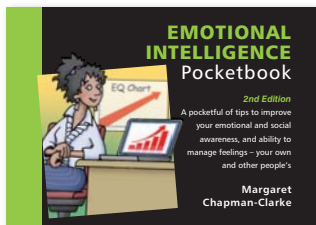


Author : **Linbert Spencer**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

Linbert Spencer, author of **The Diversity Pocketbook**, believes firmly that combating discrimination, promoting equal opportunity and valuing the differences in individuals is morally, socially and economically advantageous. It adds value to an organisation – by making it more attractive to investors, would-be employees and customers – and improves output, both quality and quantity.

The Diversity Pocketbook is for everyone with responsibility for directing, managing, supervising or influencing others within an organisation.

It describes how to: formulate a strategy that values diversity; implement such a strategy; recruit and train a more diverse workforce (the 5D's – desire, definition, decision, determination and discipline); and set personal diversity and equality objectives. The appointment of a 'diversity champion' and dealing with grievances are also dealt with.



Author : **Margaret Chapman-Clarke**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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-Clarke – 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.



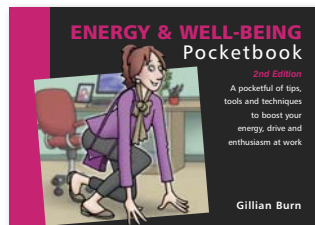
Authors : **Mike Applegarth & Keith Posner**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

Empowerment is often confused with delegation and, wrongly, is often seen as a form of power or authority over another person.

The authors of **The Empowerment Pocketbook** prefer to liken empowerment to a licence that is issued only after those concerned have proven their ability and only when the scope and conditions of the activity to which the licence applies are clearly defined.

This Pocketbook explains what empowerment is, what can be gained when it is in place and how to put it there and keep it there. It will be helpful to managers, trainers, consultants and all those people who are concerned with getting the best from their workforce.

Areas covered include: identifying the need for empowerment, enabling the individual, implementation (nine steps to get empowerment in place) and, finally, monitoring and feedback.

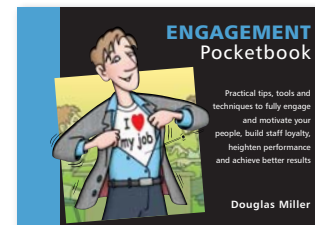


Author : **Gillian Burn**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

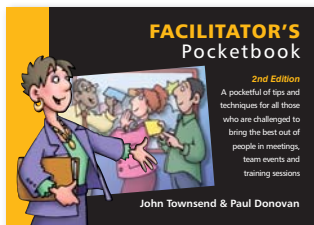


Author : **Douglas Miller**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

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

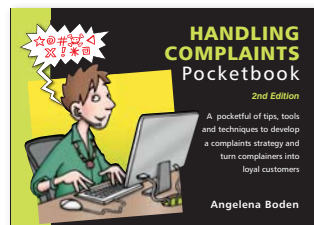


Author : **Mike Pezet**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

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.

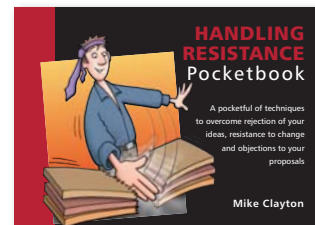


Author : **Angelena Boden**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

**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.



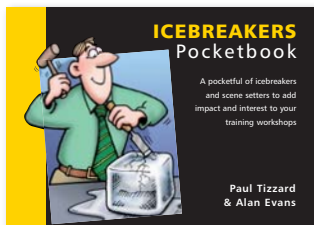
Author : **Mike Clayton**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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.



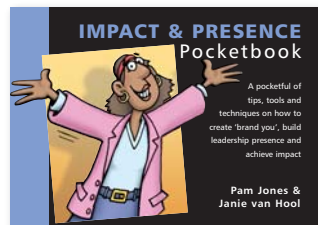


Authors : **Alan Evans  
& Paul Tizzard**  
Format/s : **e-Book and Paperback**  
Pages : **128**  
Price : **£9.99 per format**

**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.

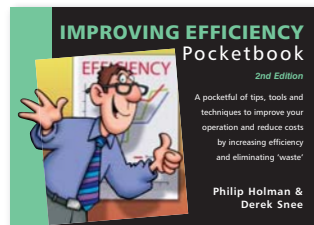


Authors : **Pam Jones  
& Janie van Hool**  
Format/s : **e-Book and Paperback**  
Pages : **112**  
Price : **£9.99 per format**

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.



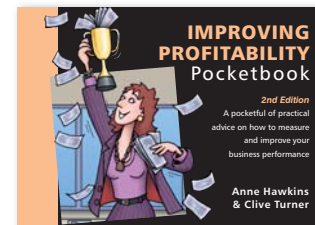
Authors : **Philip Holman  
& Derek Snee**  
Format/s : **e-Book**  
Pages : **112**  
Price : **£9.99**

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?)

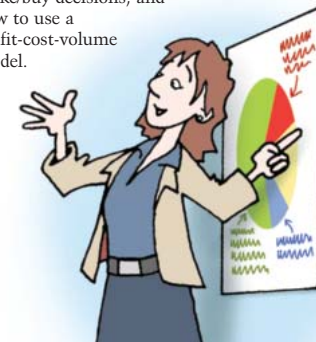
The book follows a 6-stage model, with each of the stages covered by a separate chapter. The consistent and systematic application of the tools and techniques contained in this Pocketbook will improve both the efficiency and effectiveness of your processes and resources.

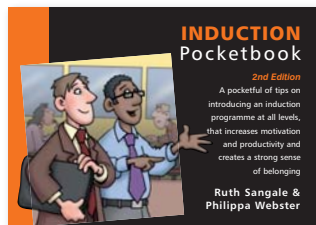


Authors : **Anne Hawkins  
& Clive Turner**  
Format/s : **e-Book**  
Pages : **112**  
Price : **£9.99**

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.



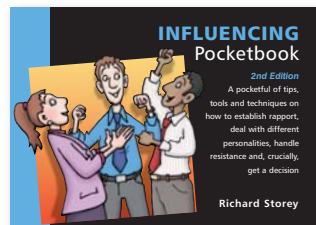


Authors : **Ruth Sangale & Philippa Webster**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

First impressions count! A well-planned and thoughtful induction process will give new employees a sense of belonging and lead to greater motivation and productivity.

**The Induction Pocketbook** examines ways of introducing a successful programme at all levels. It looks at the benefits of induction, who to involve in delivering induction (not just personnel staff!) and who should receive induction (not just newcomers!).

There are further chapters on what to include in the induction programme, when and where it should take place and how to evaluate the induction. Finally, there is a series of checklists (one for each stage of the process) and a case study.



Author : **Richard Storey**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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'.

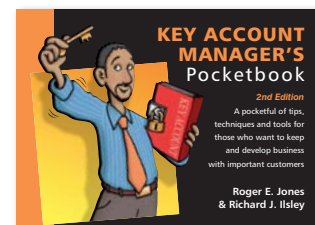


Authors : **Sean McManus & John Townsend**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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.

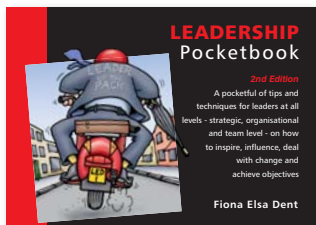
Later chapters cover preparing for and conducting the interview, including looking at job descriptions and specifications, preparing evidence questions, and evaluation of candidates.



Authors : **Roger E. Jones & Richard J. Ilsley**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

**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.

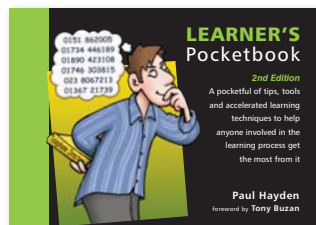


Author : **Fiona Dent**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

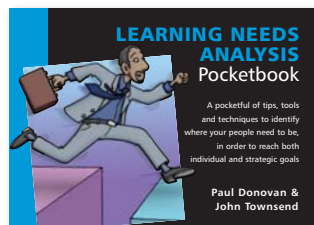
A focus of the book, described by the author as 'perhaps the most necessary skill for any leader', is self-awareness – to know yourself, to realise what your leadership strengths and weaknesses are and when you must continue to develop.



Author : **Paul Hayden**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

'**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**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

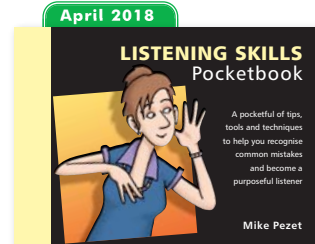
Ninety percent of all training is a waste of time (reveals a US investigation) either because the training is not transferred into the workplace, or the training design/delivery is poor or the participants are unable/unwilling to learn.

**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**.

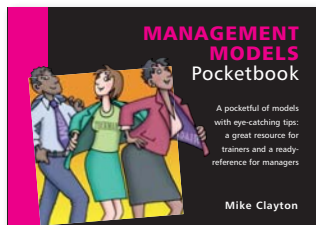


Author : **Mike Pezet**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

Everyone can spot a poor listener but we are less perceptive when assessing our own abilities. Listening is a fundamental requirement of healthy productive relationships, at work and at home. In an increasingly noisy and demanding world we have to put in extra effort to create the mental time and space to listen with genuine attention.

**The Listening Skills Pocketbook** will help you identify your own bad habits. It starts by outlining the benefits to the workplace of good focused listening, before describing what can get in the way of this. At the heart of the book is a helpful section on the many blocks to listening and how best to counter these. You might recognise the very common desire to advise; our impatience to jump in with helpful suggestions stops us from listening.

Author Mike Pezet, who has also written the Feedback Pocketbook, is a trained mediator and coach, where he puts his own listening skills to regular use.

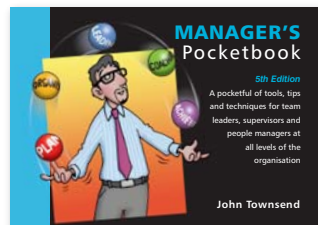


Author : **Mike Clayton**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

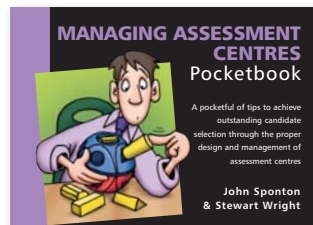
For each model described, author Mike Clayton outlines the problem that the model addresses, explains how it works (first an overview followed by a more detailed explanation) and uses examples to demonstrate how it works in practice. A diagrammatic view of each model and references to related models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



Author : **John Townsend**  
 Format/s : **e-Book**  
 Pages : **96**  
 Price : **£9.99**

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.

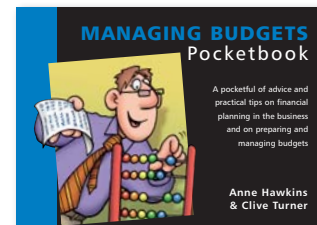


Authors : **Stewart Wright & John Sponton**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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 allowing 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**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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

Now in its 4th edition this popular title in the Pocketbooks Series 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.

See also *The Transformative Change Pocketbook* on page 30.

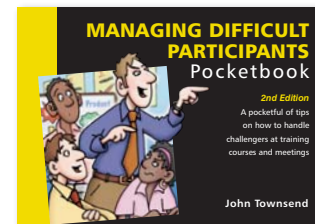


Author : **Andy Cross**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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**  
 Format/s : **e-Book**  
 Pages : **96**  
 Price : **£9.99**

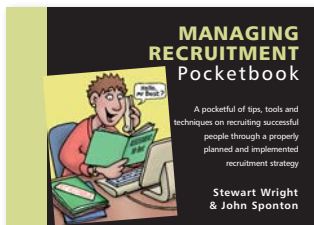
This Pocketbook is a collection of 24 portraits of 'difficult' participants encountered on training courses and at meetings.

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.





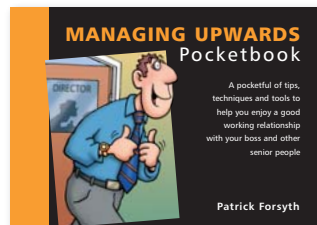


Authors : **Stewart Wright  
& John Sponton**  
Format/s : **e-Book**  
Pages : **128**  
Price : **£9.99**

**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.

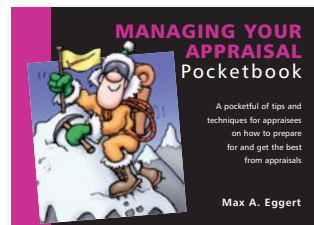
Complementing this title are *The Interviewer's Pocketbook* and *The Succeeding At Interviews Pocketbook*.



Author : **Patrick Forsyth**  
Format/s : **e-Book**  
Pages : **112**  
Price : **£9.99**

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.

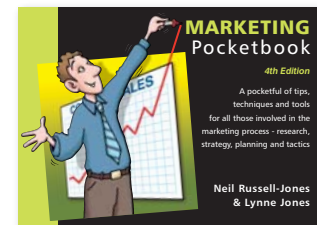


Author : **Max A. Eggert**  
Format/s : **e-Book**  
Pages : **112**  
Price : **£9.99**

**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.

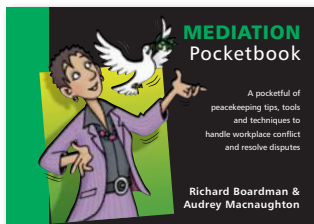
For hints and tips on setting up and running an appraisal system, see *The Appraisals Pocketbook*.



Authors : **Neil Russell-Jones  
& Lynne Jones**  
Format/s : **e-Book**  
Pages : **128**  
Price : **£9.99**

**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.

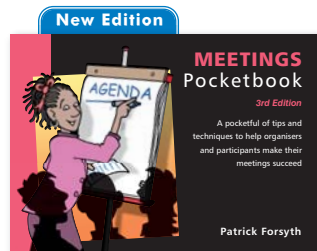


Authors : **Richard Boardman & Audrey Macnaughton**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

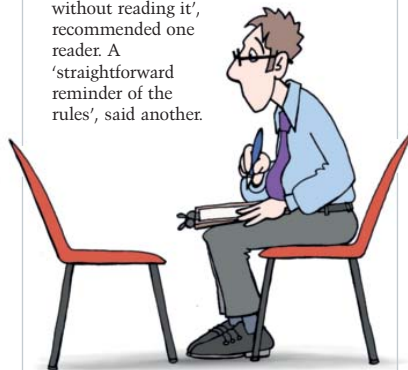
The ideas and methods featured will also be helpful to HR specialists and those people with training in the subject, for when a problem demands formal mediation procedures. Individuals facing conflict and those needing to persuade others to see their point of view will also benefit from the practical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



Author : **Patrick Forsyth**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

**The Meetings Pocketbook** reveals all the do's and don't's needed to make meetings successful. Updated and now in its 3rd edition, the popular pocketbook 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.

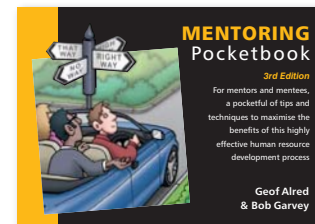


Author : **Vicki Culpin**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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!

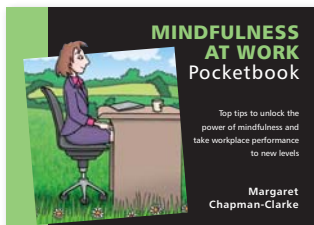


Authors : **Geof Alred & Bob Garvey**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

**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.

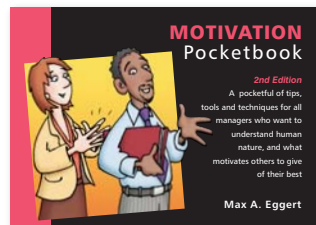


Author : **Margaret Chapman-Clarke**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

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.

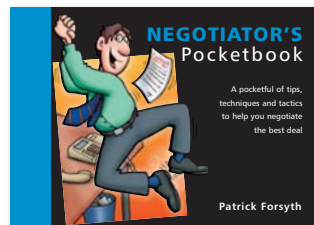


Author : **Max A. Eggert**  
 Format/s : **e-Book**  
 Pages : **104**  
 Price : **£9.99**

**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.

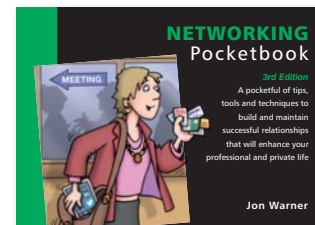


Author : **Patrick Forsyth**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

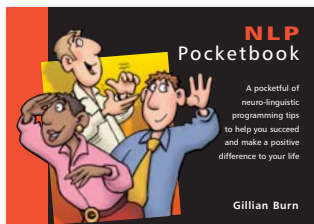
'It's the sort of thing you should keep in your car and reread in the car park just before going into a meeting', concluded one magazine reviewer.



Author : **Jon Warner**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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.

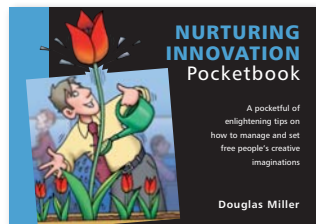


Author : **Gillian Burn**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.



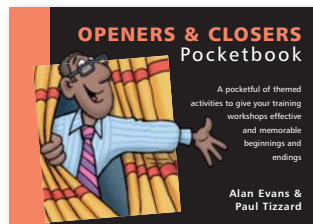
Author : **Douglas Miller**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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!

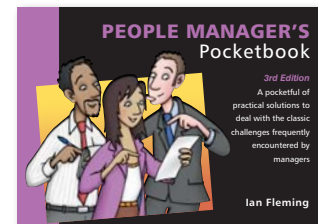


Authors : **Alan Evans & Paul Tizzard**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.



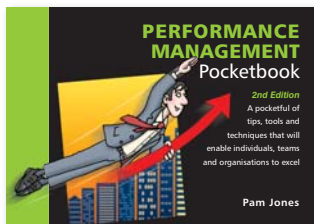
Author : **Ian Fleming**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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.

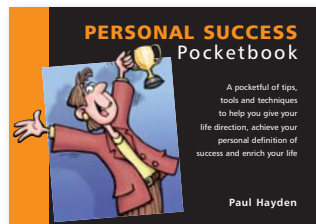


Author : **Pam Jones**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

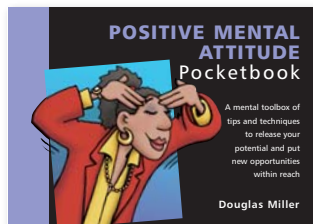


Author : **Paul Hayden**  
 Format/s : **e-Book**  
 Pages : **96**  
 Price : **£9.99**

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.

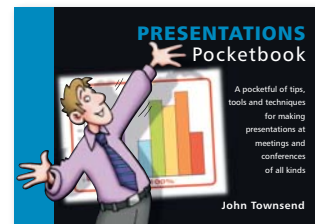
*Training Journal*, which gave the Pocketbook a 4-star recommendation, said in its review: 'A useful reference source with lots of ideas and encouragement for those who are intending to start (or to continue) on a path of self-development'.



Author : **Douglas Miller**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

'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**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

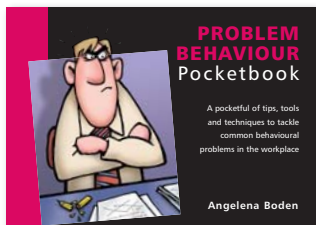
'Ladies and gentleman, unaccustomed as I am ...' Be honest, we've all heard them: dull, boring, over-long and, often, embarrassing speeches and presentations.

**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**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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.

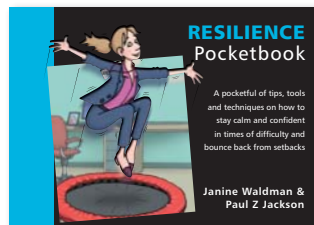
There are those that play the martyr ('I suppose I'll have to do it'), those that only see things their way (described by the author as 'Narcissists'), saboteurs who do nothing (the so-called 'passive-aggressive' types), persistent fault-finders, clams and chatters, moaners, whiners, whingers and numerous 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**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99 per format**

**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.

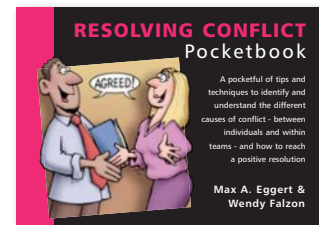


Authors : **Janine Waldman & Paul Z Jackson**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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.

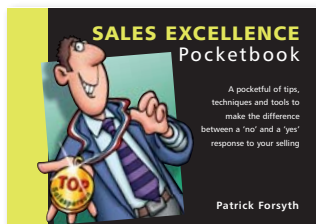


Authors : **Max A. Eggert & Wendy Falzon**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

**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.

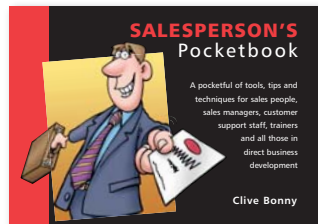
Conflict and third party intervention (mediation and arbitration) is another area dealt with, as is team conflict and conflict between different elements of an organisation (departments, operational functions, etc).



Author : **Patrick Forsyth**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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'.

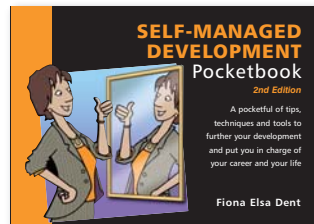


Author : **Clive Bonny**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

All the techniques for successful selling are here, from planning a sales campaign and prospecting for business through to making the sales pitch and developing customer relationships.

**The Salesperson's Pocketbook** is a clear concise guide to improving sales results. The book follows an 8-stage model (The Direct Sales Cycle) with each stage being covered in a separate chapter.

The author has extensive experience of direct sales – UK and overseas, public and private sector – and of sales training. He combines both to good effect in this lively and highly visual Pocketbook.

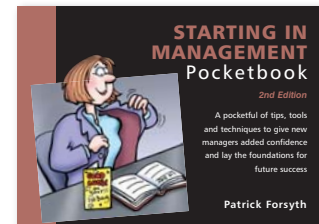


Author : **Fiona Dent**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

**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.



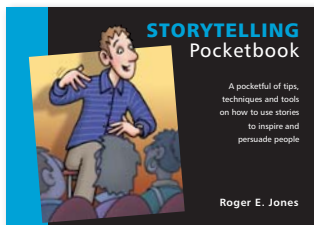
Author : **Patrick Forsyth**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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



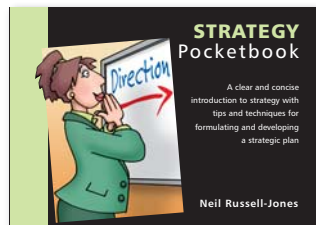


Author : **Roger E. Jones**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

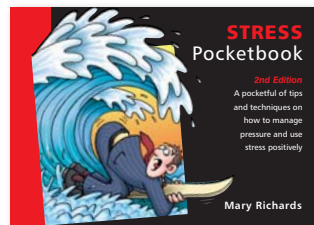


Author : **Neil Russell-Jones**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

**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.

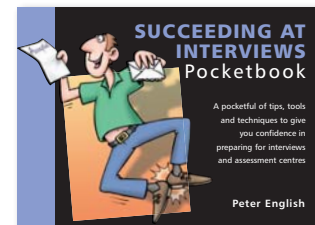


Author : **Mary Richards**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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'.

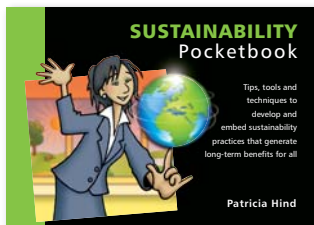


Author : **Peter English**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

**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.

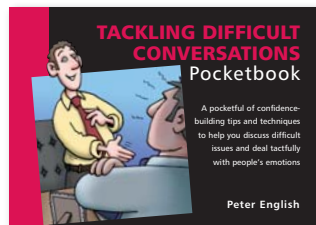


Author : **Patricia Hind**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.



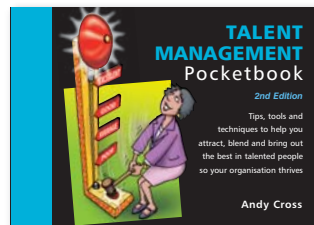
Author : **Peter English**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

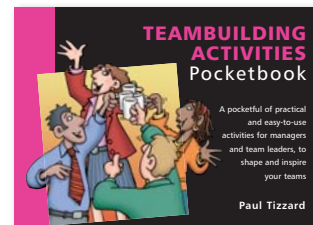


Author : **Andy Cross**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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**, now in its 2nd edition. 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 book describes how the 'potential profiler' can help identify potential talent in the key performance areas. 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.



Author : **Paul Tizzard**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

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.



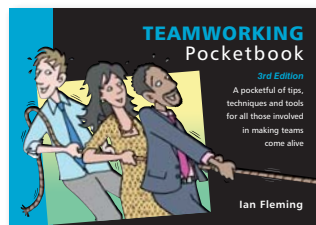
Author : **Erik de Haan**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

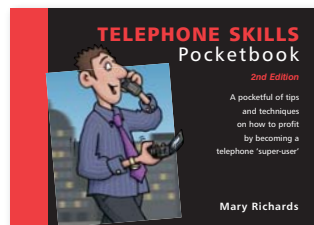


Author : **Ian Fleming**  
 Format/s : **e-Book and Paperback**  
 Pages : **96**  
 Price : **£9.99** per format

**The Teamworking Pocketbook** 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 illustrated 'hands-on' guide.

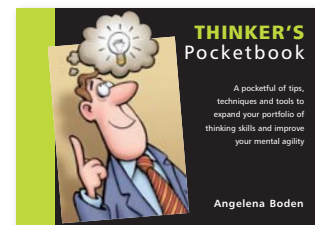
*Business Executive* magazine wrote: 'While much has been written about building teams in an attempt to get people to start working together, less has been said about what happens next during the performing or teamworking stage. Fleming helps redress the imbalance'.



Author : **Mary Richards**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

**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.

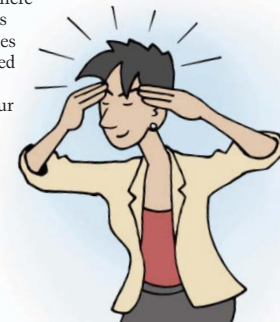
There are separate chapters on receiving and making calls. The former includes 10 easy ways to give your caller a bad experience and 10 easy ways to give your caller a good experience. The latter explains how to get through to people and get the information you need, as well as how to complain and negotiate 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**  
 Format/s : **e-Book**  
 Pages : **96**  
 Price : **£9.99**

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 : **Mike Clayton**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

"We cannot manage time. All we can do is learn how to use the time that we have, as well as we can", says Dr Mike Clayton, author of the all-new **Time Management Pocketbook**.

Illustrated throughout, the book begins by explaining how to plan your time, how to balance the advantages of feeling in control against the necessity of remaining flexible, and how to adapt to changes.

It then deals with ways of working that will make you more productive and looks at strategies for tackling one of the biggest problems you face: the challenge of 'too much'.

A summary of the eight most popular time management systems in use comprises the penultimate section of the book. It concludes by looking at how organisations can treat time as a strategic asset, systematically making better use of it for the greatest possible return.

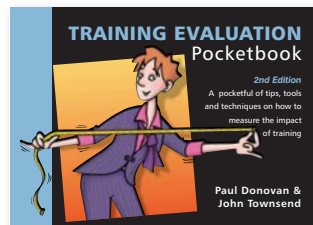


Author : **John Townsend**  
 Format/s : **e-Book and Paperback**  
 Pages : **128**  
 Price : **£9.99** per format

**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!"



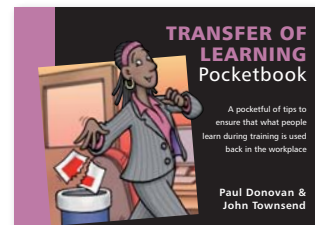
Authors : **Paul Donovan & John Townsend**  
 Format/s : **e-Book**  
 Pages : **96**  
 Price : **£9.99**

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.

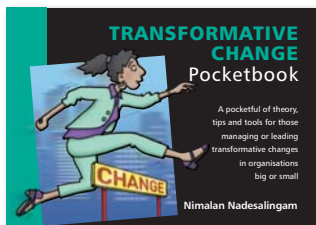
See also the *Learning Needs Analysis Pocketbook* on page 16.



Authors : **Paul Donovan & John Townsend**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99** per format

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.

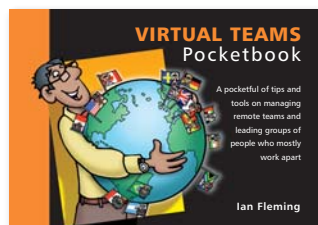


Author : **Nimalan Nadesalingam**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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'.

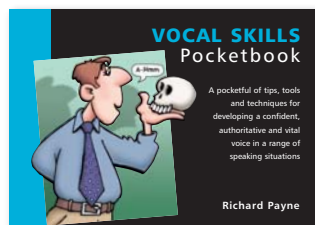


Author : **Ian Fleming**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

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**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

**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.



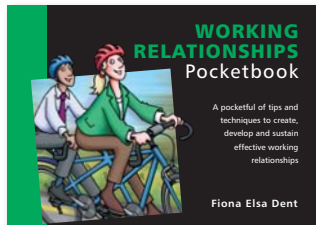
Authors : **Stella Collins & Andy Lancaster**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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!

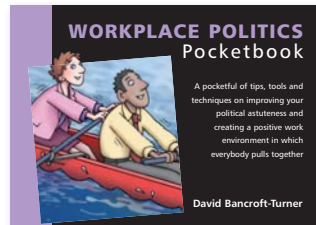


Author : **Fiona Elsa Dent**  
 Format/s : **e-Book**  
 Pages : **128**  
 Price : **£9.99**

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.

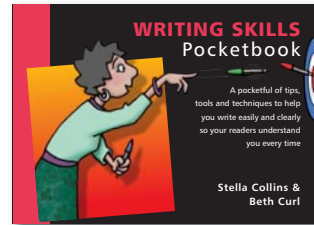


Author : **David Bancroft-Turner**  
 Format/s : **e-Book**  
 Pages : **112**  
 Price : **£9.99**

It's the number one cause of stress and its adverse effects cost the economy billions. Workplace politics has bad 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.



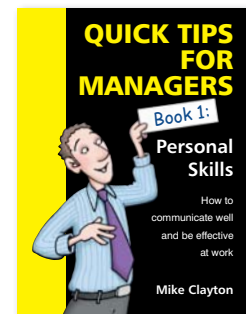
Authors : **Stella Collins & Beth Curl**  
 Format/s : **e-Book and Paperback**  
 Pages : **112**  
 Price : **£9.99 per format**

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 : **Mike Clayton**  
 Format/s : **e-Book**  
 Pages : **84**  
 Price : **£2.99**

Get off to a flying start as a new manager with these nuggets of advice from Dr Mike Clayton. Each short chapter can be read in just five minutes, yet the tips you'll pick up can benefit you throughout your career.

Based on his popular weekly blog, **The Management Pocketblog**, with new material added, **Quick Tips for Managers** distils a swathe of management techniques into practical, bite-size tips and exercises to help you communicate better and be your most efficient at work.

Topics include: assertiveness, career development, decision-making, difficult conversations, interviewing (and being interviewed), learning, listening, managing meetings, negotiating, NLP, organising yourself, persuading, presenting, rapport, report writing, self-confidence, stress management, time management and transactional analysis.



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"I absolutely love these little books."

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