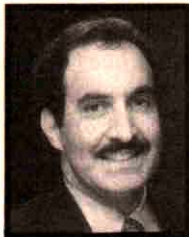


Members' Choice

Managing Multiple Priorities

Course Code: MC95112803
Tuesday, November 28, 1995
Channel TBA



Jeff Davidson, MBA, CMC, is the award-winning author of 18 books, cumulatively selected by 20 major book clubs and published in 14 languages. His most widely acclaimed book is *Breathing Space: Living and Working at a Comfortable Pace in a Sped-Up Society*. His column appears monthly in *Your Personal Best*, a

Rodale Publication for health and fitness conscious executives and managers.

COURSE DESCRIPTION: We live in an era of belt-tightening, where shrinking budgets look to be a long-term, rather than a short-term phenomenon. Most executives and career professionals are being asked and expected to do more without receiving greater organizational resources. Such efforts can take their toll and may lead to burnout. This course presents fresh approaches to managing multiple priorities, including the four fixed factors of human existence, universal priorities,

the multiple-priority grid system, techniques for conditioning your environment, and more.

BENEFITS: After completing this course you will:

- Understand the root causes of information overload
- Know simple but effective tools for establishing priorities
- Know new techniques for maintaining your priorities
- Know how to set up your office to support your priorities

INTENDED AUDIENCE: This course is intended for executives and career professionals at all levels, including experienced and new managers in administration, finance or accounting; operations, production or engineering; marketing, sales or promotions; and in general, anyone who finds themselves taking on greater and greater responsibility, or who is asked "to do more with less."

RECOMMENDED TEXT: *Breathing Space: Living and Working at a Comfortable Pace in a Sped-Up Society*, Davidson, MasterMedia Ltd. (Text can be ordered directly via fax at 1-919-932-9982.)

SCHEDULE: One live, 1-hour broadcast
Tuesday, November 28, 1995

4pm-5pm Eastern Time

SPONSOR: University of Southern California

Members' Choice

Everyone's a Coach: You Can Inspire Anyone to Be a Winner

Course Code: MC95111604
Thursday, November 16, 1995
Channel TBA



Dr. Kenneth Blanchard is an internationally known management consultant, organizational leader, and co-author of *The One Minute Manager*, which sold more than seven million copies worldwide. He has co-authored several other successful books, including *The Power of Ethical Management* with Dr. Norman Vincent Peale. Mr.

Blanchard and his wife, Dr. Marjorie Blanchard, founded Blanchard Training and Development, Inc. in 1979 in San Diego, Calif.

COURSE DESCRIPTION: In this seminar, the speaker will relate the exciting concepts from his new book co-authored with Don Shula, head coach of the Miami Dolphins. This session is a must for anyone with the task

of helping others perform better. Today, with the pressure on for people to perform at their best, there has never been a greater need for effective coaching. Everyone is a coach in some aspect of life. If you are a team member, a manager, a teacher or a parent, then you are in a position to bring out the best in people. And there is no better example than Shula, who has sustained a level of excellence in coaching for 32 years.

The seminar is organized into a simple acronym: C.O.A.C.H. Each letter stands for one of the five secrets of effective coaching that combines what Don Shula has been practicing and what Dr. Blanchard has been teaching for three decades. This session can give you invaluable tools to help others be their best.

SCHEDULE: One live, 3-hour broadcast
Thursday, November 16, 1995

1-4pm Eastern Time

SPONSOR: Quality Satellite Network