

# Know and grow

Compiled by JANINE DEVILLIERS

## Publications and Promotions

In the spirit of Worker's Day, celebrated on 1 May, during which the spotlight fell on workers, empowerment, employment and business, video material on this subject is showcased. Business environments have a unique dynamic determined by the nature of the work to be done and the employees, supervisors and managers involved. Teamwork by individuals from different backgrounds, with different skills and different personalities could present a managerial nightmare if not steered in the right direction applying effective managerial skills.

Management is just one facet of running a successful business with satisfied employees, as well as many other factors that make up the dynamics of the work place. The Central Video Collection houses an extensive collection in this field ranging from setting up a new business, management and leadership skills, communication to conflict management and even material on the approach to HIV/AIDS in the workplace.

## Communication and interviews

**Communication: the message is the thing** / producer, Wynand van Vuuren; director, Alan J Melville.

Communication has been defined as the sharing of information to achieve an objective and the development of basic communication skills is necessary for anyone

who seeks to advance in the business world. This series of thirteen programmes is intended to teach a number of specific skills that will stand the young adult in good stead when setting out on a business career. It illustrates both the sending and receiving of messages in a variety of situations and provides information on how the individual can check and modify his or her natural communicative behaviour. The programmes follow the progress of Mark Rogerson, a young man just out of the army, who now has to start thinking about his future. As he applies for and gets a job as trainee supervisor, a number of brief sketches present him in typical work situations. In each case the objective to be achieved is defined, the circumstances are analysed and the correct medium of communication is determined.

- ☐ **Hindernisse in kommunikasie.**
- ☐ **Onderhoudvoering** / produksieleier, Piet Marais; regisseur, Jannie Botes.
- ☐ **The right choice** / producer, Bob Mercer; director, Alan Ramsay.

## Management skills

**Employee assistance: a management intervention program** / director, Jim Tartan.

Substance abuse or personal problems of a valued worker can affect not only the productivity of the individual, but also the morale of the entire workplace. In addition such employees cost business and industry billions of dollars every year. These days it is accepted that management has a duty to intervene, but few management tasks are as difficult as confronting an employee with such issues. This video explains that there is a right way and a wrong way of going about this and presents a four-step intervention plan that allows managers and supervisors to take actions that are responsible and effective. It emphasises that one must seek a business solution to a business problem and that it is essential that the worker be faced with the facts as they influence his or her job performance only.

## Everything you always wanted to know about supervision

A newly-promoted supervisor is confident that she is up to the job, although she admits that she could probably use some advice on how to motivate her staff. However, an unseen interlocutor and her own early encounters soon disillusion her and she is sent along to some more experienced individuals to learn a number of essential skills. These are: getting organised, delegating, communicating effectively and exercising discipline. In the process she learns about applying these techniques and realises that although one cannot motivate others, this motivation can grow out of her approach to her own job.

**Managing people through change** / producer and director, Dan Jackson.

When a new system is introduced, the resultant changes frequently upset established routines and many people resent these upheavals. It is the task of the manager to lead employees through the emotional impact of such changes. This programme discusses the various stages in adapting to change as defined in the transition curve developed by Cynthia D Scott and Dennis T Jaffe. The script follows the efforts of a manager of a company to introduce a system imposed by head office as painlessly as possible and shows how she handles the phases of denial, resistance, exploration and renewed commitment as manifested by her staff. In the process it discusses effective strategies for dealing with problems.

- ☐ **Assertiveness: a leadership skill** / director, Rhona Smythe.
- ☐ **Business as usual?** / producer, Alan Ramsay and Gill O'Neill; director, Alan Ramsay.
- ☐ **The empowered manager** / producer and director, Dan Jackson.
- ☐ **The middle manager as innovator** / producer, Paul Solman; director, Ashton Peery.

## Handling of conflict

**Decision exercises: dealing with difficult situations** / director, Mark Chodzko.

This programme presents twelve dramatised supervisor-employee situations in which the supervisor is asked to take difficult decisions concerning an employee's performance or behaviour. The situations themselves are fairly common and can occur in almost any setting. They range from accusations of sex and colour discrimination to sexual harassment, habitual late coming, a refusal to accept new methods and



substance abuse. After each vignette there is an opportunity to stop the video machine in order to discuss the issues involved. The programme itself provides no answers, but there is a leader's guide in which possible options are discussed and evaluated.

- ❑ **Fokus op arbeidsverhoudinge** / regisseur, Piet Marais.
- ❑ **Konflikhantering** / regisseur, Willie Esterhuizen.

## Entrepreneurs

### Starting your own business

This is an eight-part series designed to help prospective black entrepreneurs set up their own businesses. Each segment is about five minutes long and though they do not have individual titles, they tend to deal with separate subjects. The details are presented by someone who, having once failed with a fresh produce shop, is now determined to succeed as a furniture manufacturer. He guides the viewer through various stages, including determining the viability of the project, establishing his financial requirements, approaching the bank for a loan, the buying of an existing business or franchise, effective marketing, administrative work and bookkeeping, and drawing up a balance sheet. Throughout there is an emphasis on proper planning and research. The programme is also available in Xhosa.

- ❑ **How to succeed in a home business** / producer, Harold Klein; director, Joe Wiecha.
- ❑ **Starting and running your own business in South Africa.**

## Customer service

### Service excellence [South Africa]

This local production focuses on the subject of service excellence, usually referred to as customer service. It argues that sometimes we function as our competitor's most effective advertising campaign, merely because the service we provide does not come up to scratch. The video uses a series of brief sketches to illustrate both correct and incorrect ways of handling one's customers. These are linked by an on-screen presenter, who groups them under the headings of 'reliability', 'responsiveness', 'empathy' and 'competence'. Together with some sub-headings they make up the jigsaw puzzle of service excellence that should ensure that the customer will become a life-long client rather than a one-time one.

- ❑ **A passion for customers** / producer and director, Julian Krainin.
- ❑ **The people factor** / producer, Dale Hartleben; director, Ian Morrison.

- ❑ **The quality factor** / producer, Dale Hartleben; director, Ian Morrison.
- ❑ **The happy accident** / producers, Bob Mercer and Alan Ramsay; directors, Mel Smith and Alan Ramsay.

## HIV/AIDS

### Auntie Merle's recipe for HIV/AIDS in the workplace / director, Akiedah Mohamed.

This HIV/AIDS educational video, originally made for the City of Cape Town, features comedian Marc Lottering as Auntie Merle Abrahams, who sets off from her home in Belgravia Road, Lansdowne, to deliver some of her lemon meringue pies. Her first customer is the owner of a sex shop and Auntie Merle is distinctly ill at ease in this environment, though one of Lottering's other creations, the cool Travis, obviously has been there before. At Riviera Fashions, Auntie Merle wanders into a training course, where an AIDS coordinator talks to members of the work force and informs them about the Peer Education Programme, which is also in use by the City of Cape Town. The workers learn how this operates in practice and are also addressed by beauty queen Nazley Ebrahim (once again Marc Lottering) who is HIV-positive and shares her experiences, both with this group and with others on the shop floor.

### HIV/AIDS in the workplace and the law. Module A

While in the past people who had AIDS or were diagnosed as being HIV-positive were sometimes discriminated against in the workplace, the South African Bill of Rights now enshrines the basic concept of equality before the law. Both the Employment Equity Act and the Labour Relations Act ensure that this right can be legally enforced, stating that no individual may be unfairly discriminated against because of sexual orientation or disability. This programme sets out to explain what one's rights are under the law. These include the right to refuse an HIV/AIDS test as part of a condition of employment, the right of the individual to confidentiality should he or she have AIDS or be HIV-positive, and the right to protection should others refuse to work with him or her. The details are presented by an on-screen narrator, while re-enactments of typical situations further embellish the facts. A sequel **HIV/AIDS in the workplace and the law, Module B** deals with how a firm should go about obtaining a company AIDS policy.

- ❑ **It's not easy** / producer, John Riber; director, Faustin J Misanvu.

## Other

### Armed robbery - prepare to survive / producers, Kelly Hart and Mike Harmon; director, Dan Sandler.

Any business, regardless of size, can become the target of an armed robbery. One wrong move can mean injury or death for an employee or a customer. The emphasis of this programme is on personal safety, with preparedness and prevention being the keys to survival. It starts by explaining how to set up a business to avoid robberies in the first place, with measures ranging from training employees to be alert to installing a secure cashier's area. This is followed by a discussion of how to behave should a robbery occur, with an emphasis on cooperation and staying calm. Finally it demonstrates how to respond in extreme situations and gives advice on steps to take immediately afterwards, notably providing the police with detailed information.

The whole community could benefit from the above-mentioned viewing material. As some of the titles contain information on job interviews and communication, even the unemployed and young adults embarking on their careers could benefit from this, or be inspired to start an own business from home. Librarians could, by bringing this information to their borrowers, be the inspiration for a better quality of life and job satisfaction to a number of the members in the community they serve.

*Note: Reviews by Freddy Ogterop, Film/Video/DVD Selector of the Western Cape Provincial Library Service.*

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