

# Management Milestones - Shapers



## Create a library to shape your Managers development

High quality, highly engaging business skills courses  
A library of highly interactive management skills training on CD-ROM  
Input from key industry experts  
Mapped to industry qualifications and business standards

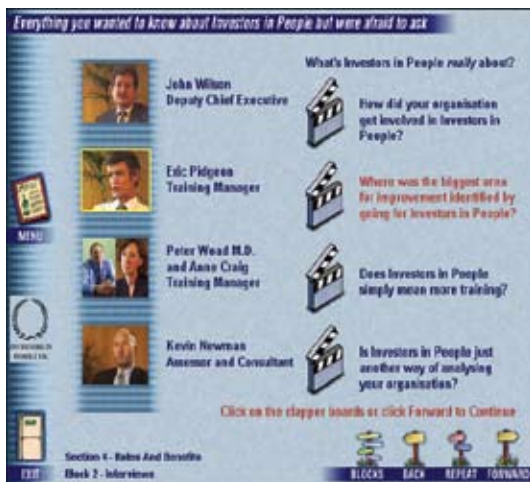
### The Product

A library of highly interactive management skills training on CD-ROM. High quality, highly interactive content, combined with thought provoking questions and exercises, in a format that is suitable for use in learning resource centres. Using video interviews, illustrated text, video scenarios, voice over, exercises and regular tests, the courses will train the user from first principles to advanced thinking techniques. The Management Milestones – Shapers series is a collection of 21 multi-media CD-ROM training courses that cover a range of management, communication, personal, financial and business skills and last in the region of 2 hours each. These courses are designed to help supervisors, developing and middle managers to meet the wide range of challenges faced in today's business environment.

### Product features

#### - Quality Interactive Content

Each course is highly interactive with UK voice-over, graphical exercises, and extensive testing functionality. The emphasis of this range of courses is on high quality written and spoken content, and thought provoking questions. Courses have been developed by a panel of subject matter experts with input from world-renowned individuals such as Professor John Adair and Sir Ludovic Kennedy. This involvement ensures that the theories and models used are in line with standard and up-to-date management thinking and terminology. For this reason the courses provide a level of objectivity not achievable with most books or training courses. The content and clarity of the courses stems from over 17 years of experience in the development of Computer Based Training (CBT) and elearning courses.



*This part of "Everything You Wanted To Know About Investors In People But Were Afraid To Ask" allows the user to selectively interview a panel of people, each with different perspectives*

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## - Video interviews with experts

The content, as well as the learning experience, is reinforced with the inclusion of regular interviews with acknowledged experts in the field being discussed.

Some of the experts interviewed are:

- Professor John Adair - world-renowned management consultant and author
- Sir Ludovic Kennedy - writer and broadcaster
- Tracy Edwards MBE- yachtswoman
- Justin Bell - broadcaster and world championship driver

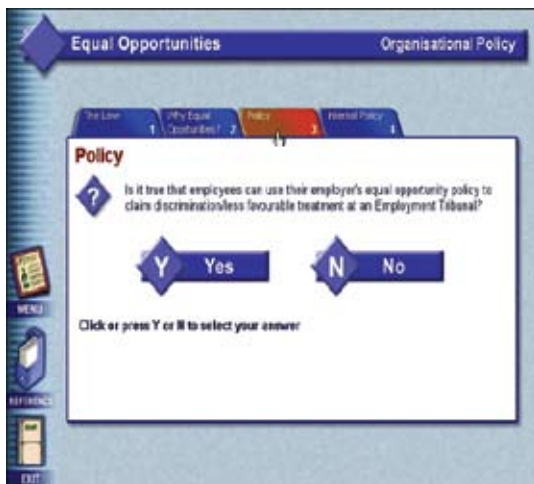


*Sir Ludovic Kennedy explains interview technique using a number of video examples*

## - Regular testing, during and after the course

The courses build from first principles, so it is important to be sure that each stage is clearly understood before moving on. For this reason there are regular questions throughout the course. At the end of the course the user will be able to take a full test. This course test reinforces the learning experience. If there are areas of weakness, then these can be quickly identified and addressed.

When the test is complete, the final score is given. These scores can be recorded if a Learning Management System (LMS) is being used.



*In the "Equal Opportunities" Course, the testing is particularly useful to assess existing policies as well as understanding*

## - Easy to install and run

Courses can be run straight off the CD-ROM, or installed on a hard drive. The course is therefore ideal for use in a Learning Centre, or delivered direct to users' desktops via a local area network.

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