



Career Education

Spring 2012 DVD & Streaming Catalogue



Featuring 18 NEW programs!

- *Interviews*
- *Self-Assessment & Goal Setting*
- *Body Language & Communication*
- *Disabled Jobseekers*
- *Resumes & Portfolios*
- *Basic Job Skills*
- *Your Online Persona*
- *Professional Image*
- *Business Etiquette*

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Get Hired and Go: The Complete Guide To Getting a Job and Doing It Right

Grades 9-Adult 2011 CC 26-30 min Films for the Humanities

Finding the right job involves so many different steps and strategies that it's almost impossible to know where to start. This six-part series helps lay out a clear path to fulfilling employment, beginning with the self-assessment needed to begin the journey and culminating in the best ways to settle into a new, rewarding position—whether it's in an office or in the trades. Chaptered into self-contained modules based on specific job-search phases, each episode presents expert advice from career counselors and earnest testimonials from young people who have experienced job-hunting challenges firsthand.

SPECIAL SERIES PRICE – ONLY \$599.95 – a saving of \$60

Series Product #394147DV-CR2

Individual titles: \$109.95 each

Before You Apply: Job Skills and Evaluation

This video helps new graduates and beginning jobseekers clarify their professional goals and find jobs that fit their skills, passions, priorities, and long-term plans. Viewers learn how to use assessment tests—focusing on values, interests, or aptitude and achievement—to identify strengths and challenges; how to make the most of occupational classification systems that describe industries and labour markets in detail; how to obtain references and letters of recommendation that underscore past experience and future potential; and how to explore job training options, whether they involve on-the-job instruction, further academic coursework, or a combination of both.

#394148DV-CR2 \$109.95: DVD

Before You Apply:

Resumes, Portfolios, and Your Online Persona

An in-depth discussion of resume strategy highlights objectives, structure, formatting, and proofreading, followed by read-aloud examples that help clarify what employers do and don't like to see. Next comes a detailed look at creating work sample presentations, from basic notebook and photo-album layouts to digital and online portfolios. Visual demos show what might work in industries such as marketing, construction, and culinary arts. Finally, viewers are reminded that social networks like Facebook and LinkedIn are powerful promotional tools, if used wisely and professionally.

#394149DV-CR2 \$109.95: DVD

Getting The Job: Job Search and Networking

After a jobseeker has decided what industries and positions to target, and after he or she has created a stellar resume and work sample presentation, it's time to start the hunt. This program helps viewers make that leap of faith and fortitude with down-to-earth advice on where to look, who to talk to, and how to avoid common pitfalls.

#394150DV-CR2 \$109.95: DVD

Getting The Job: Cover Letters, Interviews, and Job Offers

A job search is like climbing a mountain. With the summit in sight you must become more focused than ever, because the final steps are the trickiest—and, potentially, the most satisfying. This program guides viewers through that last push, from crafting a cover letter around a specific employer's expectations to the range of responses a bona fide job offer might warrant.

#394151DV-CR2 \$109.95: DVD

Doing The Job: Starting Out and the Daily Grind

"My first day, my mind was reeling." "I didn't want to make any mistakes." "I was worried I wouldn't be able to do the job." All of these are common and valid reactions to the first day of employment. But, as this video illustrates, a new hire's nervousness and uncertainty can be the flipside of excitement, ambition, and an eagerness to learn the ins and outs of the company. Pointers on navigating office politics, respecting the chain of command, asking for a raise, and staying alert for new opportunities are also included.

#394152DV-CR2 \$109.95: DVD

Doing the Job: Basic Job Skills

An employee's best qualities may have little to do with technical or clerical issues. Often, it is a professional attitude that makes a worker valuable—an array of personal strengths that enable her or him to accomplish goals, get along with colleagues, and rise through the ranks. This video brings those all-too-elusive aspects of job success into focus, exploring professional behaviour, ethics, communication, leadership, teamwork, problem solving, organization, and information management.

#394153DV-CR2 \$109.95: DVD



Ask us about your Streaming Options. Call for more details and pricing.



**YOUR KNOWLEDGE
IS THE WAY TO YOUR SUCCESS**

Common Job Interview Mistakes: What NOT To Say or Do

Grades 9-Adult 2012 25 min Cambridge Educational

It's true that a jobseeker needs to stand out from the crowd—but there are good and bad ways to do that! Having all the right credentials and experience doesn't count for much if a candidate comes off as unprepared, unmotivated, and unprofessional in an interview. This video shows how to avoid that fate with concrete advice from experts, eye-catching graphics that reinforce core concepts, and clear-cut dramatizations that illustrate interview dos and don'ts.

#394273DV-CR2 \$109.95: DVD

Goal Setting: Discovering Your Gifts

Grades 7-12 2011 CC 20 min LearningZoneXpress

Do you know what you want to do when you grow up? Do you know how to get there from here? Walk through the steps and strategies of goal-setting, and discover how these steps can help you accomplish your goal! Interviews feature real students who are pursuing their goals in order to discover their secrets to success. No matter what your dream in life, you will be inspired.

#430148DV-CR2 \$79.95: DVD, web guide.

Secrets: Landing and Keeping a Job

Grades 9-Adult 2010 24 min CC LearningZoneXpress

What are transferable skills and why do we need them? They are skills acquired throughout your life that can be used at any job. Filmed in a sitcom format, like "The Office". Explains important job transferable skills including communication skills, problem-solving skills, and teamwork in this entertaining and informative production.

Teaching materials are included.

#430133DV-CR2 \$69.95: DVD, web guide.

You're Hired! Job-Winning Interview Strategies

Grades 9-12 2010 25 min Cambridge Educational

There's nothing like preparation to calm the pre-interview jitters! After watching this video, young adults will know how to define personal employment goals; research a company of interest; do mock interviews, for practice; dress for success; make a good first impression; communicate strengths, skills, accomplishments, and more; ask and answer a wide variety of pertinent questions; and follow up strategically via phone, mail, or e-mail. The core message? Preparation pays off!

#230038DV-CR2 \$119.95: DVD, web guide.



**Ask us about your Streaming Options.
Call for more details and pricing.**

Courtesy & Respect: Give & Take

Grades 7-Adult 2012 21 min CC Learning Seed

Show your students why courtesy and respect really matter to their lives. This program introduces students to key concepts in the context of entertaining scenarios that viewers can consider, judge, role play, and reflect on. We discuss the consequences of alternative behaviours and give viewers an opportunity to engage in the best means of learning behaviour....practice!

#200311DV-CR2 \$129.95: DVD, web guide

Words, Camera, Action! How Body Language, Tone & Words Affect Communication

Grades 9-Adult 2012 24 min Linx Educational

Viewers watch our local acting troupe work through their assigned scenes, only to realize how dramatically communication skills can affect meaning and perception. Good communication skills not only help them with their craft, but in real life, as well. With help from their instructor, a communications expert, they learn the importance of body language, tone and words, whether playing a character on stage, making new friends at school or trying to get ahead in the workplace.

#230053DV-CR2 \$112.95: DVD, PDF resource guide

Customer Service Basics: Service with a Smile!

Grades 7-Adult CC 20 min LearningZoneXpress

In this humorous video that is reminiscent of "The Office", join the employees of the fictitious Lucky Star Coffee Company as they learn about customer service. Mark, the shop manager, thinks he'll be leading a training seminar on good customer service. And why wouldn't he, since he knows everything to know on the subject? Mark and his crew quickly discover the reason for the seminar when they are shown security camera footage of misguided (and hilarious) interaction with customers. Through the seminar, viewers learn three main steps to good customer service including:

- Listening to the customer
- Anticipating needs
- Admitting mistakes

#430149DV-CR2 \$89.95: DVD, web guide.

The Problem Solving Process: Taming the Tiger

Grades 9-Adult 2011 CC 23 min Learning Seed

By the end of this program, students will have a six-step process to tackle any problem--whether it's delivering a paper when the printer breaks or delivering a 600 lb. tiger who missed breakfast. Students learn to identify the problem, brainstorm solutions, evaluate their options, implement the best idea, and then review and plan for prevention. We also present five tips to help viewers tap into their natural problem-solving creativity. Whether an obstacle big or a small, this program show there's no tiger too big to tame.

#200297DV-CR2 \$135.95: DVD, web guide.

From Sports to Career

Grades 7-Adult 2012 CC 22 min LearningZoneXpress

Teamwork, reliability, cooperation, endurance: habits athletes learn from sports are the very attributes employers want. Personal stories from current and former athletes show how their skills from sports are valued in the workplace and school. From soccer, football, rowing, and hockey, a variety of sports and careers are represented in this enlightening look into the benefits athletes bring to the workplace.

#430161DV-CR2 \$59.95: DVD, web guide

Steve Jobs: One Last Thing

Grades 9-Adult 2011 60 min PBS

Few men have changed our everyday world of work, leisure, and human communication in the way that Apple founder, Steve Jobs, has done. This documentary looks not only at how his talent, his style and his imagination have shaped all of our lives, but also at the influences that shaped and moulded the man himself.

#041453DV-CR2 \$64.95: DVD

CNBC Titans: Steve Jobs

Grades 9-Adult 2011 44 min Films for the Humanities

Offers a retrospective of Jobs's career—including the creation of Apple, its ascent under his visionary direction, and the evolution of his management style, which, although famous for its confrontational nature, secured his legacy as one who dared to "Think Different."

#394236DV-CR2 \$189.95: DVD



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Professionalism 101: Skills to Succeed and Advance at Work Series

Grades 9-Adult 2012 25 min ea Cambridge Educational

With tips and advice from career counselors, human resources reps, new employees, and seasoned business professionals, this three-part series takes a common sense approach to the details of job success. Each program provides essential information on the big issues (dress codes, asking for a raise) as well as on matters seldom covered (dealing with office politics, surprise visits from higher-ups). Engaging graphics make pertinent points easy to remember, and anecdotes from a focus group of young professionals give real-life context to expert recommendations. The importance of good interpersonal skills and having a positive attitude is promoted throughout.

SPECIAL SERIES PRICE – ONLY \$299.85 – a saving of \$30

Series Product #394314DV-CR2

Individual titles: \$109.95 each

Professional Image:

Professionalism 101

Being well dressed is only one part of presenting a good workplace image... what if you've done your best to maintain fast-track skills and are then asked to perform a menial task? This program guides viewers through a breakdown of just what constitutes career-appropriate demeanor. With an emphasis on having a good attitude, the video discusses handling mistakes, determining dress codes, staying abreast of industry trends, workspace appearance, and even kitchen etiquette. A list of specific—and learnable—leadership qualities is provided, while a group of young professionals recounts anecdotes of workplace successes and mistakes throughout.

#394315DV-CR2 \$109.95: DVD

Working Together:

Professionalism 101

Because career success can depend just as much on getting along with colleagues as it does on job knowledge, this program addresses the issues that most frequently come up when working in groups. Through input from human resources reps, viewers learn how to handle conflict, gossip, and office politics, determine the types of information that should and should not be shared with their supervisors, and understand their organization's chain of command. The video also covers in-office and virtual meetings (where to sit, what to say, conversational protocol), taking time off, ethics, bullying, and harassment; and a group of young professionals share examples of bad behavior in meetings.

#394316DV-CR2 \$109.95: DVD

Business Etiquette:

Professionalism 101

How should you balance social media and your job? What's the best way to ask for a raise? Who should pick up the tab for a business lunch? In this program, both business experts and a focus group of young professionals advise viewers on the proper way to conduct themselves in different types of work-related situations. Among the many topics covered are nonverbal communication and "personal space," handling dissatisfied callers, when and how to interrupt a busy colleague, composing professional emails, asking for a raise, and managing time effectively. The focus group also offers tips and anecdotes on what not to do at work.

#394317DV-CR2 \$109.95: DVD

The Career Compass EXPEDITION DVD Series

Grades 9-Adult 2010 CC 27-29 min ea Learning Seed

Follow the adventure of getting a job - from assessing career interests and the job search, to writing a resume and acing the interview.

SPECIAL SERIES PRICE - ONLY \$443.80 - a saving of \$60

Series Product #200287DV-CR2

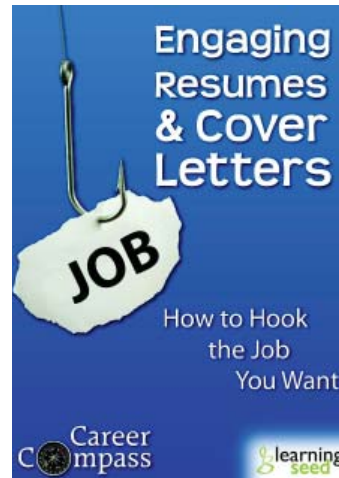
Individual titles: \$125.95 each



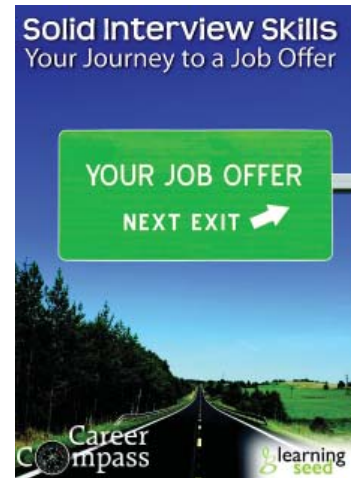
Mapping a Career Path: Your Aptitude, Interests, Values & Personality
Everyone wants a job doing something they love. But where do you start? Career self-assessments provide insight into aptitude, values, and personality. These, along with a person's interests, can determine what types of work might suit and satisfy them. Help students explore popular assessment techniques and hear from other job searchers about their experiences navigating the four domains of self-assessment. Meet the people who can help interpret and gauge the validity of test results. And see how school projects and extra-curricular activities can help guide career planning.
#200274DV-CR2 \$125.95:
DVD, resource guide



Your Job Search: Navigating the Paths to Employment
Your students are ready to look for a new job. But where? Search the Internet or classifieds? Attend job fairs or "pound the pavement?" What about social networks as a positive tool for job searches? This program illuminates the process. Employers offer insights to reinforce the importance of networking, proper attire (and attitude) for a job fair, and what to expect when applying for a job. Learn how to develop a search plan by using multiple methods to find a job in no time!
#200275DV-CR2 \$125.95:
DVD, resource guide



Engaging Resumes and Cover Letters: How to Hook the Job You Want
A resume is so more than a list of skills, education and work history. With the cover letter, it is an integral part of a candidate's first impression on an employer. Hear job seekers and hiring managers discuss how they view and judge resumes and cover letters. Students learn how to make their stand out in a professional manner and how to present their skills creatively. Discover how to edit a resume and craft a cover letter for the specific job you're seeking.
#200276DV-CR2 \$125.95:
DVD, resource guide



Solid Interview Skills: Your Journey to a Job Offer
You've shown your students how to successfully choose, find, and apply for a job. And even land an interview! But how should they prepare? Experts and job seekers offer practical first-hand advice for before the interview (plan, prepare, practice!) during the interview (how to be clear and concise), and after the interview (there's more to it than waiting to say "yes"). Students learn about the many types of interviews, as well as the basics of body language, appropriate attire and answering tips.
#200277DV-CR2 \$125.95:
DVD, resource guide

"These crucial strategies are presented in an upbeat, modern format that will speak to today's teens. A great choice for career preparation collections." - School Library Journal



Disabilities at Work Series: Successful Job Hunting for People with Disabilities

*Grades 9-Adult 2012 23-28 min ea
Films for the Humanities*

We're all differently abled. But for job seekers with diagnosed disabilities, identifying and making visible their strengths, their abilities, is especially important. This three-part series helps people with disabilities gain the confidence, awareness, search tools, and interview strategies necessary to take the job-hunting bull by the horns. This is an up-to-date guide to greater prosperity, empowerment, and productivity. Inspiring case studies and expert interviews are featured throughout.

SPECIAL SERIES PRICE – ONLY \$299.85

– a saving of \$30

Series Product #394280DV-CR2

Individual titles: \$109.95 each

Effective Job Search for People with Disabilities

For anyone who thinks “disabled” means “unemployable,” this video quickly dispels that myth and shows how to begin the job-hunting process by identifying skills, strengths, and interests. Viewers are provided with a basic explanation of the Americans with Disabilities Act and its guarantees of equal opportunity, as well as an overview of the kinds of companies and organizations that often take the lead in hiring disabled applicants. Other major topics include creating a self-assessment or profile of talents and abilities, setting up informational interviews, developing online and personal networks, and examining the possibilities of self-employment.
#394277DV-CR2 \$109.95: DVD

Smart Resumes and Applications for People with Disabilities

A resume must be impressive. But for people with disabilities, there's always an extra concern. At what stage of the process should the disability be mentioned—in the resume? On an application? Is it better to wait until a face-to-face interview? While there's no easy answer, this video helps job seekers sift through the many challenges and decisions of completing resumes, cover letters, references, and applications. Illustrating the differences between chronological, functional, and combination resumes, as well as the specific uses of a targeted resume, the program explains why a candidate with a disability might choose one type or another and explores ways to submit an application package that is positive, professional, and proactive.
#394278DV-CR2 \$109.95: DVD

Job Interview Essentials for People with Disabilities

Job interviews are stressful for everybody, and maybe even more so for people with disabilities. But they don't have to be. This video shows how to turn an interview into a self-selling opportunity that focuses on what a disabled candidate can do, no matter how obvious his or her physical limitations might be. Offering detailed pointers on preparing for an interview, including ways to project confidence and a positive attitude, the program also suggests approaching an interview as a chance to dispel stereotypes and improve a prospective employer's understanding of disabilities. Ways to respond effectively to frequently asked questions—some appropriate, some illegal, all of them challenging—are presented along with a helpful discussion of how to follow up after an interview.
#394279DV-CR2 \$109.95: DVD



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See page 5 for more information.



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 To Getting a Job and Doing It Right**

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See page 3 for more information.



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