

Partners pairs good production with an effective message

Primary subject: Diversity; gender differences
Producer: Crisp Publications (to order, call 800-442-7477)
Running time: 20 minutes
Price: Preview \$25; Rental \$150; Purchase \$495
Release date: October 1992
Reviewer: Marianne Bechtel, President, The Bay Group, Bay City, Michigan

Ms. Bechtel works with organizations to develop innovative approaches to training and communications.

Men and Women: Partners at Work explores the "myths" of sexual differences, the communications problems that can follow from these perceptions, and the difficulties of working together that can follow from miscommunication. These are hard topics to present. No matter what you say, those in the audience of the opposite sex are likely to mutter, "How do you know?" But this video uses an androgynous "voice of the expert" who deals in facts and imparts advice without being the least bit accusatory. With this tension relieved, viewers are free to concentrate on the discussion.

Unlike other programs on sexual harassment, this one takes a more subtle look at gender differences and stereotypes and explores why miscommunication happens. The video points out that if more men and women understood these obstacles and developed ways to counter them, we could make great strides in preventing miscommunication problems before they get out of hand. The video's central premise is that men and women can't be creative, competitive, and productive until they learn to work together as professionals first and men and women second.

This program exemplifies good production values; it's very easy to watch, but the message is in no way sacrificed for video effects. Although the program is only 20 minutes long, the accompanying resource material enables the facilitator to build a 50-minute to two-day program, depending upon the time an organization wants to commit to discussion and other activities. The video comes with an excellent leader guide and five Crisp books, which many trainers consider valuable tools. The video can be used alone, but the combination of video and printed material makes a very strong presentation package.



For managers and supervisors, this program could clear up some stereotypes and myths about the opposite sex in the workplace, so using it prior to training on sexual harassment would be excellent. I also recommend looking for ways to use it informally with all employees, such as lunchtime seminars. The topic must be addressed in every company, but to do so while preserving the egos of both men and women is tricky! *Men and Women* gives you the vehicle to do it well. This is rare for me, but if I had the opportunity to re-do this video, I wouldn't recommend a single change.

Video Summary

Format Dramatization, interviews, narration
 Audience Managers and supervisors, all employees
 Use Prior to course or discussion on sexual harassment
 Best feature Deft, sensitive handling of an extremely difficult topic

Video Ratings

Entertainment ★★★★★
 Acting/Presenting ★★★★★
 Production quality ★★★★★
 Value of information ★★★★★
 Portrayal of women/minorities .. ★★★★★
 Value for the money ★★★★★
 Overall rating ★★★★★

Reprinted with permission from *Training Media Review*.
 ©1993 Venture Publishing, Boston, Massachusetts.
 All rights reserved.

TrainingMediaReview



Build a Total Quality Culture that fixes problems before they happen

The Crisp Video/Book Program lets you focus on your key issues—Diversity, Communications, Quality, Customer Service, Empowerment, and much more—before they focus on you. Each program provides video, books, and leader's guide. This complete package gets you started now with a training program that has the flexibility to meet your organization's changing needs.



GEORGE SIMONS
 INTERNATIONAL
 THE GALLERIA OFFICE PARK
 740 FRONT STREET • SUITE 335
 SANTA CRUZ, CA 95060 USA
 408-426-9608 • FAX 408-457-8590

Call now to preview *Men and Women*, or to ask about our Gender & Cultural Diversity Consulting Services.