

New How-To Manage & Transform Fear Videos



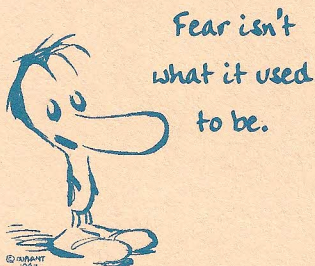
Dr. Suárez

Identifying and managing fear in the workplace can be the key to transformation to more profitable, efficient, and effective businesses, government agencies and schools according to Dr. Gerald Suárez, a leading quality scholar.

White House

Dr. Suárez, Director for Presidential Quality Management at the White House Communications Agency, explains how fear can be identified and managed in three new videos, "Better Management for a Changing World."

(For preview see page 6.)



In the videos Dr. Suárez reports:

◆ Fear is common in all organizations; it is distracting and robs people and the organization of their potential. However, if correctly managed it can provide the energy and focus for transformation.

◆ Fear is a natural result of improvement, higher levels of performance and risk taking; it is always present in a dynamic organization. It can be managed through leadership, vision and trust.

◆ It is imperative to deal with fear in downsizing and reorganization.

In the videos, Dr. Suárez demonstrates practical methods and tools to assess, identify, and manage fear.

Suárez began his study of fear when he could find no references elaborating on "Drive Out Fear," point eight of W. Edwards Deming's famous 14 Points for Better Management.

Bacardi Underwriter

Bacardi Corporation sponsored the tapes after Suárez presented workshops on fear to its Puerto Rico plants. Bacardi management is convinced that "fear in the workplace is a barrier to excellence and satisfaction" and they were eager to have Suárez's ideas and suggestions made available to a wider audience.



New Releases

First \$50 Management Video Explains Dr. Deming's Ideas

To make Dr. Deming's message and methods available to a wider audience, CC-M Productions is offering *The Deming Revolution*, the first consumer-priced business video.

Based on *The Prophet of Quality*, the PBS docu-

mentary which sold to industry and government for \$1,000 an hour, this \$50 video has added material about a school successfully practicing quality management.

The new video explains who Dr. Deming is, his philosophy and the difficulties managers face in practicing his ideas.

"This video is an excellent introduction to the ideas that have drastically changed personal and work life since 1980," said producer Clare Crawford-Mason. "We hope that people will send this tape, which comes with a discussion guide, to their children's school or local government agency or take it to work."



Dr. Deming