

Marlin Westwood Training

Ten New Releases From The Popular Series

LEARNING A LA CARTE

\$275 each; Series of 10 - \$1,995.

10 MISTAKES IN MARKETING

It's no surprise that a great product or service, no matter how good, will be overlooked without strong and appropriate marketing yet a majority of businesses do not know how to market effectively. In this program, Carolyn Stafford, director of connectmarket.com, discusses ten common marketing mistakes. The tips and traps outlined here will save your business time and money by avoiding poor or ineffective marketing activities. 17 min.

CONTROLLING CREDIT CARD DEBT

With more people experiencing financial difficulty, this timely program aids financial literacy and consumer empowerment. It explains the real costs of credit, along with practical tips for resolving credit card debt. 13 min.

CORPORATE SOCIAL RESPONSIBILITY

In this timely program, Ann Sherry, recipient of the Australian Centenary Medal for work in providing banking services to disadvantaged communities, discusses the wider benefits of corporate social responsibility and how to incorporate social responsibility in your organization. 15 min.

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CREATIVE BRAINSTORMING FOR INNOVATION

Organizations are becoming more interested in innovation and creativity, but how do we foster these practices? Psychologist Peter Quarry interviews Yvonne Adele, and investigates practical ways to help your staff access their creative thinking. 16 min.

MANAGING MULTIPLE SITES

A major challenge for any growing organization with multiple outlets is maintaining standards across all sites. This program examines some successful strategies for managing multiple sites. 12 min.

MANAGING PERSONAL FINANCES

We can all take more control of our finances - even if we don't earn a lot of money. It comes down to understanding our expenses and making informed decisions. This program will help us to evaluate our essential needs and determine the right time to spend money on non-essentials. 12 min.

OUTSTANDING LEADERSHIP

This program debunks some common myths about leadership and leadership styles; discusses the qualities of good leaders and strategies for developing these qualities in staff. The pathway to success often lies in knowing your organization and staying true to your passion. 19 min.

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PREPARING YOUR BUSINESS CASE

Many managers and employees often need to prepare and present a business case to senior personnel for approval. This can be a daunting task, particularly for the inexperienced. However, certain steps can save time, aid delivery and success rates. In this program, Eve Ash talks with Suzanne Dvorak about preparing a successful business case. 14 min.

SUCCESSION PLANNING

Successful succession planning provides strength and stability to an organization, aids staff retention and prepares for future growth and change. This program highlights some of the pitfalls with succession planning and discusses ways to implement a robust process that ensures the development and movement of staff in the right direction. 13 min.

TALKING UP YOUR BUSINESS

Peter Quarry and Carolyn Stafford, author of Small Business, Big Brand, discuss verbal branding, an undervalued aspect of marketing. This program investigates the way we talk about our jobs and workplaces; and the numerous opportunities that arise in casual interactions to 'talk-up' our company and generate business. 5 min.

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To Order, Call 1-800-865-7617

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