

TRAINING

THE HUMAN SIDE OF BUSINESS

FEBRUARY 1996 \$6



COMMUNIQUÉ...
FROM

THE
TRAINING
ZONE

**FIND OUT WHAT THAT WOMAN
IS SQUEEZING AND ORDER US
A CASE OF THE STUFF**

Nothing is dreaded more by employees than annual training, staff meetings or refresher courses....

"One facilitator decided to make a much-needed change in the industry. Kristin Arnold, president of Quality Process Consultants Inc., developed a product she affectionately calls Process Putty, to facilitate training and meetings. 'Around 2 o'clock in the afternoon,' [says Arnold], 'no matter how important the topic, the participants' minds begin to wander. I pass out Process Putty to the group and let them squeeze, twist, stretch and pull it to facilitate whole-brain thinking. It is often a much-needed break and helps revive and rejuvenate their energy.'"

—From a press release by Quality Process Consultants Inc. of Hampton, VA.

Process Putty, "the latest and most creative leap forward in meeting and training technology," is a silicone-based product not to be confused with Silly Putty. Among the promised benefits to meeting participants who squeeze, stretch and fondle small gobs of it: "stimulate[s] thoughts, focus[es] attention, relieve[s] stress... energizes team members to listen, process information and participate better... enhances the group dynamic and encourages team focus, communication and creativity." Oh, one more thing. It strengthens the grip.