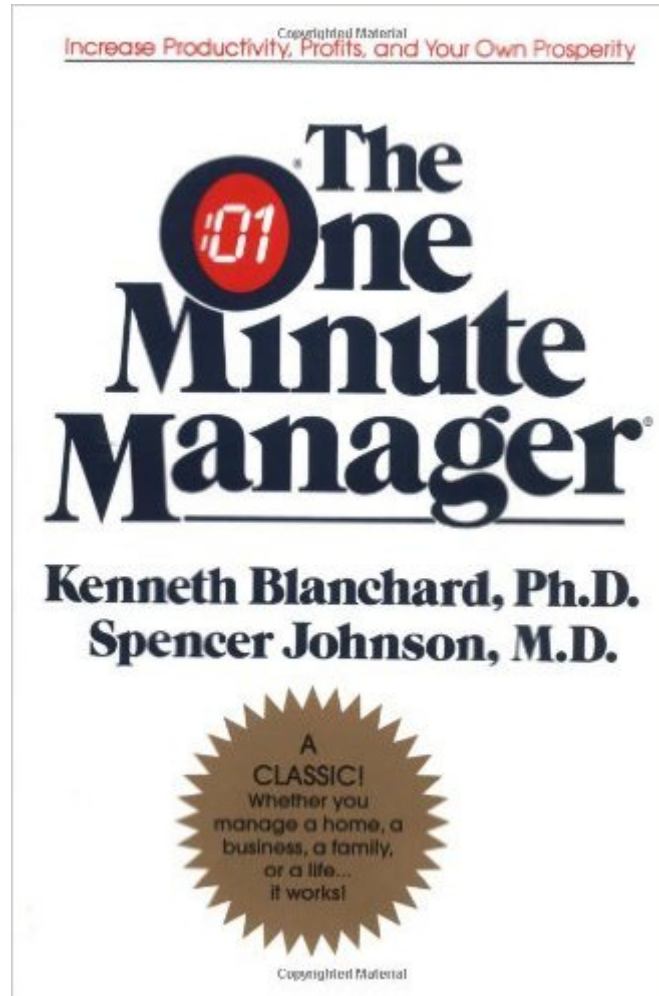


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# The One Minute Manager



## Synopsis

For more than twenty years, millions of managers in Fortune 500 companies and small businesses nationwide have followed The One Minute Manager's techniques, thus increasing their productivity, job satisfaction, and personal prosperity. These very real results were achieved through learning the management techniques that spell profitability for the organization and its employees. The One Minute Manager is a concise, easily read story that reveals three very practical secrets: One Minute Goals, One Minute Praisings, and One Minute Reprimands. The book also presents several studies in medicine and the behavioral sciences that clearly explain why these apparently simple methods work so well with so many people. By the book's end you will know how to apply them to your own situation and enjoy the benefits. That's why The One Minute Manager has continued to appear on business bestseller lists for more than two decades, and has become an international sensation.

## Book Information

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## Customer Reviews

Kenneth Blanchard's "The One Minute Manager" is a short book that should have either been much shorter or much longer. The longer version would have been supported with research and case studies to back up Blanchard's claims that the techniques are effective. For readers who don't need or want the supporting evidence, here is what the shorter version would look like: 1) Good managers are not micromanagers; they expect employees to take initiative and solve their own problems. 2) Good managers set goals for their employees that are brief and have clear performance standards and expectations. 3) Good managers look for opportunities to praise their employees because

self-confident employees are happier and more productive. Employees learn to internalize praise.4) Good managers are also quick and clear in providing feedback when something goes wrong. Reprimands are more effective when it is understood that managers think highly of their employees. (Presumably, if the "One-Minute Reprimands" happen too often, the employee will no longer work for the One-Minute Manager, so that ending reprimands with statements of the employee's value, as suggested, will always be sincere.) That's about it. All this is probably good advice. One of the bosses whose management style I most admired and who inspired me to a high level of performance was very much like the One Minute Manager in the book. I rarely saw him, but when I did, it was clear that he had been paying attention and that he valued my work. But the storytelling format of the book--it's told by a naive young narrator who interviews the one-minute manager and his employees--draws a couple of pages of material out into a hundred page book.

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