

THE ONE MINUTE MANAGER

By: Kenneth Blanchard & Spencer Johnson
New York: William Morrow; 1 edition (Jan. 1 1982).Pp.112.

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Ken Blanchard is an American author and management expert. His extensive career includes over 60 published books, most of which are co-authored books. His most successful book, *The One Minute Manager* has sold over 13 million copies and translated into many languages. Kenneth Blanchard and Spencer Johnson have written *The One Minute Manger* to introduce most powerful lessons related to business arena to new generation. "The essence of knowledge is having it, to use it" (Blanchard and Johnson, 1982, p.9).

The One Minute Manager by Ken Blanchard and Spencer Johnson is in fact a fantastic book and is considered to be must for any type of business. Vroom (1964) stated that "it was typically assumed by most people associated with the human relations movement that job satisfaction was positively associated with job performance. In fact human relations might be described as an attempt to increase productivity by satisfying the needs of employees" (p.181).

The first section of the book is titled as *The Search*. This section clarifies the main idea of the book writing. "Once there was a bright young man who was looking for an effective manager" (Blanchard & Johnson, 1982, p.10). This very first line clears the theme of the book. The writer has tried to convey his thoughts through the story of a young man. The story starts with a young man's quest for *One Minute Manager* who can reveal the secrets of his being an effective manager.

In the book next section is *One Minute Manger*. This section reveals the information about the one minute manager. The young man finally finds the *One Minute Manager*. After meeting many managers he founded the right one and his management style grounds upon three solid principles. "People Who Feel Good About Themselves Produce Good Results"(13). Third section of the book is *One Minute Goal Setting*. This section contains views according to effective manager's views are essential for each member to set goals in each meeting. These goals should be consisting of 250 words. It is compulsory to provide a copy of goals to your manager and one for yourself. As the young reached at the Trennel's office a middle aged man explained how *One Minute Manager* do behaves with his employees. "The one minute manager always makes it clear what our responsibilities are and what we are being held accountable for " (16). Everything is done in *One Minute Management* because the importance of one minute and efficiency go hand with hand. Next section deals with the *One Minute Praising* another secret which is mentioned in the book is one minute praising. I have not observed importance of praising before as I did in this book.an effective manager rewards his crew whenever they are achieving their goals effectively. One minute for their appreciation is consisting of acknowledging their efforts for the firm and admiring their efforts. The writer in this section clearly shows the importance of one minute praise for the building of healthy relation with the crew.

This section of the book entitled as One Minute Reprimand. It happen when your workers are committing mistakes and getting immediate feedback from the manager. Here I have observed how it is important to get timely feedback from the manager. If a manager is not constantly reprimand his employees then result would be disastrous. By giving them timely feedback an effective manager lifts them up and gives them a chance to improve themselves beforehand. 'We Are Not Just Our Behavior We Are the Person Managing Our Behavior (51).

In the next section of the book One Minute Manager Explains a quotation captured my attention when the manager says to young man "The Best Minute I Spend is the One I Invest in People" (36).The last section of the book includes A Gift For Others. Here the manager says to the young man his last words" Share it With Others" (60). Means impart this knowledge to others.

Ken Blanchard and Spencer Johnson have discussed all these concepts more clearly and deeply in this book. As far as writing style and story mentioned here is concerned is fantastic and incredible. Authors have tried to give explanation in simple way. After reading this book I can say that all the principles discussed in this book is timeless. Many professionals are getting benefits from these principles. The publication of this book has changed the business world drastically. The recent popularity of books such as Theory Z (Ouchi,1981),In Search of Excellence (Peters &Waterman,1982) indicates that the general public may believe that there is a relationship between job satisfaction and performance perhaps it is the time for researcher to reach the same conclusion. I personally recommend this book to all who are running or intending to start business. "After reading The One Minute Manager thoroughly its merits are not deniable. We hope you enjoy using what you learn from The One Minute Manager and that, as a result, you and the people you work with will enjoy healthier, happier and more productive lives"(Blanchard & Johnson,1982,p.9). This book is also not free from severe criticism as one disgusted critic says "The one minute manager is not a spoof, and that is its principal problem" (Collins, 1984, p.64).

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