



Who Moved My One Minute Manager...

The Eleventh in the series: ***An Executive Summary for Busy Managers.***

Change is a pretty scary thing. No, I am not talking about the silver stuff that you put in a vending machine... I am talking about change in your personal life that affects your comfort zone. Who Moved My Cheese *attempts* to alleviate some of the stress associated with change.

Ohayo (Not the state... that is Japanese for good morning). Did you know that a cup of coffee in Japan will cost about \$6 US. Makes Starbucks seem like a steal!

How does a business person deal with our increasingly changing world and still achieve a degree of success?

The cover of Dr. Spencer Johnson's Who Moved My Cheese states, "An Amazing Way to Deal with Change in Your Work and in Your Life". The cover also mentions that Dr. Johnson and Dr. Blanchard are the co-authors of The One Minute Manager. Although this "cheese" book was written in 1998, it is number seven on the current NY Times bestselling hardback business book list.

Who Moved My Cheese is written to appeal to the "Average Joe or Jane" who is worried about changes that may be going on around him or her. We have all experienced change. Whether a new management team has taken over at your company or even a shift in your customer base has occurred, it can be a scary endeavor. Change is something that we all recognize occurs

on a daily basis, but usually only to other people! Or so we would like to believe.

As Robert Burns once said, "The best laid schemes o' mice and men often go astray". I will wager that everyone who reads this summary has had something about their life change in the last week. Perhaps it is something exciting like a new family member through marriage or pregnancy. Or maybe it is something annoying like not being able to get your favorite parking spot at work.

Regardless of what it was, something changed that caused you a shudder of insecurity for even the briefest moment.

It is this insecurity on which the author of Who Moved My Cheese preys. **For \$19.95 you too can have a copy of the bestselling book dealing with change. However, don't expect to learn much from the story.** It is a cute story about mice and little people (for some reason I continue to have visions of a theme park in Central Florida) that must learn how to deal with change or else suffer the ultimate consequence.

I first read this book when my previous employer gave it out to all of the employees while we were in the middle of a corporate takeover. At the time I thought the book was weird but at least someone was trying to do something to recognize the stresses that we were all experiencing. I recently re-read the book after hearing it mentioned in the news again. This time I am challenged to find the proper words (although that will certainly not stop me from trying) to describe my frustration with the advice given in this "self-help" management book.



Most authors will attempt to give you some usable advice when you spend money to purchase their book. In this book the advice is “change or die”. That’s it. Unless you are a mouse or little person that has to search through a maze to find cheese, you will not find any really good applicable advice. If you do happen to be a mouse or a little person there is some good advice as to what you should do with your running shoes while you are not running through the maze.

I kept hoping that Dr. Johnson was going to discuss something along the lines of continuing education or how to prepare yourself to become more able to deal with change. Instead he spent the first third of the book with him and Dr. Blanchard talking about how wonderful they are and the last third of the book with a hypothetical situation of people confronting change.

There is absolutely zero discussion about the possibility that “change” should occasionally be challenged. This book applauds the sheep that go with the flow without a second thought. I personally have never met a successful leader that did not at least find his or her own answers before accepting and proliferating a certain change initiative.

The fact that this book got two suns is a testament to the fact that it did not waste a lot of time because it is so short. I know that many people love this book. I have heard people go on and on about how this book helped them to change their outlook on life. Changing your outlook is one thing, now the question

is; what can you do to prepare yourself for change?

People who are intelligent enough to seek out this type of book are beyond looking for high-level validation of their fears. Unfortunately that is all you will get here.

People want a roadmap. It is not necessary to have 100% of the answers defined. However, it is important to show people the general direction for obtaining the answers on their own. The only direction of that type you will find in Who Moved My Cheese is to call their toll-free number for setting up a training session with their experts. Yup, \$19.95 to read a long winded advertisement!!!

The book in a nutshell:

- Change Happens
- Anticipate Change
- Monitor Change
- Adapt to Change Quickly
- Change
- Enjoy Change
- Be Ready to Change Quickly and Enjoy It Again and Again

[I think that Orwell wrote these same types of messages for “Big Brother” in 1984. We will lead, you will follow.](#)

Just my opinion and we all know what “they” say about opinions...

Thanks

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