

The one minute entrepreneur

After the success of 'The One Minute Manager', Ken Blanchard comes out with a new book, along with co-authors Don Hutson and Ethan Willis. How useful are popular management books?

1 Which words are missing from the titles? Have you read any of these books? Compare your answer with a partner.

| | | | | |
|----------------------------------|--|-------------------------------|-----------------------------|--------------------------------|
| 'Awaken the (a) ----- within' | 'The seven (b)----- of highly (c) ----- people' | 'Our (d) ----- is Melting' | 'Who moved my (e)-----?' | 'The One Minute (f) ----- ' |
|----------------------------------|--|-------------------------------|-----------------------------|--------------------------------|

2 Decide the most likely ways to complete the two sentences. Then scan the review below to check your answer.

| | |
|--|---|
| (a) The One Minute Manager sold | 6 million / 13 million / 25 million copies worldwide. |
| (b) The number of new businesses which fail in the US is | half / one in three / four out of five. |

Management handbooks

Reviews for Ken Blanchard's latest book have been more than enthusiastic, so I thought I'd take a look. Blanchard, it is claimed, invented the art of the business fable, and his latest story of an entrepreneur braving innumerable obstacles is most certainly inspiring. His most famous book, The One Minute Manager, which offers bite-size chunks of advice, sold 13 million copies worldwide. His latest work is for those of us wishing to develop personally and professionally.

What tips does Blanchard's new book, The One Minute Entrepreneur, offer? It stresses the importance of building a firm foundation for your budding enterprise by associating only with high quality people; their skills will help you to become someone better. The importance of choosing a good mentor is emphasized. Other hot tips include: master the basics of your field first, in order to rise to the top; and aim to create an environment where your colleagues will feel like they are your partners, not just your employees.

But what does all this advice boil down to? Most of it strikes me as just common sense. Apparently, the best way to make money is not to decrease your expenses but to increase your income. Well, my wife could give you this piece of homespun wisdom. Apparently, to succeed you must provide a service which is better than anyone else's. I for one have heard this advice before.

The entrepreneur in the new book certainly manages a business with considerable risk and initiative. Incredibly, four out of five new businesses in the US fail. Blanchard urges us to dream big, and when the going gets tough, to visualize the outcomes we want. As for myself, my giant is still sleeping. I never found out who moved my cheese and I must say my iceberg has actually melted. Perhaps the way to become a highly-successful person is to write a management self-help book. Then I'd be laughing all the way to the bank.

3 Read the whole review. Which tips does Blanchard give in his book? How does the writer of the review feel about management self-help books?

4 Decide if the following words from the review are verbs, nouns, or both.

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|---------|----------|---------|----------|---------|-----------|
| review | claim | invent | create | mentor | associate |
| tip | increase | advice | decrease | service | develop |
| outcome | aim | succeed | rise | risk | obstacle |

5 In small groups, discuss the questions and report your ideas to the class.

- Would you like to read the 'One Minute Entrepreneur'? Why / why not?
- Do you think that management self-help books are useful, or a waste of time and money?
- What 'bite-sized chunks' of advice would you offer to those wishing to be successful in business?