-features

Battalion/Page 14 September 2, 1982

Book gives 'one minute' plan for management

what many, perhaps most, busi- nute Manager, ness people profess to believe to-day, the best management still is belief in personal management

VAN TO:

LEAVES:

United Press International NEW YORK — Contary to NEW YORK — Contary to

Kenneth Blanchard of the University of Massachusetts. Behind the catchy title is a clear blueprint for taking only one

minute to carry out critical steps in management. Johnson, who is both a psychologist and a physician, practices in California. The book he and Blanchard wrote

sold about 20,000 copies when they published it privately in California in May 1981. Now William Morrow & Co. is bringing out a new edition with an initial print order of 400,000. Johnson said old fashioned

United Press International DALLAS — Call it a good old-

rrito-Lay Inc. is going nationwide with a revised line of

snack" business which Frito-Lay

with national advertising, news-

fashioned cookie war.

'Grandma's Cookies."

dominates.

personal management is best three "secrets:" day in and day out if it is executed in a simple, direct and well thought out manner.

That is what "The One Minute Manager" is about: how to communicate goals to employees in one minute and how to follow them up with oneminute praisings and one-minute reprimands that get results.

Johnson and Blanchard have a thick file of enthusiastic letters from companies around the country saying their blueprint for day-to-day personal man-agement really works.

The whole thing boils down to

paper coupons, and pressure on grocers for increased shelf

be fought with strong words.

there are some substantial con-

feedback shows that currently

available cookies are, well, dry

Claude Hampton, president

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pace. Indications are it also will

"From our point of view,

on a goal for a specific situation, write it out, then polish it until they are sure it can be communi-cated effectively and correctly to employees in only one minute. Of course, setting the oneminute goal takes longer than a minute.

•One-minute praising means prompt praising — "praise trainees when performance is approximately right, praise ex-perienced people when per-formance is exactly right." And the manager should be very spe-cific about what he or she is provide praising.

of Nabisco's biscuit group, said, "We do not feel that statement

shows a real understanding of the cookie market. Our cookies

have broad mass appeal as our place in the market clearly indi-

cates. We have some of the best-

Frito-Lay has opened cookie bakeries in Tennessee and

Pennsylvania and plans to con-

Dallas area into a bakery.

vert a warehouse it owns in the

The company is now moving

Frito-Lay nixes Nabisco cookie empire

selling products."

•A one-minute reprimand is •Managers must first decide an equally effective managerial secret but must be used with greater caution.

With trainees and people learning a new task, Spencer and Blanchard say, it is probably best to go back to restating goals in one minute rather than to reprimand. But with experienced workers who are competent and well motivated, they say the one minute reprimand gets marvelous results.

Like the one minute praising, the reprimand should be prompt and specific. "Tell people how you feel about what they

city by city into the national mar-ket. Kansas City was first and

almost immediately Grandma's

Cookies were third in the market. After two-and-a-half months, they were second only

to Nabisco with a solid 20 per-

cent share and cookie sales in supermarkets in the region

"If everything goes right, we'll be national before the end

Treece said their big thrust is Hampton said.

did wrong and in terms; stop for a few se uncomfortable silence, mind them of how m value them and shake h touch them in a way th WASI them know you are hone their side. Soviet L

Finally, the book says, "countrie them realize that when bentered primand is over, it's over Ariong ourists,

Come to think of it, ifaothers, what Johnson and Blan They preach sounds familiarit munist d because much of it is depondent from many books and endeep cov on how to be a good pare "We k to collect

packaged cookies sold ins

work is established.

It is a \$2.5 million marketask of k

he feels Frito-Lay can mouspies and the No. 2 spot behind Nociety w

almost as soon as its nationand visa

the salt snack busines agents

testing so it's too early ity chief of what products or marisaid rec

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BOWHUNTERS JOIN THE TAMU

First Christian Church

(Disciples) Bryan

Commons — 9:15

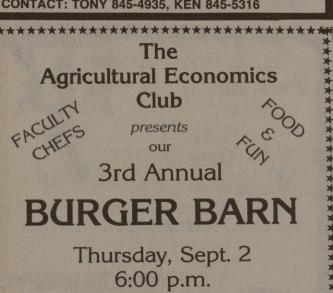
Northgate Post Office - 9:20

Dr. John Hoyle, Church School Teacher

Mike Miller, Campus Minister 846-1221

BRAZOS BOWMEN ARCHERY CLUB

MEETING: SEPT. 6, 1982, 7:30 P.M. RM. 140 MSC CONTACT: TONY 845-4935, KEN 845-5316



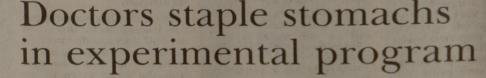
^{\$}2 per person

Q-hut A



It's a war that will be fought and stale-tasting.

"Grandma's Cookles. The new step puts Frito-Lay in competition with Nabisco, the giant of the cookie industry. But Nabisco plans to enter the "salty Vice president, said. "Consumer



jumped 30 percent.

of 1983," Treece said.

PISCATAWAY, N.J. — Taking another shot at their dream of having slim bodies, almost two dozen overweight volunteers in an experimental prog-ram have allowed doctors to per-manently staple shut part of their stomachs.

For researchers at the Rut-gers Medical School at the Uni-versity of Medicine and Dentistry of New Jersey, the operation is the keystone in a study of morbid obesity — a condition in which people are at least 100 pounds overweight. The human guinea pigs see it as nothing less than a chance at a

new life

"Having been there, I will never go back," said Barbara Cox, 34, of Jersey City who has dropped 109 pounds from 252 pounds since her operation last July. "It has completely changed my whole life.

Dr. Robert Brolin, an assistant professor of surgery at the medical school who has per-

why people let themselves get to screened. the point where they require this type of operation," he said. He said the program had worked for Cox because of her

attitude. 'She was successful because she was extremely well-motivated," Brolin said. "She

just decided once she had this, it

uss decided once she had this, it was going to work." Cox said, "I had enough of being fat, and nothing else was working," explaining why she opted for the drastic operation. She agreed with the prog-ram's premise that obesity has psychological roots psychological roots.

"I had a lot of problems, one on top of the other, and eating was my solace," said Cox, a telephone operator in New York. "Eating got to be too much of a solace.

She said she now realized many of her problems were compounded by her obesity: "I think I was very naive, I

Because the operation gical problem. "We just don't understand drastic, volunteers are cargent ra

They must be at leas sn't keep pounds overweight, freed sn't keep ve or si jor glandular disorders, an riously desire to lose wt "The Then they are interviewe The Dr. Daniel Greenfield, an KGB tant professor of psychiamited the school, who determined whether they can tolerate the la dramatic changes in a 1970 1

habits imposed by the ope .. Wł Once volunteers the accepted, Brolin staples de part of their upper stomat almos below its juncture of the eso one gus, reducing the amount space through which for gence enter. A liquid diet is teq left, q for several weeks to prevent was tr

staples from breaking dom was tr

Brolin says the propoutnu which he calls a multidise Rober ary clinical trial, rejects particular the said count of the said nd training in nutrition

10:00 am, IN THE CRAFT CENTER REGISTRATION BEGINS SEPTEMBER 13,

Fall 1982 Craft Workshops

MSC Craft Center

Anyone over 18 years of age can enroll in our workshops. Fees for TAMU students are set at \$1.50/instruc-tional hour, because our operation is subsidized by student service fees. Fees for non-students are set at \$1.80/instructional hour, and all non-students must also purchase a \$2.00 Craft center identification card. All fees must be paid when registering. Eligibility:

Day	Class	Dates	Times	Location	Student Fee	Non-Student Fee	Instructo
MONDAY	Beginning Glazing	Sept. 20,27	5:00-7:30 p.m.	Craft Center	\$11,25	\$12.75	Ann Dobbs
	Furniture Construction	Oct. 4 Sept. 20,27 Oct. 4,11,18,25	7:00-10:00 p.m.	Woodshop	\$20,00	\$20,00	Wayne Helt
	Quilting	Nov. 1,8 Sept. 20,27 Oct. 4,11	7:00-9:00 p.m.	MSC 137	\$12,00	\$13.60	Norma Met:
	D. A.H.	Nov. 1,8,15,22,29	7:00-9:00 p.m.	Craft Center	\$15,00	\$17.00	Karen Cop
	Batik Danna Macha Macks	Oct. 4,11,18,25	7:00 - 9:00 p.m.	Craft Center	\$12,00	\$13.60	Karen Cop
	Paper Mache Masks Embroideries from Around the World	Sept. 20,27 Oct. 4	7:00-9:30 p.m.	MSC 137A	\$11,25	\$12.75	Linda Grea
TUESDAY	Basic Drawing	Sept. 21,28 Oct. 5,12,19,26	6:00-8:00 p.m.	MSC 137A	\$18,00	\$20.40	Helen Fin
	Beginning Pottery	Sept. 21,28 Oct. 5,12,19,26	6:00-8:00 p.m.	Craft Center	\$18,00	\$20.40	Ann Dobbs
	Matting and Framing	Sept. 21,28	7:00-10:00 p.m.	Craft Center	\$ 9.00	\$10.20	Chris Kee
	Beginning Stained Glass	Oct. 5,12,19,26 Nov. 2	7:00-9:30 p.m.	Craft Center	\$18,75	\$21.25	Connie He
	China Painting	Sept. 21,28 Oct. 5,12,19,26	7:00-9:00 p.m.	MSC 137A	\$18.00	\$20.40	Inge Vaso
	Counted Cross-Stitch	Sept. 21,28 Oct. 5,12,19,26	7:00-9:00 p.m.	Craft Center	\$18.00	\$20.40	Marcel Cr
WEDNESDAY	Woodshop Orientation	Sept. 22,29 Oct. 6,13,20,27	7:00-9:00 p.m.	Woodshop	\$18.00	\$20.40	Mike Butl
	Water Color	Sept. 22,29 Oct. 6,13,20,27	6:00-8:00 p.m.	MSC 137	\$18.00	\$20.40	Karen Cop
	Acrylic Painting on Paper	Sept. 22,29 Oct. 6,13,20,27	8:00-10:00 p.m.	MSC 137	\$18.00	\$20.40	Karen Cop
	Introduction to Calligraphy	Sept. 22,29 Oct. 6,13,20,27	6:00-8:00 p.m.	MSC 137A	\$18,00	\$20.40	Stacia Og
	Glass Etching	Sept. 22,29	1:00 - 3:00 p.m.	Craft Center	\$ 7,50	- \$ 9.00	Wayne Hel
THURSDAY	Intermediate Pottery	Sept. 23,30 Oct. 7,14,21,28	7:30-9:30 p.m.	Craft Center	\$18,00	\$20.40	Karen Gle
	Small Wood Projects	Sept. 23,30 Oct. 7,14	7:00-9:00 p.m.	Woodshop	\$12,00	\$13.60	Robert Pa
	Basic Bike Repair and Maintenance	Sept 23,30 Oct. 7,14,21,28	7:00-8:30 p.m.	Craft Center	\$13,50	\$15.30	Larry Pec
	Tube Painting on Fabric	Sept. 23,30 Oct. 7,14,21,28	7:00-9:00 p.m.	MSC 137	\$18,00	\$20.40	Naomi Sho
	Intermediate Stained Glass	Sept. 23,30 Oct. 7,14,21	7:00 - 9:30 p.m.	Craft Center	\$18,75	\$21.25	Connie He
	Macramé	Sept. 23,30 Oct. 7,14,21	7:00 - 9:00 p.m.	MSC 137A	\$15,00	\$17.00	Pam Harma
WEEKEND	Beginning Needlepoint	Sept. 23,30 Oct. 7,14,21,28	1:00-3:00 p.m.	Craft Center	\$18,00	\$20.40	Marcel Cr
	Introductory Woodturning Workshop	Oct. 2 Oct. 3	10:00 a.m3:00 p.m. 12:00 noon-3:00 p.m.	Woodshop	\$15,00	\$15.00	Edward Sc

For more information or course descriptions, pick up our brochure or call 845-1631.

participants, said the study con- judiced people are against fat siders severe obesity a psycholo- people.

vital to the method as the option.

