

The Management Bookshelf

Have you ever visited the Management section of a large bookstore or surfed a bookstore on the web for management books? If you have, you may have been lost. Books, books, books. Maybe they all look interesting or maybe none of them. In any event, there are too many to choose from; there are thirty new management books published every month.

Below I review three of my favorite books to learn about modern, people oriented management. These books can assist you in increasing the productivity of your personnel and the job satisfaction of everyone, including yourself.

Everyone's A Coach

This book by Ken Blanchard, coauthor of The One Minute Manager, and Don Shula, long-time coach of the Miami Dolphins, is an easy-to-read management book. Many managers report they have found the ideas practical and useful. One manager I know finished the book before setting it down. The authors use the letters of COACH to share their ideas on key management concepts:

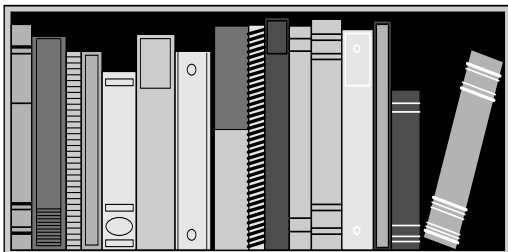
- Conviction-driven
- Overlearning
- Audible ready
- Consistent
- Honest-based

Everyone's A Coach is available for purchase or ordering in your local bookstore. This book should assist you in developing and utilizing *all* the capabilities of *all* personnel in your business.

NUTS!

When we think about the culture of an organization, we usually think of big companies such as Wal-Mart, IBM, and Microsoft. It is crucial to realize that every business and organization has a culture.

One of my favorites books, NUTS! Southwest Airlines Crazy Recipe for Business and Personal Successes, by Kevin Freiberg and Jackie Freiberg can help managers of any business, including landscape businesses, golf courses and



athletic departments, learn to manage their organization, culture and their people.

Southwest Airlines has been profitable in each of the last twenty-five years in an industry that has been very competitive with frequent mergers and bankruptcies. They have accomplished this feat by committing their employees to act like owners and by developing the talents of these employees.

Some of the chapter titles follow:

- *Flying in the Face of Conformity*
- *"Professionals" need not apply*
- *Kill the Bureaucracy*
- *One Great Big Family*
- *Luv*
- *Unconventional Advertising*
- *Customers Come Second*
- *Employees Come First*

Each chapter ends with the management lessons the authors called "Successes in a Nutshell." You will enjoy this wonderful book.

Managing to Have FUN

The third book was given to me by my young adult son: Managing to Have FUN, authored by Matt Weinstein. Especially in light of the challenging time faced by many turf businesses, the following quote from the book seems appropriate:

"Serious times do not necessarily call for solemn behavior. Solemnity as a way of life is greatly overvalued in our business culture. *Life does not become less serious when it is spiced with fun and play.* Rather, it becomes richer and more vital. It becomes less stagnant and more open to change and growth. It becomes more fully alive."

Mr. Weinstein's four principles of what adds fun as a part of a successful and productive business are:

- Think about the specific people involved.
- Lead by example.
- If you're not getting personal satisfaction from what you're doing, it's not worth doing.
- Change takes time.

The book then presents fifty-two examples of how businesses have added fun to their business to add job satisfaction and fulfillment of the mission of the business. If you look at the book, I encourage you to read at least the first two and the last chapters.

Above all, *have fun!*

ROBERT A. MILLIGAN
CORNELL UNIVERSITY TURFGRASS TEAM



Human Resource Update

Managers of any business, including landscape businesses, golf courses and athletic departments, can learn to manage their organization, culture, and their people successfully by committing their employees to act like owners and by developing the talents of these employees.

