

## ABOUT THE AUTHORS

**Bob Pike, CSP, CPAE Speakers Hall of Fame** is chairman and CEO of The Bob Pike Group and has consulted on training and performance improvement since 1969 with organizations like IBM, AT&T, Hallmark Cards, the USMC, the Joint Military Agency, Microsoft and Pfizer. He is author or co-author of 29 books, including the best-selling *Creative Training Techniques Handbook* and *Dealing with Difficult Participants*. More than 125,000 trainers on five continents have attended his multi-day train-the-trainer workshops.

**Robert C. Ford, Ph.D.**, is a professor of management at the University of Central Florida. His widely used text, *Managing the Guest Experience in Hospitality*, is a pioneering resource for enabling organizations to adapt Disney-based practices to create a fun and satisfying guest experience. Along with his co-authors (including John Newstrom), he conducted a major research study on fun at work for the Society for Human Resource Management and has published numerous articles and papers on the subject.

**John W. Newstrom, Ph.D.**, is a professor emeritus of management at the University of Minnesota Duluth and a self-styled funologist. He is co-author of more than a dozen books including the popular *Games Trainers Play*. He also has co-authored numerous articles on fun work environments, including *"Making Workplace Fun More Functional"* and *"Making Work Fun: An Important Role for Managers."* He and Bob Ford published the popular book *Leading With a Laugh: 101 Funny Stories with 300 Serious Insights and Lessons for Managers, Trainers, and Speakers*.

"I've lived by the motto, 'Find something you love to do, and you'll never have to work a day in your life.' *The Fun Minute Manager* takes that concept to a whole new level in showing the boss how to help employees love what they do and enjoy going to work. If you don't have a 'fun epiphany' reading this book, go back and read it again!"

—*Harvey Mackay, Author of the New York Times #1 bestseller Swim With The Sharks Without Being Eaten Alive*

"Successful organizations have a clear vision of where they are headed. They understand what business they are really in. And, most importantly, they develop a culture that supports the vision and business, just as Southwest Airlines did. We hired attitudes that contained a humor and fun component and developed their skills. *The Fun Minute Manager* endorses that concept and gives you a flight plan on how to build a fun, productive and profitable culture."

—*Howard Putnam, former CEO of Southwest Airlines, Speaker and Author*

"Rare indeed is a book a 'perfect fit' for the time it is birthed. The authors have managed such a glove-to-hand fit with their thoughtful, penetrating, relevant invitation for every manager to fold in fun when work environments so need to find fun."

—*Bob Danzig, former CEO of Hearst Newspapers, and Author*

"In these tough and difficult times, *The Fun Minute Manager* is a perfect response to build staff morale and effectiveness. Bob Pike is the master of creative solutions that organizations can implement today! He, along with John and Robert, has put that creativity and more into this book. This is a must-read."

—*Elliott Masie, Chairman of The Learning CONSORTIUM*

Business/Management/Human Resource Development

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Creative Training Techniques  
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THE FUN MINUTE MANAGER

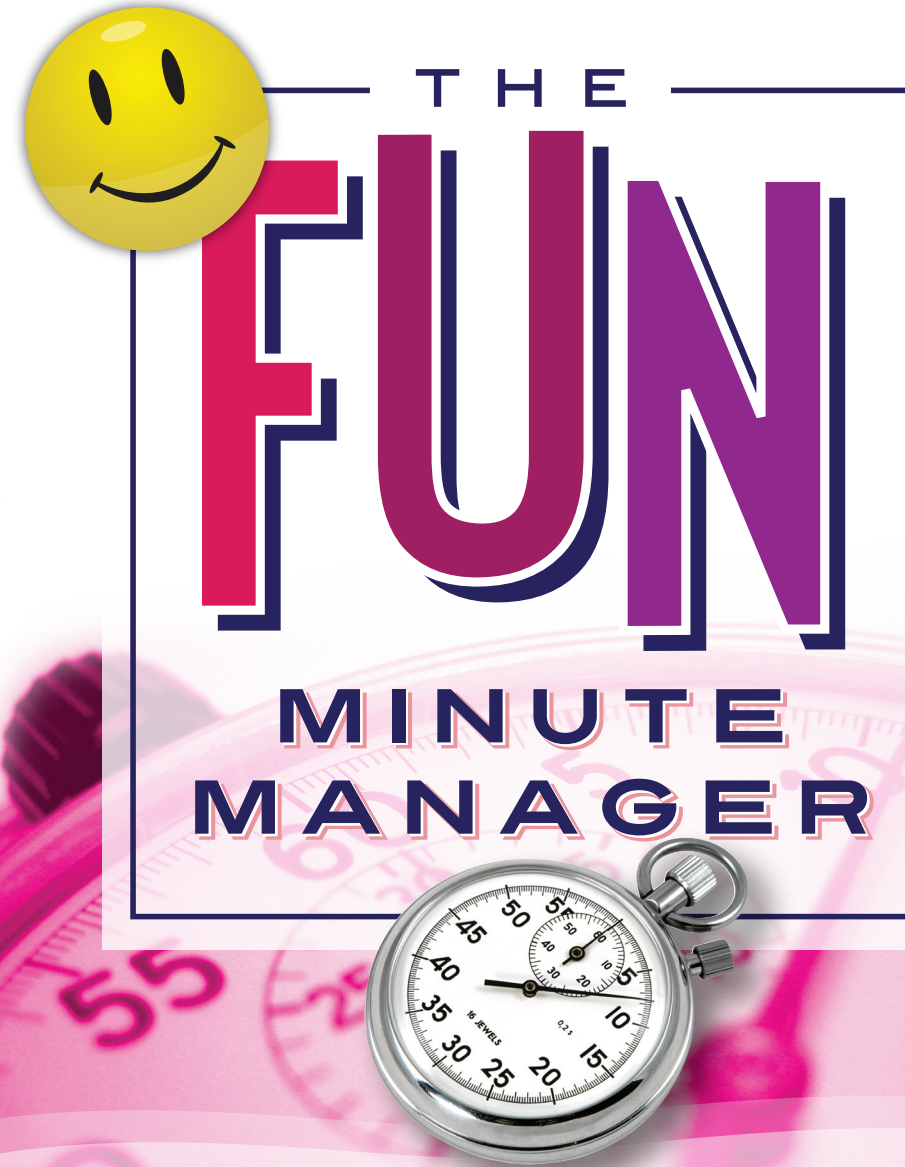


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Creative Training Techniques Press

BOB PIKE \* ROBERT C. FORD \* JOHN W. NEWSTROM

FOREWORD BY KEN BLANCHARD  
- co-author of *The One Minute Manager*<sup>®</sup>



**Create FUNomenal Results Now  
Using Fun at Work!**



**Meet Bob Workman. Bob likes his job. Bob likes his employees. Bob considers himself a good manager but senses low morale among his immediate staff members.**

In this easy-to-read business fable, a chance encounter transforms Bob's work life as he sets out to discover how fun can revolutionize a worksite and pay big dividends both in morale and return on investment.

Bob discovers that a *fun work environment—one which lifts people's spirits and reminds them of their value to their managers, their organization, and to each other*—is a primary need among employees. He sets off on a quest to find ways to create a fun environment and develops a method to produce convincing evidence that creating a fun work environment is worth the time and effort for the company.

Along the way, Bob discovers that fun at work:

- reduces stress,
- energizes employees and lowers turnover,
- improves both employee attitudes and customer satisfaction,
- lowers absenteeism and increases productivity, and
- creates employee loyalty and group cohesiveness.

While "fun" has not been viewed as a traditional responsibility of the manager, managers who care about their employees and their bottom line will find *The Fun Minute Manager* a great tool for actively engaging their employees and positively transforming their workplace. This book is concise, timely, and a rich resource of practical ideas.