

The One Minute Methodology

"... the lesson offered by Orr is so clearly needed that we await the Bob Dylan song with some anticipation."

—John L. Berg, *Standards and Interfaces*

"Although Ken Orr uses a 'tongue in cheek' approach, the ideas he discusses are dead serious. . . . the situations the author discusses have plagued every manager. If you wish to view your professional life from the perspective of another professional who happens to have a marvelous wit, try *The One Minute Methodology* on for size."

—Jim Van Speybroeck, *Data Processing Digest*

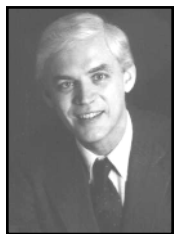
"As the young man sat in the One Minute Method-man's waiting room, a number of individuals who were obviously top executives filed into his conference room. At precisely 10:00 the door was shut and, sure enough, in a little more than one minute the door opened once again and the executives, obviously pleased, filed out."

—from "The Initial Interview"

"During the Ten Second Installation we show them some real random output, but speeded up 100 times. Subliminally they're overwhelmed. At the end there is a tremendous feeling of well being—that's what we're going for. That's the real secret of the One Minute Methodology. It's not important that you have real information, it's just important that you feel like you do."

—from "The One Minute Life Cycle"

About the Author



Ken Orr is a principal researcher with The Ken Orr Institute, a business technology research organization. Internationally recognized as an expert on technology transfer, software engineering, information architecture, and data warehousing, Orr has more than thirty years' experience in analysis, design, project management, technology

planning, and management consulting. Visit www.kenorrinst.com.

Partial Contents

The Search for the One True Methodology

The Initial Interview

The Instructions

What the Young Man Learned About the One Minute Methodology

Understanding the Principles

- The Rule of Management Interest
- The Rule of Data Independence
- Thirty Second Development
- For Top Management Only
- Ten Second Requirements
- The One Minute Life Cycle

The Real Test

- Interviewing Top Management

The Final Interview

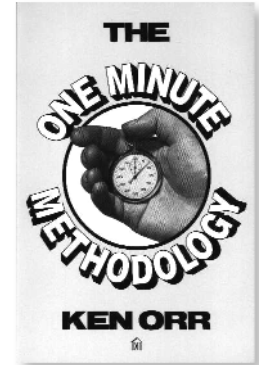
Epilogue

"You can build good systems, and you can build them quickly. But you can't build them without skillful requirements definition. A lot of damage has been done in recent years by gurus who promise great advances from rapid prototyping and 4th Generation languages and user developed systems without, at the same time, pointing out that these techniques work well on certain types of systems and not at all on others. Many of these gurus write books, but they don't develop, or, more importantly, run and maintain the systems they are talking about."

—from the epilogue

The One Minute Methodology

by Ken Orr



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\$18.95 (includes \$6 UPS in US)

*Hilarious Novella About a Young Analyst
with Only a Minute to Spare*

Once upon a time there was a young systems analyst who was looking for an effective systems methodology. . . .

So begins Ken Orr's satire of a nameless protagonist on a Faustian quest.

What he finds is the ultimate methodology for those who want to make their managers happy without actually giving them anything. Based on such concepts as total data independence (the output has nothing to do with the input), the rule of management (management is not interested in information, only in being happy), and the one minute life cycle, *The One Minute Methodology* is perfect for those who are willing to try the impossible—in only one minute!

With tongue in cheek, the author lampoons the current sad state of software development. "Everything today is speed, speed, speed," he writes. "Our executives . . . want everything now and to be told that getting information is going to take time is just unacceptable. I simply had to come up with a better method."

Take a minute now for this hilarious look at the lunacy of companies racing to become the next McDonald's of management information systems. This book will change forever your view of systems development.

Read more about this book at
<http://www.dorsethouse.com/books/omm.html>