Productivity Sand Traps ...

"This is an excellent book for anyone working with Information Systems, but especially for managers and those who aspire to be managers."

—**Randy Rice**, *Software Quality Advisor*

"This is a book that is rooted in sound management principles."

—**Jim Van Speybroeck**
Data Processing Digest

". . . Walsh's book provides a much-needed reminder that IS is helpful in resolving business problems but is not a cure-all. . . . The topics are approached logically from the standpoint of problems, human resources, cases of productivity success and failure as well as productivity enhancers."

—**Alan J. Ryan**, *Manager's Journal*

"What I offer are some suggestions that have the potential to bring about small productivity improvements. I believe that we miss opportunities to improve productivity because of oversights. From this comes the title of the book. We have blundered into numerous productivity sand traps and tar pits, such as over-reliance on high tech, overspecialization (relying on experts), and breakdowns in communication. We've gotten ourselves into this mess and we're going to have to get ourselves out. I believe that if enough of the suggestions put forth in this book are applied, over time, productivity will improve."

—*from the introduction*

About the Author

Mike Walsh is a teacher, consultant, and writer on current topics in computer and information technology. For twenty-three years, he held a variety of positions at CBS Records, including Director of Data Library Development and Director of Information Systems. The author of three other books, he lives in New Jersey with his wife and the youngest of their four sons. He is currently president of Aztec Systems, Inc., an information systems consulting firm based in Kinnelon, New Jersey.

Partial Contents

Productivity Sand Traps & Tar Pits

How to Detect & Avoid Them

by Mike Walsh
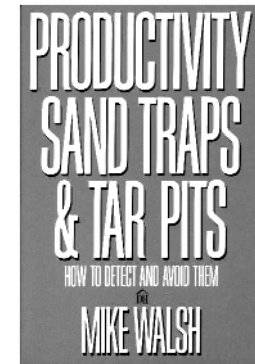
Back-to-Basics Advice and Practical Ideas to Increase Your Effectiveness

In the rush for success and survival, many computer professionals have forgotten the back-to-basic values of communication and cooperation. *Productivity Sand Traps & Tar Pits* shows how small-scale improvements in the workplace can improve long-term productivity.

Providing real-life examples of what makes teamwork succeed or fail, the author reveals ways to improve management's treatment of computer professionals as well as ways to encourage effective work habits. A list of commonsense principles—matched by Machiavellian counterpoints—and an innovative team-based planning technique fill out the text, providing new ways to think about and plan for productivity improvement.

Writing in a light and anecdotal style, the author, a former Director of IS at CBS Records, shows readers how to

- cope with office politics
- emphasize solutions, not witch hunts
- acknowledge what you don't know
- select technology based on need, not hype
- coordinate planning to speed progress
- give priority to effectiveness over efficiency
- adopt behavior principles to improve personal well-being

Read more about this book at