

Winning Wizard's

WORDS OF

**MANAGEMENT
WISDOM**

BOOK 1: STARTING OUT

William P. Fisher, Ph.D.

Winning Wizard's Words of Management Wisdom

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About the Author

William P. Fisher, PhD, is the now retired Darden Eminent Scholar Chair in restaurant management in the Rosen College of Hospitality Management at the University of Central Florida in Orlando. He previously held positions as the chief executive officer of the American Hotel & Lodging Association and the National Restaurant Association, both based in Washington, DC. He also was the executive vice president of finance and administration for a major food service contract management organization.

He holds three degrees from Cornell University: a BS in Hotel Administration, an MBA (finance), and a PhD in Educational Administration.

His academic credentials include service as an assistant professor in the School of Hotel Administration, where he taught accounting, finance, and management courses. He was a partner in the consulting firm of Gaurnier Associates simultaneously with his teaching responsibilities.

The author of numerous articles and books, Dr. Fisher was recognized as the “Champion of Education” by the Council on Hotel, Restaurant, and Institutional Education (CHRIE) in 1996, and is the first recipient of the Michael E. Hurst Lifetime Achievement in Education Award, bestowed by the Education Foundation of the National Restaurant Association.

Married for more than fifty years, he and his wife, Yvonne, have three children and nine grandchildren.

Embarkation

A long time ago and far away in the land of Yenom, there lived an eager young management trainee by the name of Redael. Anxious to embark on a fulfilling career, Redael thought it prudent to seek advice and counsel from organizational elders as to what was necessary to ensure career success. Moving from one departmental chieftain to another in search of guidance and insights, Redael was rebuffed time and time again as the chieftains claimed a busy schedule as the reason to decline appointments.

In the most recent attempt, the Human Resources chieftain mentioned that Redael should really talk with the organization's Winning Wizard (now retired) who was in his office in the Stratospheric Suite on the top floor.

Excited by this possibility, Redael visited the office of Winning Wizard, explaining the nature of the request.

"Well, Redael," drawled Winning Wizard, "I will meet with you because you are new to the organization, but only if you are sincere in taking to mind and heart what I will tell you. Agreed?"

"Absolutely!" exclaimed Redael. "I will devote my full attention to the words of wisdom you dispense."

"Good," confirmed Winning Wizard. "Then we shall begin . . ."

"As you are just starting out, realize that you have many working years ahead of you. Whatever you do, wherever you go, for however long, you need to fully commit to your assignment and your organization. You can't be tentative, lackadaisical, or easily distracted. You need to keep focus, remain intense, and develop a demeanor of success.

"I'll sum up your first lesson with Winning Wizard's Words of Management Wisdom Number One:

William P. Fisher, Ph.D.

“Put your heart in your organization and your organization in your heart. Put your mind on your assignment and keep your assignment on your mind.”

“Good thoughts, Winning Wizard,” Redael said. “This is exciting.”

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