

tools of the trade

Over-Management *Over-Management OR How an Exciting Idea Can Become a Dull Project. Santa Monica, California: Salenger Educational Media. Film (color, 16 mm). \$30 for 5-day preview. \$70 for 10-day rental. \$285 purchase.*

This is a story of a *simple man* who has a simple idea. Since he works for a large, highly organized, and very complicated organization, he submits his idea to his supervisor. The idea progresses through many levels of the company's management and through many of the company's departments. Everyone says it's a good idea—but nothing happens. A year goes by, and eventually the *simple man* has another simple idea. But since the *simple man* is now an experienced man . . .

Objectives of the film are:

1. To help managers and future managers become more aware of how their organization deals with new ideas.
2. To help managers and future managers discover more effective ways of handling new ideas that may surface in their areas of concern.

The film uses interesting cartoon animation to depict *simple man's* experience. Extension professionals and their audiences would find it applicable to discussions and training sessions related to organizational communication and systems, risk-taking, innovation, creativity, and organizational inertia.