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Who

An Amazing Way to

Moved



Deal With Change

My

Celebrating
20 years of the
International
Classic

In Your Work and In Your Life

Cheese?

DR SPENCER JOHNSON

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Foreword by KENNETH BLANCHARD Ph.D.

From the best-selling co-author of

The One Minute Manager

Who Moved My Cheese? - A Amazing Way to Deal With Change In your Work and In your life. DR SPENCER JOHNSON-Foreword by KENNETH BLANCHARD Ph.D.

“Life is no straight and every corridor along
which we travel free and unhampered,
but a maze of passages,
through which we must seek our way,
lost and confused, now and again
checked in a blind alley.

But always, if we have faith,
God will open a door for us,
Not perhaps one that we ourselves
would ever have thought of,
But one that will ultimately
prove good for us.”

A. J. Cronin

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The Story Behind The Story
By Kenneth Blanchard, Ph.D.

I am thrilled to be telling you “the story behind the story of “*Who Moved My Cheese?*” Because it means the book has now been written, and is available for all of us to read, enjoy and share with others.

This is something I’ve wanted to see happen ever since I first heard Spencer Johnson tell his great “Cheese” story, years ago, before we wrote our book *The One Minute Manager* together.

I remember thinking then how good the story was and how helpful it would be to me from that moment on.

Who Moved My Cheese? Is a story about change that takes place in a Maze where four amusing characters look for “Cheese”- cheese being a metaphor for what we want to have in life, whether it is a job, a relationship, money, a big house, freedom, health, recognition, spiritual peace, or even an activity like jogging or golf.

Each of us has our own idea of what Cheese is, and we pursue it because we believe it makes us happy. If we get it, we often become attached to it. And if we lose it, or it’s taken away, it can be traumatic.

The “Maze” in the story represents where you spend time looking for what you want. It can be the organization you work in, the community you live in, or the relationships you have in your life.

I tell the Cheese story that you are about to read in my talks around the world, and often hear later from people about what a difference it has made to them.