

## There Are Silver Bullets!

Who is [Frederick P. Brooks](#) and why did he say “no silver bullet”?

Fred Brooks is Kenen Professor of Computer Science at the University of North Carolina.

In his book “The Mythical Man-Month”, Brooks distilled the successes and failures of the development of the Operating System 360 (O/S360), a project that he managed for IBM. He further examined software engineering in a 1986 paper, “[No Silver Bullet](#)”. In that paper he defined ‘silver bullet’ as a single technique that would, in ten years time, deliver a tenfold software development productivity improvement.

In much more general terms, Wikipedia defines silver bullet as “any straightforward solution perceived to have extreme effectiveness”.

Vision21 takes the Wikipedia definition a step further: “any straightforward solution that **operates** with extreme effectiveness” ... i.e. not merely perception, but indeed reality!

We can acknowledge plenty of straightforward solutions that operate with extreme effectiveness (e.g. paperclip, match, aspirin, wheel, USB flash drive, etc.). So there certainly are silver bullets.

Vision21 features a special class of silver bullet solutions – ones that **drive enterprise health and value**. In this context, “extreme effectiveness” means decisively augmenting the sustainable earnings growth of businesses; and “straightforward” means solutions that any company can routinely implement, without downside exposure. Indeed, ***Vision21’s silver bullet solutions universally offer clear paths forward, with easy first steps, fast traction, assured success and exceptional returns on thoroughly manageable initiatives.***

Vision21’s silver bullet solutions work in any industry, including computer software. And while we might not accomplish a tenfold increase in software development productivity over ten years, we can systematically accomplish a tenfold increase in enterprise value, in even less time – i.e. better than 26% compound annual earnings growth. That’s extreme effectiveness!

***Vision21 delivers silver bullet solutions for talent management, game-changing innovation and operational excellence, among other disciplines. Vision 21 combines the CEO perspective with subject matter expertise to make its silver bullet solutions readily accessible to any company that wants to outperform.***