

How to Get That

If you're not advancing as fast as you should, there's probably a good reason. Here are some practical suggestions for getting ahead.

NEVER BEFORE in the history of American business has there been greater opportunity for advancement from the ranks. Today, most businesses are looking inside their own organizations for men to fill executive openings made possible through retirements, job changes, and company expansion.

This growing trend is typified by the following comment from a top personnel specialist for a major company: "The day is past when men are picked by appearance alone or by what colleges they attended or what clubs they belong to. Today, we're looking for executives scientifically—among all of our 230,000 employees. We're going to make sure we don't overlook a single man!"

In such a balmy business climate, if you're not moving up as rapidly as you should, if you've been passed by for promotions, or if there is an opening coming up soon for which you feel qualified, now is the time for some thoughtful self-examination.

The ammunition is at hand. The desperate need for good executive talent has led to the growth of a number of management consulting firms which study and procure business executives. As a result, dozens of comprehensive surveys have been made of the business executive, 1957 model. From them emerge eight signposts which indicate plainly the route to business success.

If you'll answer the questions below, you should have a better insight into your own executive qualifications—and also see clearly how to move up in the business world, if that's what you want.

1. Do you have broad interests?

There is growing emphasis today on what the personnel specialists call the "flexible man"—the one whose abilities, interests, and talents extend beyond a highly specialized, restricted area. This is a radical change from a few years ago, when the specialist was the fair-haired boy. The reason for the change was summarized by a chemical company official, who said: "A purely technical background will enable a man to solve immediate technical problems, but it may leave him unprepared to cope with today's highly involved human problems of management."

