To Meet A Need

BUSINESS leaders are showing an increasing interest in the development of management personnel. In part this trend is a result of the experience of the last few years, which has demonstrated both the importance of the human element in organizations and the gains in efficiency secured by all kinds of control techniques. In part it reflects the difficulty of the role which executives must play in these days of stress and strain. But, above all, it expresses an awareness of the fact that the long-run success of any company depends as much on a supply of “brainpower” and leadership for the future as on upward trends in sales and profits.

Many business concerns have inaugurated definite, well-planned programs for training and upgrading their executive officers. Others, although concerned with that task, have been unable to find the time and the facilities required to carry it out. For companies in both categories outside help is needed. Under the best of conditions, operating executives can hardly find enough freedom from the working routines that occupy most of their time to do even the extra things that they would like to do in direct connection with their jobs. Moreover, there are bound to be severe practical difficulties in carrying through any company plan which seeks to extend the vision of executives beyond the departmental areas in which they work or, for that matter, beyond the confines of company policy.