

1. Become receptive to ideas. Welcome new ideas. Destroy these thought repellents: "Won't work," "Can't be done," "It's useless," and "It's stupid."

A very successful friend of mine who holds a major position with an insurance company said to me, "I don't pretend to be the smartest guy in the business. But I think I am the best sponge in the insurance industry. I make it a point to soak up all the good ideas I can."

2. Be an experimental person. Break up fixed routines. Expose yourself to new restaurants, new books, new theaters, new friends; take a different route to work someday, take a different vacation this year, do something new and different this weekend.

If your work is in distribution, develop an interest in production, accounting, finance, and the other elements of business. This gives you breadth and prepares you for larger responsibilities.

3. Be progressive, not regressive. Not "That's the way we did it where I used to work, so we ought to do it that way here" but "How can we do it better than we did it where I used to work?" Not backward, regressive thinking but forward, progressive thinking. Because you got up at 5:30 A.M. to deliver papers or milk the cows when you were a youngster doesn't necessarily mean it's a good idea for you to require your children to do the same.