

## GET THE ACTION HABIT

HERE'S SOMETHING LEADERS IN every field agree on: There is a shortage of top-flight, expertly qualified persons to fill key positions. There really is, as the saying goes, plenty of room at the top. As one executive explained, there are many almost-qualified people, but there is one success ingredient often missing. That is the ability to get things done, to get results.

Every big job—whether it be operating a business, high-level selling, in science, the military, or the government—requires a man who thinks action. Principal executives, looking for a key person, demand answers to questions like “Will he *do* the job?” “Will he *follow through*?” “Is he a *self-starter*?” “Can he get results, or is he just a talker?”

All these questions have one aim: to find out if the fellow is a man of action.

Excellent ideas are not enough. An only fair idea acted upon, and developed, is 100 percent better than a terrific idea that dies because it isn't followed up.

The great self-made merchant John Wanamaker often said, “Nothing comes merely by thinking about it.”