

once a month, new business cards and stationery, a revision in sales territories—not one of which was specifically recommended in the training program. The sales manager didn't get a bunch of canned techniques. Instead, he got something much more valuable, the stimulation to think of ideas directly beneficial to his own particular organization.

A young accountant for a paint manufacturer told me about a very successful venture of his that was sparked by ideas of others.

"I never had had more than a casual interest in real estate," he told me. "I've been a professional accountant for several years now, and I've stuck pretty close to my profession. One day a Realtor friend invited me to be his guest at a luncheon of one of the city's real estate groups.

"The speaker that day was an older man who had seen the city grow. His talk was about 'The Next Twenty Years.' He predicted that the metropolitan area would continue to grow far out into the surrounding farmland. He also predicted that there would be a record demand for what he called gentlemen-size farms, two to five acres, big enough so the businessman or professional person could have a pool, horses, a garden, and other hobbies that require space.

"This man's talk really stimulated me. What he described was exactly what I wanted. The next few days I asked several friends what they thought about the idea of someday owning a five-acre estate. Everyone I talked to said, in effect, 'I'd love that.'

"I continued to think about it and to figure how I could turn the idea into profit. Then one day as I was driving to work the answer came out of nowhere. Why not buy a farm and divide it into estates? I figured the land might be worth more in relatively small pieces than in one big piece.