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HOW TO THINK BIG

RECENTLY I CHATTED WITH a recruitment specialist for one of the nation's largest industrial organizations. Four months each year she visits college campuses to recruit graduating seniors for her company's junior executive training program. The tenor of her remarks indicated that she was discouraged about the attitudes of many people she talked with.

"Most days I interview between eight and twelve college seniors, all in the upper third of their class, all at least mildly interested in coming with us. One of the main things we want to determine in the screening interview is the individual's motivation. We want to find out if he or she is the kind of person who can, in a few years, direct major projects, manage a branch office or plant, or in some other way make a really substantial contribution to the company.

"I must say I'm not too pleased with the personal objectives of most of those I talk with. You'd be surprised," she went on, "how many twenty-two-year-olds are more interested in our retirement plan than in anything else we have to offer. A second favorite question is 'Will I move around a lot?' Most of them