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Training Experts Can Bring Out Worker's Best

Business - training specialists cannot teach creativity, but they can bring out the creativity that exists among personnel, a management consultant insists.

Lawrence G. Repucci, who spent six years as psychologist with the Dow Chemical Co., and has conducted programs for employees of Detroit Edison, Pillsbury, and Dow Corning Corp., says that "extraordinarily successful companies do not stifle on investment for creativity programs."

REPUCCI COMPARES the use of business creativity programs to scholarship: "The student who is falling seeks help desperately -- so desperately sometimes that he overlooks the help that already exists; the successful student, that is, the student who is passing, does not look for help but the brilliant student is always looking for help, because help to him is a positive thing. This seems to be true for companies."

Repucci outlines several situations which may call for creativity programs: "You should certainly start to consider creativity training when your whole industry is in trouble--a situation like that of the railroads a few years back with respect to passenger traffic."

"It is gratifying to see that progress is being made to solve the passenger problem for the railroads, but if I don't miss the import of recent news events, the creative impetus to solve the problem came not

from the railroads but from Washington. The most creative idea the railroads seemed to offer was petitioning for permission to drop commuter trains."

He adds: "It is difficult to believe that the railroads couldn't have produced a better solution if they had allowed the creativity of their own people to operate."

ON ACCOUNTANTS as managers: "When your company or your industry is turned over to accountants, it is a symptom of trouble," Repucci insists, "not that accountants are pullbeaters. But when you are swinging free and easy, you likely relegate to the accountants the task of reporting. When things get tight, you likely give the accountants more direct

"It is a sign that rather than forging ahead, you are pulling in. Growth, by definition, is a process of loosening up, death is a process of restriction."

McCarthy Sets Area Appearance

Democratic presidential hopeful Sen. Eugene J. McCarthy will make his first campaign appearance in the Detroit area at 6 p.m. Friday, March 22, in Cobo Hall.

Mrs. Philip A. Hart, wife of Michigan's senior senator and a vocal McCarthy supporter, will introduce the Minnesota Democrat at the \$10 per person fund-raising rally.

The event is being sponsored by the Michigan McCarthy for President organization, the 15th congressional district Chapter of the Michigan Conference for Concerned Democrats (MCCD) and the Metropolitan Detroit Chapter of Americans for Democratic Action (ADA). Following his 6 p.m. address, Sen. McCarthy will appear at a \$100 per couple fund-raising reception hour, also at Cobo Hall. Tickets may be secured through Eleanor Shefferley, KE 5-2476, or Millie Rawlson, KE 5-3019.

GM Names Gossett Finance Manager

Appointment of William A. Gossett as finance manager of Chevrolet Motor Division of General Motors, effective April 1, was announced by E.M. Estes, GM vice president and Chevrolet general manager. Louis

A. Bauer continues as divisional comptroller of Chevrolet. Gossett has been divisional comptroller of GM's Fisher Body Division since June, 1967. He joined GM in 1957 with Fisher Body at Memphis, Tenn.

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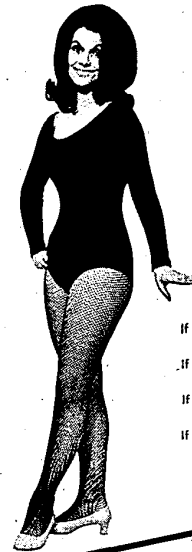
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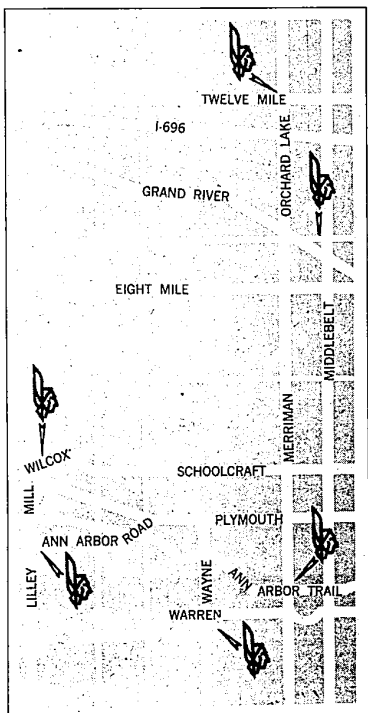


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