

# NMA Survey Of Training Interests

Recently, The National Management Association conducted a survey of the needs and interests of 65,000 managers. One part of the survey concerned "Subject Interest for Further Training and Education." Below is an excerpt from the NMA Survey Report. For further information, write to Dr. William Levy, Manager of Education, The National Management Association, 333 W. First St., Dayton 2, Ohio.

The members' educational and training interests are very much job-oriented. The topics that are identified as most

useful in this aspect are: Management and organization; personal skills such as effective speaking and creative thinking; and, for the technical people, appropriate subject in their technical specialty. It is interesting to note in the case of the technical and professional specialists that there is a high degree of interest in management training.

From a list of fourteen subject areas, the survey group chose three that were of greatest interest to them. The per cent who marked each of the fourteen subjects is as follows:

1. Management and organization — 41.1%
2. Effective speaking — 29.4%
3. Advance work in a technical specialty — 23.1%
4. Creative thinking — 21.6%
5. Supervisory responsibilities — 21.2%
6. Communications — 20.3%
7. Latest developments in science and technology — 16.8%
8. Production management — 15.5%
9. Psychology — 15.3%
10. Mathematics for decision-making — 15.0%
11. Personal management (estate planning, investments, insurance, etc.) — 13.9%
12. Labor Relations — 13.9%
13. Reading improvement — 12.9%
14. Business ethics — 7.1%

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The interest pattern varies according to functional classifications and organizational levels. A good indication of the

variation is provided by the five top subjects in the various job groups. (The figures are in per cent of members of each group marking the item.)

## FIRST-LEVEL MANUFACTURING SUPERVISORS

- |                                 |      |
|---------------------------------|------|
| 1. Production management        | 32.9 |
| 2. Supervisory responsibilities | 32.5 |
| 3. Effective speaking           | 32.5 |
| 4. Management and organization  | 30.8 |
| 5. Labor relations              | 28.3 |

## FIRST-LEVEL SUPERVISORS IN MANUFACTURING-RELATED FUNCTIONS

- |  |      |
|--|------|
| 1. Advanced work in technical specialty      | 35.9 |
| 2. Management and organization               | 28.7 |
| 3. Effective speaking                        | 28.1 |
| 4. Production management                     | 23.4 |
| 5. Latest developments in science/technology | 22.2 |

## FIRST-LEVEL SUPERVISORS IN ENGINEERING AND RESEARCH

1. Management and organization	48.8
2. Advanced work in technical specialty	42.5
3. Latest developments in science/technology	36.3
4. Supervisory responsibilities	25.6
5. Effective speaking	24.4

## FIRST-LEVEL SUPERVISORS IN ADMINISTRATIVE AND SERVICES

1. Management and organization	44.2
2. Effective speaking	38.1
3. Supervisory responsibilities	31.3
4. Communications	22.5
5. Advanced work in technical specialty	22.4

## FIRST-LEVEL SUPERVISORS IN MARKETING AND SALES

1. Effective speaking	57.1
2. Management and organization	42.3
3. Supervisory responsibilities	32.7
4. Communications	25.2
5. Business ethics	20.0

## FUNCTIONAL SPECIALISTS IN ENGINEERING AND RESEARCH

1. Management and organization	44.3
2. Latest developments in science/technology	43.0
3. Advanced work in technical specialty	38.2
4. Creative thinking	21.2
5. Supervisory responsibilities	20.6

## ALL ORGANIZATIONAL LEVELS IN ENGINEERING AND RESEARCH

1. Management and organization	49.3
2. Latest developments in science/technology	37.9
3. Advanced work in technical specialty	35.6
4. Creative thinking	25.1
5. Effective speaking	21.4

## ASTD Scholarship Fund Approved At Purdue University

St. Louis Chapter of the American Society of Training Directors has approved a Scholarship Fund at Purdue University, Department of Industrial Education, as a Memorial to its Past Presidents and particularly Bill Crutcher (deceased), Past President of the Local

Chapter and Co-Organizer of the National ASTD.

Together with an Honorary Certificate the separate award will be made each year for three years, upon recommendation of the Purdue Faculty, to encourage development of human resources; to make aware of the need for productive training and to build competitive business strength and maintain our National Economic stability in the face of foreign business development trends.