

The Challenge To Grow

"The Common Market will broaden into an Atlantic Market and finally into a World Market. In order to participate effectively in this progressive development of mankind, it is essential to have a creative awareness of human desire and its strategy throughout the world."¹

It seems apparent that ASTD and the professional trainers it represents are poised on the brink of tantalizing growth. Many of our industries and companies will enter a new economic and social environment; the next few years are going to be significant ones in determining who is going to be limited and who is going to win in this expansive, dynamic world market. The large picture, in essence, is growing larger and the vision of the viewers must grow larger, too.

If we can define future goals in this transitional period, they appear to be at least three:

1. An ability to work aggressively, resultfully with state and federal agencies, such as those attempting to move along with the Manpower Development and Training Act of 1962 (MDTA).
2. Rapid development of American business people who are proficient, not just in technology, but also in language and culture and in the total operations of their companies.
3. The possibility that ASTD may choose to assume an international world-wide posture to represent the widening concern of its members.

I submit that growing apace with those needs is the one whereby ASTD must serve its members as a clear voice in training matters of national interest *now* and in training matters of international interest *soon*.

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1. Ernest Dichter, "The World Customer," *Harvard Business Review*, Jul.-Aug., 1962.