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At Du Pont we call it "planned mobility." And it's strictly intramural —job hopping within the Company. It means we don't put a man in a training program—we put him in a job—a growth job—in his discipline. Then we give him another job, and another, until he and we agree he's found his open channel.

• We originated this program for scientists and engineers for one reason. They told us to.

In thousands of interviews and job attitude studies, they said they wanted a broad base for growth, a chance to gauge their own professional strengths before they married a job.

We agree. A man ought to look at a job—and a company—from several angles before he decides if it's for him.

And because we have a steady stream of new products to grow on, there's room for a man to move around and to grow—at Du Pont!

