

# The most important questions you could ask about a career with IBM ...answered here

Last year's graduates said that the four most important considerations to them in evaluating companies where they might start their careers were challenging work, advancement opportunities, educational opportunities, and the use of ingenuity on the job.

Here is how IBM rates on these four critical factors:

## Is there an opportunity to do challenging, exciting work at IBM?

There is naturally a greater sense of participation and involvement when the field you work in is as young, vigorous and growing as data processing. IBM is at the centre of what has been called an industry without bounds. Here you will find the diversity and continuing challenge of a pioneering industry. IBM machines are assisting in atomic research for industry, in space exploration, in the compilation of Olympic Games results. They are helping where steel is produced, where ships are built, where oil wells are drilled. They are at work in transportation, in agriculture, in real estate, in medicine, in education, in advertising, in construction, in banking, in manufacturing, in government. The climate for innovation, new ideas, and for talented new people is unusually good. Challenges abound. Knowledgeable people with a broad range of talents and abilities are needed, and IBM takes special pains to keep you from being cornered in confining or restricting jobs. The company finds it good business to help you—and every other employee—to discover *everything* you can do. The excitement of working where you can actually see the future emerging is here. Whatever your chosen area in this field, IBM can offer you a broad spectrum of stimulating activities.

## Are there real opportunities for advancement at IBM?

A person entering IBM now is still on the ground floor with respect to the growth potential of the data processing field. There is room for steady advancement. It's up to you, but everything possible is done to help. The company has been built on the proposition that we constantly improve our products and our technology while providing a maximum degree of satisfaction on the part of our employees in their assigned tasks. IBM has a reputation to maintain and only by moving promising new people along can the company fulfill its own promise for the future. The individual's quest for opportunity is welcomed and encouraged. Bigger jobs await those ready to take on bigger responsibilities. Promotion from within—based on ability and performance—is traditional IBM practice. Many of IBM's more important positions are held today by people in their thirties and forties who have steadily moved ahead from their first job with the company. For those who seek a real sense of job satisfaction, an IBM career presents stimulating intellectual and material rewards.

## What about educational opportunities?

The real assets of IBM lie in the potential of its people. IBM considers your university background only a beginning, just as you do. As you feel the need to review, up-date and advance your education, IBM provides a wealth of opportunities at every stage of your career. Here, education is a continuing process. In fact, each year IBM as a company spends more on education than do all but a handful of the world's largest universities, and there are a number of voluntary programs in which employees may participate with

company financial support. At IBM, progress is the result of human inventiveness, talent and skill. Through extensive education, training and management development programs, you are aided in preparing yourself to move ahead, by acquiring a well-rounded business background and making yourself eligible for many kinds of professional as well as management positions.

## Is ingenuity important at IBM?

Today there is scarcely a form of human activity in which data processing cannot play some useful part. IBM's rate of growth has created many opportunities for young people with outstanding initiative, imagination and competence. Because of the continuing need to expand and move ahead, you will find a remarkable readiness to accept change. You will find that your ideas count from the first day you come to work. And whether working independently or as part of a team, you will have IBM's resources to draw upon for technical and administrative assistance.

At IBM there are a remarkable variety of starting points and paths to advancement. You start with the assurance that a satisfying and rewarding career is available to you in a dynamic, thriving industry. Make it a point to discuss what IBM's "room for achievement" could mean to you with the IBM representative who will be visiting the campus

**October 20, 21, 26 and 27**

Your placement officer can make an appointment with our interviewer. If you cannot attend the interviews, write or visit the IBM office in Saint John at 28 Germain Street.

# IBM

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