

Selection Research finds talents

"If you want to be able to identify success, you have to study success," said Don Clifton, former UNL professor and now president of Selection Research in Lincoln.

Selection Research, a company Clifton starting thinking about 25 years ago, and which came into existence five years ago, is designed to help businesses and people discover what makes people successful.

"We're dedicated to the discovery of talent," Clifton said. "We help companies by first finding the areas of strengths and weaknesses, then helping them develop the talents and manage the weaknesses."

Selection Research works with insurance salesmen, dentists, highway patrolmen and car salesman.

"What we do is study a successful insurance man or teacher," explains Clifton. "We study their life themes, their working conditions, even their managers and find out why they are successful. That way we can help the company develop more salesmen with the same talents."

Other projects

Selection Research also manages a string of running homes called Friendship Villas.

"A nursing home is an excellent place to study people and apply what we know," Clifton said. "It has long been our ideal that people ought to live instead of just exist, so that's the rule we try to apply when working with these

elderly people."

Robert Manley, an associate of Clifton's at Selection Research, is involved in area community studies, a project to help people become aware and proud of their native heritage.

Gives about 200 speeches

Clifton, who resigned from the University system in 1969, has been a public school teacher, a UNL professor and an educational psychologist. He gives about 200 speeches a year, mainly for management and employees of companies. Two of his favorite subjects are his theories: "Dipper in the Bucket" and "Hot Buttons."

"Dipper in the Bucket" is just a name for the idea that everybody has a bucket filled with emotional support, Clifton said. "It's filled with things like success and people's approval of you. But everybody has a dipper too, that they use to criticize or take away happiness from people. I like to talk about the theory so people will look at their life and find out if they're a dipper or not."

"My other theory is called 'Hot Buttons,'" continued Clifton. "You see, everybody has different things that turn you on, whether it's sports, family or work. It's extremely important in terms of finding success to find these buttons."

"I'm excited about this job," Clifton said. "I like to help people find and exercise their talent. It's a growing experience for all of us."

Art studied in series

Showing at the Sheldon Film Theatre this weekend will be the first installment of "Romantic Versus Classic Art," a new series by Lord Kenneth Clark, produced and directed by his son, Colin Clark.

In this segment, "The Romantic Rebellion," Clark presents an introduction to his series, and treats the background of the Romantic movement. He discusses the general principles of Romantic and Classic art, illustrating his points with samples of the work of artists discussed in detail in the series.

These include political paintings by Goya and David, fantastic imaginary designs by Piraneal, and the so-called "Three Massacres" of Eugene Delacroix.

Showtimes are 1:30 p.m. on Saturday and 3 p.m. Sunday. The films are free and open to the public.

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