

Creative Innovation at Young Ideas

I believe the United States is today locked in a struggle it neither appreciates nor understands.

Warning voices have long been sounded from knowledgeable quarters about loss of American technological leadership as highly competent technologists are increasingly educated in foreign countries and remain in their homelands to develop technology businesses. These businesses increasingly compete with U.S. businesses both worldwide and in the U.S. causing loss of jobs and a “dumbing down” of U.S. workers in technological fields. (Look at your local companies and see the decrease in sophisticated, well paying research and engineering jobs over the last few years as an example.)

Because of the historic creative capabilities of U.S. society, we still remain the number one source of innovative ideas worldwide, and so I have seen the need for a new way to increase this ability in our young technologists and a need to ask older innovative individuals to assist in passing along their ability to do “out of the box” thinking as a national priority. Creative thought is being damaged by constantly increasing regulation and regimentation as well, and this is also an area which needs to be addressed as we build organizations to increase creativity and innovation. The questions “why?” and “how?” need to be asked with greater fervor.

Young Ideas offers independent review of client products without the filter of corporate culture or previous bias of any kind. These services include the following:

- Review of creative personnel credentials.
- Assistance in organization of creative groups (young and older individuals share ideas)
- Review of current and future designs to raise the level of utility and innovation.
- Assistance with specific new programs as requested in innovative design and prototyping.
- Research into previous product failures to find the root cause of the failure.
- Compilation of suggestions and information gained, into appropriate reports and design suggestions.

On occasion I may bring in other very well qualified consultants to assist clients in specialized areas (with client permission). This creates a CKO (Chief Knowledge Officer) style input which is becoming of great utility to many companies where a creative individual leads others to focus on a specific overall problem as one or more experts creating an overall long term project improvement.

For the above services my rates are \$100/hour at my office or \$1000/day at your facility plus out of pocket expenses. (Other contract experts have their own fee structure.) I would invite you to contact me for a free consultation to see if Young Ideas can greatly increase your competitive ability and bottom line.

Thank you for your interest,

Gordon W. Young PE
Young Ideas

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