

July 9, 1962

Mr. R. J. Gillespie
Sylvania Electric Products, Inc.
WALTHAM, MASS.

Dear Bob:

Your interesting message stating that creativity of the engineers was increased 70% by the course in Value Engineering raises a number of challenging possibilities.

Does it mean that the tangible problems of Value Engineering offer an exceptionally good vehicle for the development of creativity which, once developed, could be used in any line? Does it mean that the instructor was so well skilled in teaching creativity that he in effect taught two parallel courses, one in creativity and one in Value Engineering?

Warmest regards,

L. D. Miles
Manager - Value Service

LDM/rb

C O P Y

July 9, 1962

T E L E G R A M

LD MILES
SCHENECTADY

OVER 1,000 DESIGNERS ELECTRICAL & MECHANICAL AND ENGINEERS HAVE BEEN TRAINED TO DATE IN VALUE ANALYSIS ENGINEERING. CREATIVITY TESTS BEFORE AND AFTER SHOW AN AVERAGE INCREASE IN THEIR IDEATION PERFORMANCE THEIR ABILITY TO THINK UP ALTERNATE SYSTEMS, METHODS, PROCESSES, ETC. BY 70%. MANY NEW INVENTIONS HAVE RESULTED FROM THIS TRAINING. I AM USING WHAT YOU TAUGHT ME. WILL SEND DETAILS VIA MAIL.

REGARDS

R. J. GILLESPIE
SYLVANIA ELECTRIC PRODUCTS INC
WALTHAM, MASS.