

### Profile of Successful U.S. Firms in the Future

- Research
- Development
- Design
- Marketing & Sales
- Global Supply Chain Management

IN THE UNITED STATES

Creative Work

Routine Work  
DONE BY PEOPLE

Routine Work  
DONE BY MACHINES

IN LESS DEVELOPED COUNTRIES

[http://www.skillscommission.org/pdf/TCTT\\_Standard\\_Powerpoint.pdf](http://www.skillscommission.org/pdf/TCTT_Standard_Powerpoint.pdf)

IEEE

### Metaphors for 21<sup>st</sup> Century

Metaphors for 21<sup>st</sup> Century Paradigm

M21C

*New Ways of Thinking  
Inside & Outside the BOX!*

<http://bcswonline.blogspot.com/>

[www.bcswonline.com/](http://www.bcswonline.com/)

IEEE

### Focus on Marketplace ...

BUSINESS

SOURCES

CUSTOMER

COMPETITION

IEEE

### ENGINEERING VS ENGINEERING TECHNOLOGY

DEVELOPMENT  
Engineer

PRODUCTION/  
SERVICE  
Technologist

BUSINESS

RESEARCH  
Scientist

MARKETPLACE  
Customer

Metaphors for 21<sup>st</sup> Century

IEEE

### Focus on Innovation Team ...

DEVELOPMENT

PRODUCTION/  
SERVICE

PRODUCT TEAM HATS

ENGINEER

TECHNOLOGIST

BUSINESS

SCIENTIST

CUSTOMER

RESEARCH

MARKETPLACE

IEEE

### Technology to Product Example

TECHNOLOGY

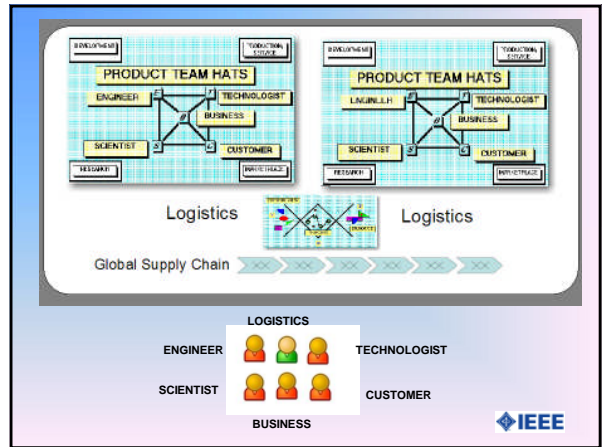
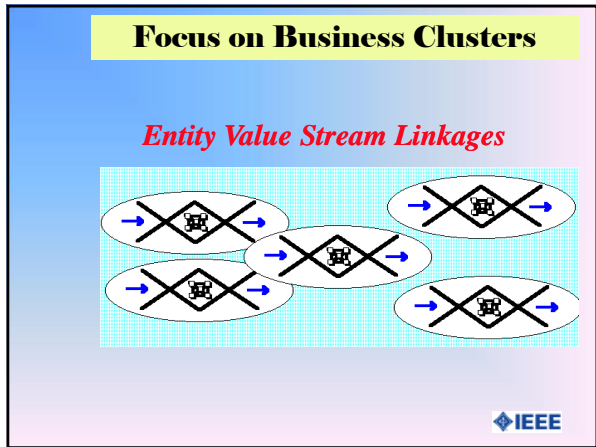
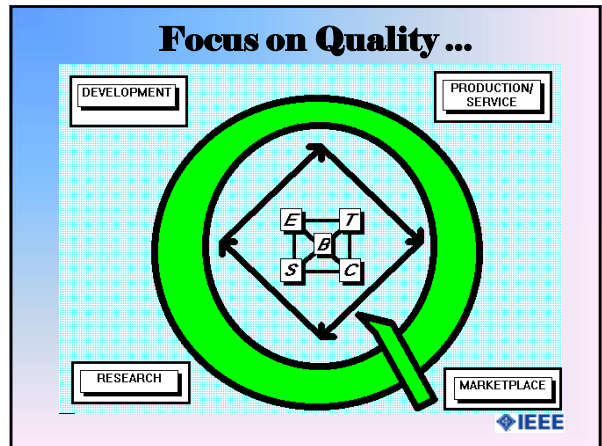
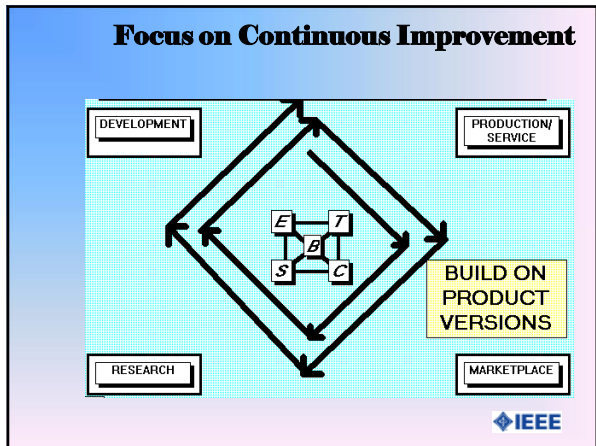
PRODUCT

PROCESS

RESEARCH

MARKETPLACE

IEEE



**Step 1**  
Tri-Fold 3 ea 8.5 x14 in. sheets as shown above.

**Step 2**  
Apply 2 outer stickers as shown.

**Step 3**  
Select label with Hat function of interest.

**Step 4**  
Create a Hat band and adjust to fit head.

IEEE

### To Have A Future! Get Involved With The Future

<http://www.futurecity.org/>

IEEE