

# Now that's a great idea

The engine of innovation is fueled by good ideas that can be replicated

Boeing has been built on the great ideas of our talented workforce. For almost 100 years, our employees have applied their knowledge and ingenuity to develop awe-inspiring, cutting-edge products and services that have made us a global technology leader. And being part of this team is what makes Boeing such a special company to work for: We come up with ideas to solve difficult problems, and through the process we make a difference in the world.

So what is it that makes an idea truly valuable? No doubt there's plenty of worth in ideas that solve vexing technical challenges and make the impossible, possible. But what also makes an idea valuable is how widespread it can be replicated, to let others address similar challenges that enable further innovations. In the late 1930s, we built the Boeing 307 Stratoliner, the world's first production plane to have a pressurized cabin. That technology, which helped enable high-altitude flight, was applied to all large Boeing airplanes that followed—including the 787 Dreamliner, which in turn is inspiring replication ideas that will foster our technical leadership for decades to come.

This edition of *Frontiers* features an article on our Technical Replication Awards, which recognize employees who developed a great invention and spread it to other parts of the company. (See Page 13.) This capacity to replicate is an important part of our ability to innovate, because it lets more people benefit from the great ideas we develop. Replication helps us ensure the technical integrity of our products and services and allows us to get these offerings to the market faster. That helps make us more competitive—and supports our business programs—in a challenging marketplace where customers are looking for innovation and affordability from reliable suppliers.

In my mind, this award program demonstrates the value of the “One Boeing” concept: The awards recognize not only the breakthrough ideas our people have created and demonstrated but also the value these ideas have for fellow innovators around the company. These innovators have improved the capability and the quality of the products they and others are supporting, and have done so in a more efficient manner. After all, what better way to show how great an idea is than



*“What better way to show how great an idea is than by putting it to use in other places where it can help?”*

— John Tracy

*Boeing chief technology officer and senior vice president  
Engineering, Operations & Technology*

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by putting it to use in other places where it can help?

Our One Boeing strategy calls for all of us to work together—regardless of boundaries such as geography or business unit—and to offer our expertise wherever it's needed. Our 165,000 teammates worldwide make up one of the most diverse, talented and innovative workforces anywhere. And that doesn't even include the talents of the hundreds of thousands of skilled people working for our suppliers across the globe.

So let's get the most out of our collective know-how. Use our various sharing and collaboration tools such as inSite to seek out experts. Reach out to others in your work group and beyond. And if you hear of a call for help needed that relates to your areas of expertise, by all means, offer your assistance when it's appropriate.

Our ability to innovate—and replicate our innovations—will help us remain a global technology leader for the next 100 years. ■