

Case study: WL Gore

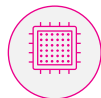


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The Profiler was eye-opening. Our Innovation COE savored the insights it made so clearly and intuitively.



\$3B industrial materials company

One of 200 largest privately-held US companies.
Offices in 25 countries



Goals: Identify innovators earlier and learn how to nurture them

Gore is the subject of several HBR case studies on innovation culture; but new hires not tapped for it.



Focus: New hires < 5 years

US then expanded to additional countries.



Results: Identified innovators years earlier in careers and in remote locations

Gore captured millions of value in IP.