

David Frood

From: DeSilva, Deema [deema.desilva@wichita.edu]
Sent: Thursday, 10 February 2011 7:16 AM
To: David Frood
Subject: FW: Finalizing TTC Change Program

Importance: High



TO WHOM THIS MAY CONCERN

David and I discussed the content of his book after he gave a forty-minute lecture to the business and industry group on the subject. I was impressed by the directness and simplicity of a solution that is centered around the people influencing solutions to our highly complex economic problems. Having read his book *The Thinking Corporation*, I see the enormous benefits that any large or small organization could derive after applying the superbly conceptualized solutions from this book.

The American economy has been slowly slipping away from us for decades. As a result, America is now facing a serious unemployment problem, and we are rapidly losing our position as the number one world economy. The nation is attempting to look for solutions that are politically-based, as well as, those dependent upon restructuring large corporations.

Around business, economic and political circles, innovation is seen as a significant part of the solution, but the question has always been how to implement innovation as a key economic strategy. The methodologies outlined in David's book contain the key ingredients for corporate change and have the potential to launch innovation as a key component for the recovery of the American economy, providing an environment that encourages everyone to put their power behind a determined human effort which would result in harnessing the "Thinking-Power" of the people inside every corporation.

I applaud David's many efforts to share this brilliantly written book which contains straight-forward, transparent solutions that could be easily implemented. I wish him every success to help us all move towards prosperity.

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