



# A Culture That Fosters Creativity

*John first joined Gore as an intern as he was earning his engineering degree. Although he now works in Gore's Fine Filtration Products business, he was a key member of the ELIXIR® Strings team for several years.*

John learned about the company through some friends at college who were doing co-ops at Gore. From his friends' experiences, John says, "It sounded like Gore was a great place to work; a place to make money and have fun. It also sounded like a company that fostered creative thought; development; and new, innovative products—and if you had an idea for making a better product or a new product, they let you work on it. So I was definitely interested in working for Gore."

This initial perception proved to be true. John interviewed with Gore on campus and was offered an internship with the industrial dry filtration business in machine design. He says, "I was really able to design things on my own with input from others even though I was still in college. I thought, "Wow, there's a lot of freedom for me to be able to do these things," and I really enjoyed it. I was there for seven months, and I stayed on board after that, doing my senior design project with Gore and working part-time until I graduated."

At Gore, we believe it's important to do something you're passionate about. We encourage associates to find work that motivates them to be successful. Once he joined Gore

full-time, says John, "I heard that we were developing guitar strings, and I got excited because I'm a musician. When I was a kid I thought that working in the music industry would be awesome. I got the chance to try some of the strings on my guitar when the team was just doing trials, and I realized the product was great. I started networking to make it known that I'd love to get a chance to work with that business." And his efforts paid off. Explains John, "Although I wasn't involved in the grassroots effort of getting the ELIXIR® Strings off the ground, I joined the team two years later."

Using ELIXIR® Strings as an example—which last three to five times longer than ordinary strings while delivering great tone—John says, "I think our approach to products is unique: making something that fulfills a need that nothing else can. I think it reinforces the value customers see in the brand, and when they see something new coming out, it really influences them to try it. That's what's important to me."

John says that working at Gore has taught him patience. "To develop a product that's really good, you have to be patient. The more constructive time you can put into this kind of

effort, the more it pays off in the end. I've also learned that you need to think strategically, because not all ideas work out. Some of the most interesting concepts never even make it to the market."

"Our culture is based on freedom, commitment, and creativity," says John, "so we need to hire really good people. That's really exciting, and you get energized by it because you feel like each person is making a difference. I believe in how we treat our customers and our suppliers, that we have a good reputation, and that it's everybody's job to be a part of that."

John's not alone in his enthusiasm. "If you walk into any plant, and you start talking to folks, you'll find out they're passionate about what they do. We're doing something a little different here. Gore provides me with an outlet for creativity. It's a great place to work, and I've always been very happy with my decision to join Gore."



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