
THE MISSION STATEMENT FOR LIND INNOVATION

It has been two years now since Lind Innovation was formally incorporated and in reality it has been nothing but a shell corporation for my consulting practice. As you all know, I have much larger plans for this organization and I feel that it is crucial that my inner-circle becomes a critical component of these plans. **My goal is to build an organization where every person involved wants to be dedicated to their work while simultaneously providing the monetary and service support structure for everyone's initiatives.**

After a life time of thought and development, I am now ready to make my overall goals and strategies public.

While compensation is obviously a key reason for employment, I think that all of us agree that it is not a driving factor for choosing our profession. All of us do what we do because we fundamentally enjoy the basis of our profession, while at the same time none of us our completely happy with our current work environment. While I can only speak for myself but I'm going to guess this applies to everyone, **only a small portion of that dissatisfaction is related to compensation.** To varying degrees **we all probably feel like we're stuck**, and if things keep going the way they are, what's the point?

As you all know for a long time I have been trying to do something about that for myself, and I invite you to take an active role in my organization as a way to change all that. **In the short term not all of you will be able to have direct compensation, but when I say short term I'm talking a year or two at most.** I am convinced this new strategy will generate the kind of revenue necessary to fund various projects so that everyone involved will be able to take a full time role that is near-ideal to them.

The key to building this type of organization is ownership, and equity is just a part of that, more important is the willingness to take ownership of what you're working on. It is impossible for someone to truly take ownership of their work if they do not enjoy and believe in it. People will not act in the best interests of an organization unless that organization enables them to take ownership of their work by **allocating work not based on the needs of the organization but the needs of the individual.**

In today's environment work assignment is a unilateral contract where the **employer takes ownership of an individual's ability to make decisions.** While this is effective from a top down management perspective, I contend it is not only wrong and unfair but undermines the effectiveness of the organization. It is the corporate policy of my organization that work is not assigned but mutually agreed upon.

In order for employment contracts to be truly bilateral the organization must be able to support cross-disciplinary initiatives on such a scale that it is **an improbability that a person cannot find a project that they are both qualified for and believe in**. Otherwise the implicit threat of withheld compensation is so great that it drives the person to accept work that they cannot reasonably take ownership of.

The only way I see to achieve this goal is to develop an exchange platform that codifies these ideals so that people can organize themselves to propose, fund, execute and support projects without any centralized management control. **Developing such a system will take years, probably decades, to achieve** as much of the underlying technology platforms and business processes do not yet exist.

Lind Innovation's mission is to foster the development of the key components of the exchange both directly by developing the platforms that we are capable of and indirectly by sponsoring research that will result in detailed proposals to third party organizations which have capabilities to develop platforms we simply cannot.

Look forward to a detailed proposal outlining the first step in this ambitious effort that if successful will provide us with the funding needed to aggressively pursue my vision, and I hope our vision.

Jason Lind
President / Chief Software Architect
Lind Innovation