

(Excellent questions followed)

Your consultant

Communication - screen - Mexico - embarrass

Un-learn

In your frame of reference

What this is?

What it can help us do

What we need to do to understand and support it.

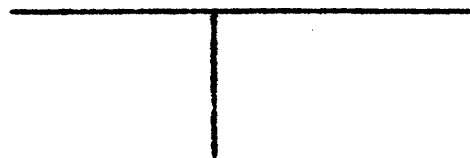
Research - 15 years ago

VP Purch.

Enrg.

Mfgrg.

Identify more unnecessary cost sooner



No cost but function -

System -

Jet

Same)

Modified) Components or techniques

New)

Samples - same qual.

Some govt., some competitive

What is it

More perfect decision criteria

Definition

Identify

Evaluate

Cause

Now I'm 75% finished communicating

Function base

Problem solving

1. **Problem definition**
re-definition

INS - 1695 64

What function customer really wants
terminal board
insulation

2. **Function identification**
3. **Function evaluation**
tie, etc.

4. **Search orientation**

5. **Idea development**
Creativity - seed planting
environment
development

Rope

6. **Roadblocks - identify - deal with**
Kirksite
Tools 75

Psychological - not logical

Law of next step

TV Knob

Now profit for VE Incentive Clauses
military