

"USING VALUE ANALYSIS TO INCREASE PROFITS"

50-60

(Don't know how to evaluate. They were very serious.  
They seemed moved to action. Plant managers came up  
afterwards and said they wanted to do something about it)

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If I were to say...

1 - 1/3 to 1/2 cost not needed - could secure twice as much from man's thought  
and his effort.

Responsible managers would say... fanatic... man is crazy

If I should say that...

2 - Most extra cost left in because of psycho - not technical.

If I should say...

3 - Managers and men usually make decisions not really for good of business  
but to minimize personal risk...

You'd know I am irresponsible.

Then, If I should say...

4 - There is a system based on these realities -- which gets much better manage-  
ment decisions - improving products and profit...

You'd say, "We'll hear you out--but it better be good!"

To communicate as much as I can in a half hour, I do say all four.

I will provide

Some proof

Some understanding

VP 3 1947 research

No qual. reduction

No in D<sub>1</sub> E<sub>2</sub> etc.

But to learn situation and better cope with them

**Point #1 - Examples**

5 or 6  
cement  
gasket maintenance from 16,000 to 2,000

**Point #2**

Spot focuser  
FW motor  
Kirksite  
75¢ - 1.41

**Point #3**

5000 screws  
10,000 controls  
Results - hard job smart guy

**Point #4**

VE system  
Piano

Arrangement  
Ident <sup>double nut</sup> stud  
switch blade

Eval.  
same

Cause  
same

**Piano**

707 - DC 6  
whole system  
training  
environment

Don't try to fly 1/2 on airplane.  
Don't try without trained pilot  
Don't try without runway (environment)

**In tech-**

use function  
esteem function

**TV example**

Motor shield

**Mgt.**

Source of action  
Know what system is  
Cause men to learn approaches & tech.  
Create environment

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**Cleveland**

**February 25, 1964**

**Finally**

**Man<sub>Ingenuity</sub> + Man<sub>E</sub> = Desired result**

**Is system to effectively apply more ing. under today's conditions.**