

**THE NEW ROLE OF MANAGEMENT USING VALUE ANALYSIS SYSTEM TO  
PROVIDE APPROPRIATE COST**

Should everyone get into the act?  
What do you think Value Analysis is?  
Goodwin  
Mugli

What value is  
What Value Analysis is not  
What Value Analysis is  
Yield from managing it.  
Problems of managing it.  
What must be done to manage it.

Value is app. perf. and app. cost  
Value Analysis is not  
ind. eng. - etc.  
Value Analysis is system  
Piano  
Evaluate function  
Examples  
Piano player  
Piano in plans  
Piano in results

Lack now is management lack

Results proven  
Results are not enough

Understanding  
Why  
How  
Etc.  
Management must understand more.

Decide this is the solution to this problem  
Get piano player and music

Plan differently  
Mgt. provide sheet music

Organize differently  
All want to change others  
Mgt. innovation essential

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**Staff differently**

**Measure differently**

**app. cost and app. perf.**

**Hold accountability differently**

**Then app. cost just as**

**predictable**

**plannable**

**sure**

**as appropriate performance**