

**SALES WORK WITH GENERAL MOTORS IN INDIANAPOLIS.....2/3/64**

**On arrangement of E. S. Bush**

**Mr. Dice, Mr. Goes, about 15 associates**

**Duration - 2 hours**

**Evaluation - 95%**

**Mr. Dice -- Mr. Goes -- Associates**

**Mr. Bush -- helpful -- answer some questions**

**Your consultant**

**Your co. --one of most successful on earth.**

**So my comments here in framework of high success  
at top mgt. thinking level.**

**What is it that they call**

**VA -- VE ?**

**How does it relate to other parts of the business?**

**Where does it come to rest--where is its home?**

**Pull the weeds**

**VE is not**

**Ind. E., Prod. E., CR, Work Simplification, Good Buying**

**Did not exist prior to 1947**

**Is not "What a good engr. does anyhow!"**

**Plant seed**

**IS**

**Arrangement of tech. --inc. some new--**

**Causes diff. thinking proc.**

**Gets diff. decision crit.**

**What is new in technique?**

**Several groups of tech.**

**We'll illustrate a few**

**Switchblade**

**"Have a function"**

**Evaluate 10%+**

**Evaluate 2-20%**

**Show 3.00 example**

**or in military**

**Spot focuser**

**New is arrangement**

**New is penetration of function thought**

**Motor end covers**

**Isolate funct. thinking**

**New is completeness**

**stud**

**Blast - create - refine**

These are techniques taught in two weeks.  
But task of this group mgt. of the technology  
So--Let's get onto that area  
Some relationships

VA/VE?

CR?

Suggestion system?

Quality Fouch?

Standards?

VE make decisions

In Res. & Dev. ?

Filter - Spot focuser - switch blade

Large quantity or one shot

~~Soft water~~

Now let's use  
definition

Make clear

Evaluate

Cause concrete example

Is VE essentially finding new ideas, mat'ls, processes?

NO!

VE dev. the understanding of psycho. reasons for cost

deals with them

motor shield

double nut

Honest wrong belief \$.40 - 39

Habits - cement

Attitudes - pre-decision

Warm blood

Disposal stud

Environment

Few more questions

1. Team concept

Skims

income tax

Specialist instead

More people

100 people not get results

200 people not get results

or

Do it differently

100 machine guns

3 - 105 s

2. Design Review

Too late

3. Where

App. perf.

App. cost

✓ ✓ ✓ ✓ ✓ ✓ ✓

Must identify which area

G Mgt.

Eng.

Mfg.

Water closet

DC6 vs. 707

Plane - environment - trained pilots

Ft. at Canaveral

Not new?

Rockets

DOD

Some men saw

Must get discipline used

Make it profitable

Create contract language

Measure it

De-bug it

H-111

Pay for any sug.

Attitude Pay for

and contract items

Program Recommend.

Train men

Orient Environment

Counsel to get Implem. to working.