

# GENERAL OUTLINE FOR VALUE ANALYSIS DISCUSSION

Gulf Research and Development Co.

Pittsburgh Pa. Nov. 22, 1965

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- 1 - Relate the system of Value Analysis to the work and interest areas of the Gulf R & D Co scientists and engineers.
  - 2 - Establish what it is -- its key basic principles, approaches and techniques.
  - 3 - Show how it works. Start with simpler examples. Proceed to more involved, and to the non-hardware type.
  - 4 - What are the problems?  
What limits the success of the procedures?  
How are these limitations being dealt with?
  - 5 - How can the engineers and scientists at Gulf Research and Development Co. use its principles?
  - 6 - Handle questions and desired discussion which has not been included.

L D Miles

— GULF —  
HOW DO PROCESS'S USE IT?  
HOW DO SCIENTISTS USE IT?  
WHAT ARE WE TRYING TO ACCOMPLISH?

SPENDING MONEY TO ACC FUNCT.  
FACTS - BELIEFS  
ASSUMPTIONS

USE HOW. EXAMPLES - THEN CHANGE

MAKE A GREAT DEAL OF THE  
JOB PLAN

MAKE MUCH OF THE "AVOID EMBARR.  
DEMOTIVATOR

SUCCESSFUL MEAS C  
CHANNELED BY SUCCESS'S  
BLOCKED BY FAILURES

MAKE MUCH OF  
FUNCTION/COST MEAS  
STEP BY STEP PROCESSES  
ISOLATING THE KEY PROBLEM  
THEN SOLVING IT  
EMOTIONS CONTINUE STATUS QUO  
WHAT IS EXPECTED DETERMINES  
WHAT MUST DO

# EXAMPLES

CONCRETE HARDNER

SCHEM. TAX COLLECTION

DISPOSAL - CONTINUOUS & OFF

CATCH PAINT DRIPPINGS

# VA SYSTEM IS LIKE A

1-

ONE PURPOSE

ACC. FRONT AT LOW COST.

2. AUTOMOBILE  
COMBINATION

3 JET LINER  
MUCH THAT EXISTED

SOME MADE MORE PRECISE  
A LITTLE THATS NEW  
(SKILL TO USE - SPL ENVIRONMENT REQ'D)

4 A PIANO  
ALL THE KEYS REQ'D  
USE ONLY WHATS NEEDED  
SKILL IS DEVELOPED

5 A ROAD MAP  
LIGHTING SPOTS POINTED OUT  
ALTERNATIVE ROUTES IN CLEAR  
VIEW.

MAKE SOME OF  
MEN CAN DO MORE - HAPPIER  
EMOTIONAL - NOT LOGICAL  
LIKE POST-HYPNOTIC SUGGESTION  
COACH FOR CHAMPIONS  
HOW MANY WERE DOING  
EXACTLY WHAT MADE  
SENSE TO THEM

# SYSTEM OF VA

1- IN PRODUCT OR PROCESS ALTERNATIVES

2- MENS ATTITUDES & ACTIONS

	<u>1ST HOUR</u>	SECOND HOUR
PRINCIPLES	20	20
EXAMPLES	20	20
PEOPLE FACTORS	10	10
ORIENT IT TO THEM	10	10

Ablo/p

1- ~~ORIENT TO THEM~~

2. ESTABLISH WHAT IT IS

3- SHOW HOW IT WORKS

4- WHAT ARE THE PROBLEMS ?

5 HOW CAN WE USE ITS PRINCIPLES

1- ORIENT IT TO THEM

TO THEIR EXPERIENCE

"TRAINING

"BELIEFS

ESTABLISH WHAT IT IS  
GENERAL

SPECIFIC

NOW

SAME BUT MODIFIED

SAME

SHOW HOW IT WORKS

ILLUSTRATE THE KEY PRINCIPLES

STARTING WITH SIMPLE EXAMPLES

BUILDING UP INTO INVOLVED

AND INTO NON HARDWARE

2715 29th St.S E  
Washington D.C.  
Oct 30 1965

Mr R S Justiss;

Please note the change of address. We are in residence in Washington now, but I am travelling back and forth. I suggest that you send copies of communications to both addresses between now and the 22nd.

Your Sept.16 letter included the information I needed to prepare for the exact group. All of the arrangements you suggest are quite suitable.

It is simple to use public transportation from the air port to the Carlton House.

I will have time available to answer more questions and/or take part in more discussions with any who might have further interest.

We will weave the questions which are available in advance, into the program where they best fit. We will take more as we proceed and have more if desired at the end.

The attached general subject arrangement seems about right to me. Please freely make suggestions.

Sincerely,

L. D. Miles

ldm/e

WHAT DO WE WANT TO ACHIEVE  
 TO BE MORE SYSTEMATIC  
 THOROUGH  
 FASTER  
 IN RESEARCH

INCREASE THE CONTRIBUTION OF THE  
 SCIENTISTS TO THE BUS.

- |  |     |   |
|--|-----|---|
| OPEN                                       | MIN |   |
| 1 Relate to them                           | 10  | } |
| 2 what it is                               | 10  |   |
| 3 how works - simple to complex - software | 30  |   |
| 4 what are problems - 10                   | 20  |   |
| 5 How they work                            | 10  |   |
| 6 Questions                                | 20  |   |

BEHIND PEOPLE  
 1 save were clear on what they to do  
 2 Purify info & assumption - waterbed  
 3 step by step  
 4 Intense search  
 5 " " Thinking - key spots  
 6 Overcome stoppers

Cement hardware  
 Ballast  
 Std - 2 nuts

# Gulf Research & Development Company

R. S. Justiss  
DIRECTOR  
ENGINEERING

P. O. Drawer 2038  
Pittsburgh 30, Pa.

September 16, 1965

Reference: 5000JA70

362-1600

Mr. Larry D. Miles  
1499 Keyes Avenue  
Schenectady, New York 12309

Dear Mr. Miles:

Before General Trudeau left for Europe earlier this month, he sent to me for answer your letter of August 24. I note that you expect to return from your European trip on September 23.

The main information I want to transmit at this time is a confirmation that we do want you to talk to us and a statement of our preference of November 22 as the date for your visit to Gulf Research & Development Company. We would like a morning session. Your usual consulting fee of \$500.00 and expenses is satisfactory.

Commenting on your letter, we are thinking in terms of 100 of our scientists and engineers in attendance at the session. They will come from a broad range of laboratory research, development and engineering areas. Although most of these people will be aware of the trend to Value Analysis, very few will have been directly concerned with it. It is my feeling that their contributions to our Company can be increased by a greater familiarity with the principles employed in Value Analysis. On this basis we have been thinking of a fairly general type of presentation which would further inform our people on Value Analysis, its purposes, uses and basic techniques, along with some of the more interesting examples of accomplishments which have been realized by this means. One of our problems has been in attempting to fit Value Analysis, in the way that we know of its workings in hard goods manufacture, to Gulf's operations which in the main do not deal with hard goods but rather with bulk liquids, semi-solids and gasses. The inclusion in your talk of something relating to this problem would be helpful.

A two-hour session is satisfactory. However, a more precise determination of time can await a decision on the program to be presented. Assuming that the program is two hours, we would start around 10:30 with a 15- or 20-minute break at 11:30. We would plan on having lunch around 1:00 p.m.

If I have given you a sufficiently clear description of the type of presentation we are thinking about, perhaps you will work up a brief tentative outline and description of the program for our review. We will be glad to assemble a list of questions in advance of the meeting. As you suggest, these can be read either by you or by someone else, whichever is deemed more effective. I believe that the meeting would be made




September 16, 1965

more meaningful if some time were allowed for additional, informal questions from the audience.

As soon as the date of your visit has been agreed upon, we will make a reservation for you at the Carlton House for the evening before and arrange for your transportation in our car between the hotel and the Laboratory. If you will require special transportation from the airport, we will be glad to arrange this also.

We will be happy to have your comments on this letter along with any ideas you may have for firming up a program for us.

Sincerely yours,



R. S. Justiss

RSJ:ejc

cc: General Arthur G. Trudeau