

ROCK ISLAND ARSENAL, ILLINOIS...October 5, 1963.....L. D. Miles
(Top level value engineering orientation. Approximately 150 military
and civilian personnel engaged in army defense beginning with General
Linde and continuing into the lower ranks... .. 90%)

Your consultant

Unlearn - communications screen

Your frame of reference

What this is

What it can help us do

What we need to do to understand and support it

Not motivation

Not new name

Not all new techniques

New arrangement

Some vital new techniques

Some techniques with modifications and new emphasis

Many existing techniques

Original design or later

No quality reduction

Usually reliability improvement

Applies to products or services

Cost levels reduced one-half to one-quarter

Exclusively for the purpose of securing lower costs--more weapons

Identify more unnecessary cost sooner.

No cost but function

System

Piano

Jet

Jet - environment

Jet - trained separately

More profit decision criteria

Definition

Identify

Evaluate

Cause

Function base

Use - esteem - tie - clip - button - nail

TV knob

Cause work where and when needed

Results not enough--understanding necessary

People not technical problem

October 5, 1963

In Summary.....

Areas of newness in the value analysis and value engineering system

1. A new planned approach.
2. Greater intensity of study of product or system or service functions with some new divisions and approaches.
3. A search oriented rather than a knowledge oriented system.
4. Special techniques--not today discussed--to identify the ever-present road-blocks which stop both idea development and implementation, and to deal effectively with them.
5. Reversal of the traditional procedure of first designing for performance--using up all of the time and money--then expecting to go back to design for cost.

Instead, as the second part of the definition states--

FIRST, establish appropriate cost

THEN, instantly reject any design approach which does not meet it--forcing immediate better thinking--saving time and money--and arriving initially at products and systems which meet both cost and performance objectives.

ROCK ISLAND ARSENAL, ILLINOIS.....October 5, 1963.....L. D. Miles
(Value Analysis Training Class with some additional supervisory people)
90%...keen interest...excellent attitude
in questions and comments...developing
understanding was apparent

Questions asked at the start.

Comment on Value Analysis relationships with Work Simplification.

What is the difference between Value Analysis and across-the-board
Industrial Engineering, if any?

What further Value Analysis should be conducted after the cream is
skimmed?

How do we answer the "What is in it for me?" question asked by planners,
drafting people, etc.?

What comeback do you have to the analogy of the washboard and the auto -
matic washing machine on the basis of
basic function?

What is the role of Quality Assurance, Reliability, and Value Engineering?

What does true value mean?

Is private industry doing as much as we are?

Expand on human relations problems.

What are the ratios of potential savings to potential cost?

In your book, you have indicated that accounting routines often were in
for decision-making purposes. Have
you seen a change in this?

How far does a value analysis man carry the project?

- - -

Value



Value Analysis - each has his definite system.

Piano - DC 6 - jetliner

Organized common sense - like engineering

Definition

People

Each works in environment

Understanding

DOD meeting

LDM:AMH