

A QUESTION OF SURVIVAL

DATA NOW REVEALS VALUE ANALYSTS ARE ~~IN SHORT~~. COUNTERMEASURES, HOW TO APPLY COUNTERMEASURES, HOW TO MEASURE RESULTS

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Abstract

Every species that survives has a system of births and a pattern of growth to ensure survival. Value Engineering must learn and apply these lessons.

Summary

A first law of nature is that unless a specie is generously reproduced, it dies out. Even an oyster lays 6,000,000 eggs each year. Professional people, engineers, accountants, doctors, lawyers, are being reproduced by colleges and universities can be located and hired. No so - Value Analysts, they must be reproduced by Value Analysts, or they do not exist. Records of birth are needed, and will show that inadequate reproduction is threatening the specie.

Reproduce or Die

Natures' Creations

50 years ago, in Galapagos a great multitude of huge turtles, weighing hundreds of pounds, inhabited the island. Darwin reported on them. In another 25 years, there will be none. Substantial reproduction stopped 10 years ago. A shipwreck brought rats to the island. They eat the eggs.

Man's Creations

In one company of 250,000 employees early in the 50's, top management said, "Train 1000 Value Analysts each year". For 10 years it was done. Earnings increased, businesses stabilized. Trained men moved on up into all types of management responsibility, and continued to help that company remain a winner.

With the need of the moment largely filled, training was reduced to a trickle - reproduction of the "young" value analysts essentially stopped.

Will the contribution to this companies products and earnings by value analysts and engineers, and the similar contribution in dozens of other companies, soon die out?

Different from other Professions

Do you need an engineer - civil, electrical, mechanical, aeronautical, chemical?

Do you need a research specialist in metallurgy, electronics, atomic science?

Do you need an accountant, a lawyer, purchasing manager, doctor, business manager, artist, musician?

Find one and hire him. The universities spawn them all.

Do you need a Value Analyst? Search the nooks and crannies. Maybe you'll find one. No adequate planned system reproduces them - as yet.

Nature shows it

Through millions of years of experience, nature has learned its lesson - REPRODUCE ADEQUATELY, OR DIE OUT. A femal termite lays 10,000 fertile eggs per day. The oyster puts 6,000,000 eggs into the water each year - with an equivalent amount of sperm from the male. There is enough live sperm in the average ejaculation of the human male to populate the United States.

Quantity a-n-d Quality Essential

The realism proven by breeders of beef cattle, race horses, and all other species, is that weak teaching is absolutely unacceptable. The best bull and the best heifers must produce the herd, or it won't survive, or stand up to competition.

The crow is responsible for the survival of the crow, the fox for the survival of the fox, and the value analyst for the survival of the value analyst.

Quantity

Can we determine the number of annual births needed to supply, (1) each business, (2) each government unit, (3) each social service group? Can we keep track on the number of value analysts being born each month, to match against these needs? Can we benefit industry government and social service groups, countrywide, by causing at least the minimum needed number of value analysts to be born each month?

Quality

Although a car is still a car, even though it has no starter, no lights, no spare tire, no engine strong enough to take it up a 10% grade -

can we end the, often found, belief that a value analyst is a value analyst whether he has received 2 days, 3 days, 4 days, 5 days, or 10 days of training? Can we upgrade requirements for teachers so that in addition to full training, they must have developed some skill by completing at least one year of "Do it" experience? Can we cause at least another week of advanced training to be taken by teachers and often by practitioners?

Conclusion

The time has come to measure the potency of value analysts and to provide the corrective treatment indicated.



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