

CONCEPTS AND PRINCIPLES OF VA.....Dallas, Texas.....9/9/63

Start VA seminar for Collins

For GE Sales Mgr. Parker & man Buster W

2 doz. VA trainees

3 doz. management

.....80%

Appreciate honor, Thank you Gene

VP 3

Cold Control

Cover...Box...Springs

System of approaches developping

Examples of results

What VA is

Organized search

Arrangement of tech.

Discipline of problem solving with techniques

Problem definition

Creativeness

Roadblock

Definition

Handling

Search

Dealing with deficiencies of decision process

Concepts

1. No cost but customer function

work - sell

2. Each function evaluated

tie - clasp - etc.

3. Ideas don't exist till born

Creativity

4. Not knowledge - but search orientation

5. Roadblocks - law of next step

System

Abacus

Piano

DC 3 - 6 - jetliner

Like jetliner

System

Training

Environment

R & D

Flashlight

Mule