

THE CALL TO VALUE

0-9

Good Morning, Gentlemen. . . . We meet to study value.

We'll learn more about what it is -- what makes it -- what loses it.

We will find that it is neither magic nor guesswork.

That as a house is built of bricks and mortar boards. . .

Put together with special processes using certain skills,

So Value has definite building blocks,

Can be built by special processes using specific skills

Our ability to accomplish new results -- using materials and processes is developed and unquestioned.

Our ability to use materials and processes to accomplish the same results -- at far lower cost -- lags for arrears.

Let's develop that skill.

Value is not inherent.

Value in a sense relationship of price to light, etc.

In a truer sense relationship of price compared to minimum price necessary for as good a light.

The science of Value is the science of comparison -- Miss America.

Together we will learn the science of evaluation.

We will face up to the job of eliminating 50% of most classes of cost without impairing quality.

You will have opportunity to learn a new skill.

Costs your departments for your time -- \$50/half day -- \$3000/___, \$45,000/ 3 weeks.

No extra for us -- \$10,000

It will help us if you rate your time high -- \$50/hour.

We expect the yield in three months -- \$100/man hour

\$25,000/day

\$375,000/year

"It's not our type of business"

"Our management is not content with yesterday's methods"

"VA is a science and a philosophy-

Each step can be pre-planned

To the barber shop

VA Benefits

Mfg. Methods-copper tube

Engineering-Ballast

Purchasing-Capacitor

Other -- 1¢ check

114 examples

Engrg. 2 Purch. & Engrg. 34

Purchasing 8 Manufacturing & Engr 43

Manufacturing 9 Purch., Mfg., Engrg. 18

VA is in realm of fact -- not logic

THE PHILOSOPHY

SEMINAR--PHILADELPHIA

"THE CALL TO VALUE"

Listeners - stands look ³ poses - runs ...L. D. Miles
Like new successful Co - Change emphasis -
Guns that shoot straighter - Devices that ^{are} ^{more} ^{efficient} ^{and} ^{produce} ^{more} ^{value} ^{are} ^{always} ^{the} ^{best}
Good Morning, Gentlemen. ^{crash design & production} ^{are} ^{Value}

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That as a house is built of bricks and mortar boards. ..
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Value Program
Value Study

Our ability to accomplish new results -- using materials and processes is developed and unquestioned.

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We expect the yield in three months -- \$100/man hour
\$25,000/day
\$375,000/year

Seminars Phila.

THE CALL TO VALUE

3. Good Morning, Gentlemen.

We meet to study Value

We will tear it apart

And build it up

We'll learn ^{more about} what it is -- what makes it -- what loses it.

We will find that it is neither magic nor guesswork.

4. That as a house is built of bricks and mortar boards...

Put together with special processes using certain skills.

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*Empowerment
Skill*

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5. The science of Value is the science of comparison -- Miss America

Together we will learn the science of evaluation.

We will face up to the job of eliminating 50% of most classes of cost without impairing quality.

You will become specialists.

*no extra for us
\$10,000*

*you will have opportunity to learn a new skill
Costs you debt for your time - \$50.00/day - 3000/6mth 45000 for 3 weeks
It will help us if you rate your time high - \$50.00/hr
we expect the yield in 3 months - \$100.00/man hour 25000/day
\$375,000/year*

- end -

5. You'll find...we'll have fun...real achievement...real satisfaction.
Learn to work in hostile environment.
We'll all grow tremendously in ability and value.
Each will double his Value.
Will place before each of you opportunity to learn a new skill.
It will help us if you will rate your own time high --
rate it at \$50 per hour.

6. While you're here.
Make every hour here bring you \$50 worth of Value.
Then -- in three weeks we can assure your boss that you will
earn for him \$10 to \$25 for every dollar of your cost.

I'll now introduce your manager.

7. Roy Fountain	Washington State
Analyze	Student Council
organize	State Debating Champion
deputize	Interesting service--Pacific
supervise	Then Erie
	5 years later
	Saw widescale V.A. opportunity

Erie Manager let him come -- only one catch -- Baby Derby

Here is Roy Fountain

"It's not our type of business"

"our management is not content with yesterday's methods"

"VA is a science + a philosophy -
Each step can be pre-planned
To the barber shop"

K.A. Benchets

Mfg methods -	Copper tube
Engineering -	Ballast
Packaging -	capacitor
Other -	1 \$ check

114 examples

eng	2
purch	8
mfg	9
p + e	34
m + e	43
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VA is in realm of fact - not logic

- The philosophy -

- end -

SEMINAR--PHILADELPHIA

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...L. D. Miles

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Security notes to LD Miles

THE CALL TO VALUE

WHY STUDY VALUE

Together, now, for three weeks, we are going to study value. Value, for example, along can give to us better jobs, better pay, more satisfaction and more enduring security.

WHAT IS VALUE

Value is the relationship of what things cost to what that service or function must cost. Value is the lowest price you must pay for the desired function or service, at the time, place and with the quality desired.

VALUE IS ESTABLISHED BY COMPARISON

Value is not inherent in anything. Value is established by comparison — no other way. For example, Miss America in the Atlantic City sunshine is not evaluated by a chemical analysis of her blood and bones or a microscopic study of her cell structure. Comparison of the measurements of her bust and beam, and so forth, compared to the other adjacent ones sets forth her value. So, in value analysis you will find that broad and effective comparison is necessary to help you establish value.

OUR GOAL - 50% OF THE COST

Now, we will face up to the job of taking not 10 or 15 percent out of cost, but in general of eliminating at least 50 percent of most classes of cost without ever in any way impairing quality. That's our job. You fellows will become semi-specialists - we think you are now, or you wouldn't be here. But, you will become superb specialists in a few classes of things. For example, you will become good specialists, the best in the Company, in learning where to get special information and apply it to your problems. You will become superb specialists in using good judgment, in determination, in — shall we say — an absence of fear. You'll see what we mean as we move along.

On our program there will be no backtracking. This is a professional program for high-level fellows. We will not waste your time hashing things over a second time for any one who might come in late. You'll find that we have a program that's broken in pace. You, for example, will sit at tables and work as you do in your shop; you'll work three at a time — not as students do in a school.

GETTING VALUE IS FUN

You'll find we'll have a lot of fun. Getting good value is really fun. You'll work with large quantities of people and find yourself in some interesting situations. You will learn to work in an environment that is not always friendly.

WE WON'T BE STOPPED

We don't expect to be stopped; we can't be stopped if the Company is going to go ahead and increase its profit potential and win in this competitive field.

WE WILL ALL GROW

Now, we had a choice of getting professional people to put this on or doing it ourselves. G. E. has a lot of good specialists; they can do a marvelous job in things like organizing and carrying on training and other big programs. But, instead, we believe that the biggest contribution that we can make is to help people to grow. We expect every man to grow, so we want all of the fellows who are putting this on to grow, so this is an amateur show. Everything in the arrangements was done by fellows who were given the assignment but had had no previous experience in it, with the exception of two or three of us. Be patient with us if some little thing goes wrong. I assure you the fellows will straighten them out.

YOUR TIME IS WORTH \$50/HOUR

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VA Conf.
Talk #1
LD Miles

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Purch.-8
Mfg.-9
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V.A. is in realm of fact-not logic

The Philosophy

-End-

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