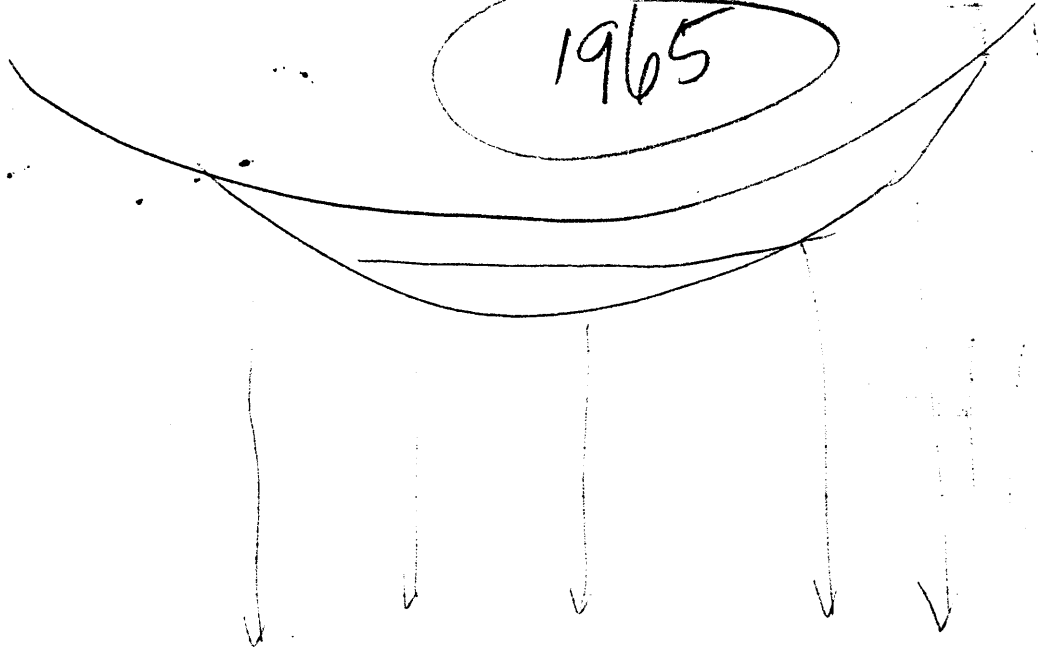


TOTAL IMAGES ARE NOT RESULTS ALONE!

1965

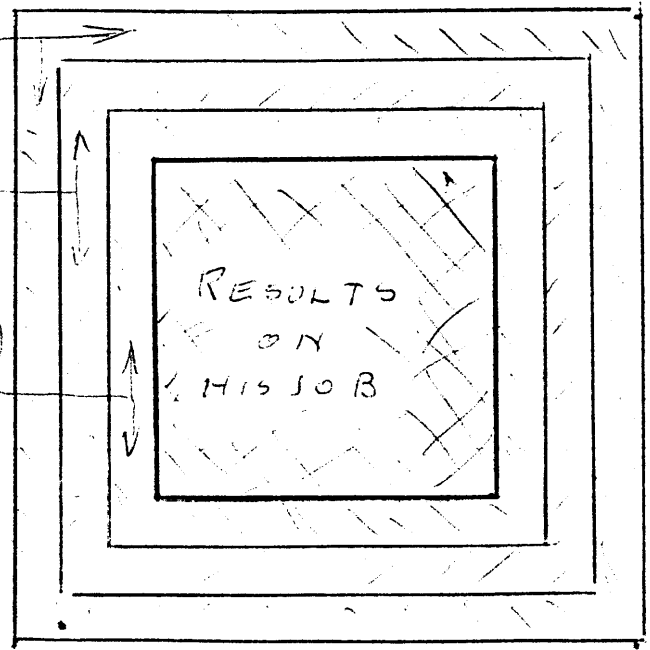


OTHER IMAGE BUILDERS

"JOB IS VERY DIFFICULT"

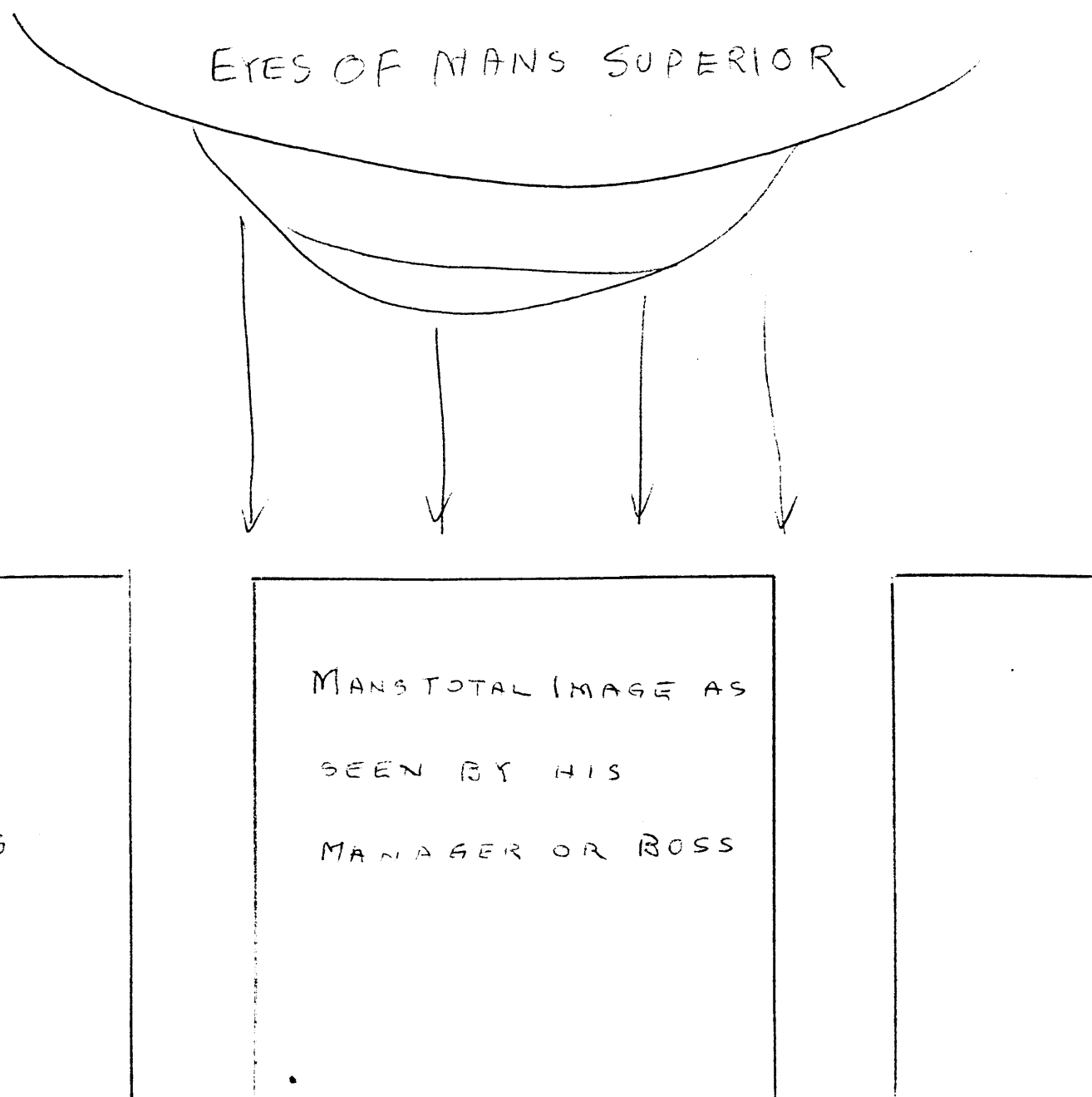
"He is very sharp - understands his job well"

"He is very open minded gets and uses what is new"



EACH MAN "FEELS" THAT HIS TOTAL IMAGE IS VITAL

EYES OF MANS SUPERIOR



OTHER

MEN'S

IMAGES

MANS TOTAL IMAGE AS

SEEN BY HIS

MANAGER OR BOSS

LOSS OF IMAGE

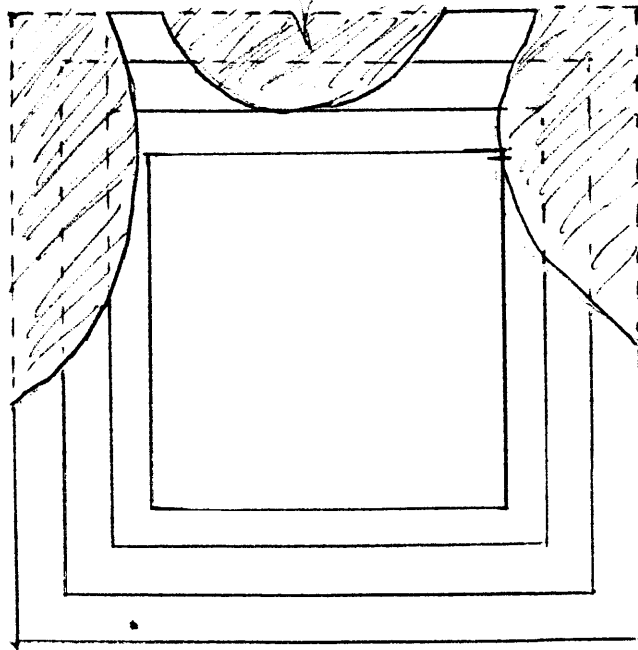
RESULTS ARE INCREASED -

BUT HE HAS SUFFERED A VITAL LOSS

IN HIS OVER-ALL IMAGE

A PROCESS
THAT HAS EXISTED
4 YEARS, THAT
HE DID NOT FIND

NEW IDEA "THAT HE
SHOULD HAVE THOUGHT OF
YEARS AGO--but didn't",
it improves the
product and saves
5,000 K/yr



An old idea
that he opposed
that now eliminates
100,000 Kyr cost
each year

WHY?

MANAGEMENT CONCEPTS
IN TASK OF SECURING LOWER COSTS

20 here plus 20 more

3 will initially seem strange, or perhaps irrelevant or perhaps untrue.

9 will be recognized as truisms, but their deep importance in the task of ~~lower~~ preventing costs will not necessarily be recognized

3 will be deeply understood but not necessarily in this frame of usefulness

3 you use in your leadership processes. They will be here listed to emphasize their importance in this task

2 you have already understood, used and generalized but they also need a focus here