

**GENERAL  ELECTRIC**

SUBJECT

COPIES:

SCHENECTADY  
September 18, 1956

*am  
L.D. Miles  
"Need to look  
papers"*

**CIRCULATE:**

In Code 109 of the Bureau of Ships which is Value Engineering, I found that they had a check-off list of "idea stoppers" for the benefit of negative thinkers.

Attached is a copy for your interest and use.

*[Faint handwritten notes]*

L. D. Miles/M  
Att.

CHECK OFF LIST OF 109

IDEA STOPPERS FOR NEGATIVE THINKERS

1. I agree but
2. We've tried that too but
3. We did it this way
4. Procedure won't permit
5. It won't work
6. It's not in the budget
7. Where does the money come from?
8. You can't do that
9. You should know better
10. Who thought of that?
11. I think it stinks
12. Costs too much
13. I can't give you the money to go ahead without further cogitation
14. Too big (or too small) for us
15. We've tried that before and it didn't work
16. We're not ready for that
17. We don't do things that way
18. We have the best system already
19. Everybody does it this way
20. No
21. No, No
22. No, No, No
23. It's policy
24. Too academic in its approach
25. Not timely
26. It's a gimmick
27. Not for us
28. Too hard to administer
29. Not profitable
30. No good
31. Plain Stupid
32. Nuts
33. Screwy
34. Impracticable
35. Idea too radical
36. Too complicated
37. It isn't progressive
38. Too theoretical
39. Too difficult
40. That is unsound
41. Not feasible
42. Impossible
43. The production department won't accept it
44. The field will think we are long-haired
45. Personnel aren't ready for this
46. Engineering can't do it
47. The Bureau won't approve it
48. The Navy is different
49. The men won't go for it
50. The fleet won't stand for it
51. The new men won't understand
52. The old men won't use it
53. You'd never be able to sell that to the management
54. Boss won't like it
55. Can't see it
56. Too much trouble to get started
57. Doesn't conform to Navy policy
58. We don't have the manpower
59. Who is going to do it?
60. Takes too much time
61. Too much work
62. It's never been done before-- let's not stick our neck out
63. It will not apply to our problem
64. Don't move too fast
65. It's new
66. It will set a precedent
67. We don't want to do this now
68. The yard can't build it
69. It's too much trouble
70. We have too many new projects now
71. Not enough background
72. Why can't we do it another way?
73. Not convincing
74. Stretches imagination too much
75. Against good judgment
76. Why something new now?
77. We know all this
78. Haven't we got something just as good now?
79. Why should we change now?
80. The thinking is purely on the surface--get some depth to it
81. We don't need it
82. Let's wait and see later
83. Don't be ridiculous

84. That's not our responsibility
85. We don't have time for that
86. It will make present equipment obsolete
87. We don't have enough volume
88. It's not practical for operating people
89. It's too hard to maintain
90. We've never done it before
91. Not permitted by specifications
92. That will take two years to test
93. The Bureau of C & R didn't do it that way
94. Not in accordance with standard plans
95. Let's shelve it for the time being
96. Let's form a committee
97. It won't work on a ship
98. It's not standard stock
99. Cost doesn't matter
100. What about the directive?
101. It won't stand shock
102. We can't be sure
103. We don't have the ceiling
104. Why change it - it works!
105. We haven't tested it yet
106. I don't care how long it has been  
used commercially
107. How do we know it works?
108. I'm too busy to decide now
109. We haven't enough facts