

A.S.E.A.

Sweden

64-30

Presentation to Mr. Nicolin.

100%

12/1/64

He enthusiastically greeted me...said, "Your fame has preceded you."

He was most interested in the entire story--asked for the president's 20 concepts. He's very keen and understands it and sees it as we do.

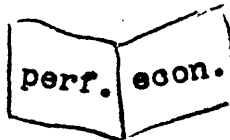
Meet economic need

Art - Science

System - Stud

Controller

Radio Dept.



Same total people - greater results

From research

Some surprises

Human factors

President's part

For ex.

Measures - by various means

Comparison - gas tanks

Transmit torque

Function/cost relationship

Cause thought at key points

Creativity - Gillespie

3 to 20 cr. - other courses

1 to develop

Have submitted proposal

Am prepared to see through.

December 1964

You are here for one specific purpose

So that you can establish an environment to help your men use these economic measurements.

Men always say, "If my boss only had the course...."

Everyone wants to earn respect and recognition for what he is and does.

75% people - 25% technical

These meetings with you were learned by experience.

Kettering said, "Let the engine, not the engineer, design the bearings."

Experience in teaching men basic learning then returning them to their job areas has taught us the great acceleration which comes from this understanding to you.

Quotations...

Design Engineer..."Most rewarding, informative, eye-opening experience."

Mfg. Engineer..."Without doubt, the finest course I've ever attended."

Production Supervisor..."Terrific, has completely changed my thought patterns."

Several, in effect, said...

"If my boss had this, there is no limit to what we could do."
"My boss is the one who needs it."

Ten years ago

1st computer just built

Silicon transistor did not exist

"Stereo" applied only to photographic slides

First nuclear power station not yet designed

If you wanted to ride in a jet, you'd have to hunt up the air force

These are not meas. of men but meas. of work required and done.

Basically understand the approach--

Specifically understand what "I" should do to help accelerate the results.

Quick review of the approach

(First part of discussion to large group)

Now - concepts required to set environment.

President's Concepts.