

WHY DO WE HAVE PROJECTS... Hotpoint Seminar... Jan. 1958

Conference type

Stages... Bewilderment, Panic, Surprise, Elation

See it - hear it - do it

To learn use of techniques

Use canned - predigested case studies

To provide backlog of cash ideas

More than liquidate seminar cost

25% of job to find good ideas

75% to get them used.

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WHY DO WE HAVE PROJECTS... Oct. 1955 VA Seminar

Average environment -- easy to understand what we see.

Discussions not made on facts.

Butter conditioner

NOT 10-20% of cost

BUT 1/3 to 2/3

Seems so incredible

Lasting conviction comes only from doing it.

One-half of our time.

Philo project.

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WHY THIS IS FOUND... April 28, 1958... Co-Wide Seminar

From study of several hundred cases...

six reasons why large amounts of unnecessary costs are in products  
have been developed.

1. lack of essential information at the time decisions were made, usually lack of knowledge that the info exists.  
Blanket stud - Roll Acme thread
2. lack of the specific idea that would make possible production of the item for much lower cost.  
Refrigerator condensor
3. decisions based upon the honest wrong beliefs which ea. responsible decision making person progressively accumulates  
weld segment - plastics brittle
4. decisions originally forced by temporary circumstances continue non-functioning unnecc. costs--years after the temp. circumstances have ended.  
filter circuit - disposall stud
5. decisions based upon habits of the people involved, of the area involved, built into the drafting & methods systems, built into the mchnes & tooling, into supplier relationships, & others.  
motor ends - cement

6. normal attitudes which support the continuation of existing habits & the acceptance of "roadblocks" continue a pre-disposition to always react to a set of circumstances in a pre-determined manner.  
brake bands - Kirksite