

SOME GUIDES PROVIDED TO GE PURCHASING MEN. . . . April 1964. . . NYC

1. What are we trying to do? ) The "function" naming, grouping, dividing,  
More precisely? ) classifying techniques of value analysis  
help accomplish this.
  
2. Surround the situation ) ( Take nothing for granted ) ( Various value  
with more facts. ) ( simply because it is ) ( analysis tech-  
( stated ) ( niques help  
( accomplish this.
  
3. Recognize the human attitudes  
which prevent fact gathering  
as they appear.
  
4. Deal with each attitude ) ( Various value analysis techniques  
so that it does not stop ) ( help accomplish this.  
fact assembly.
  
5. Use the best resource available  
to deal with the human attitude  
and habit factors that then stop  
action.

## WRONG BELIEFS ABOUT THE VALUE ANALYSIS PROGRAM

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"Value Analysis promotes buying everything outside."

"Value Analysis is just another name for cost reduction activity."

"Value Analysis work means lower quality."

"Value Analysis is a crutch organization."

"The Value Analysis system is 'to do it wrong first, ehthn change it'."

"Value Analysis is effective only in fringe areas and dark corners."

"Value Analysis is too long-range, we need savings this year."

"Value Analysis is an organized system for finding fault with existing functional work."

"Value Analysis is really needed only when products have been neglected."

"The purpose of Value Analysis is to 'needle' each man and keep him cost conscious."

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## INITIAL ROADBLOCKS ENCOUNTERED WHEN STARTING A VALUE ANALYSIS PROGRAM IN A DEFENSE PLANT

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"We believe in Value Analysis - it is good but it won't work here."

"Value Analysis is not needed here, we're already doing it."

"No place in the organization for evaluation."

"No time for evaluation. One shot operation."

"Value Analysis will hold up our work. Our schedules are very tight."

"If a man was good enough to evaluate our engineers' designs we would put him on design work."

"We would need a Value man for every engineer."

"Your examples are not suited to our business."

"The more we save the less we make. The more we spend the more we make."

"Value Engineered" contract clauses are not for us. "We could be buying a pig in a poke."