

How the Techniques of Value Engineering Should Be Applied in an R&D Program  
Re-entry Systems Department, Philadelphia, Pa. . . . 4/14/64  
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What they are trying to do

- Understand them
- Help them to do it

What Military is trying to do

- Illustrate potential
- Own people too must learn

What using VE means to us

- More business - more profits
- More customer preference.

Cow - Cow's Tail

Think it through

- Do for 1/10
- 9/10 not new

Contract - fear clause

- Surrender potential of making good profit for partial escape from loss.
- Help the government do what they want to do.

Are serious problems

- Keeping personnel between jobs
- Engrg. Mgr.
  - 50 engineers - 6 mo.
  - Now - you use 350 6 mo.
- Understand the problem
  - But this is not the answer
- 7 times the output
  - Simpler - better eq. must be the answer

What VE is

- What it is not
- What it is

\$---Functions

What are we trying to do?

- Flashlight
- Mule
- Gas tanks

VA system puts intensity, creativity, mental digging where needed  
Like engine - puts hot spark where needed

What VE is not

What VA is

Function

Law of next step

Personal feelings

System - desk - auto

Definition

Example - spot focuser, handles, filter circuit

In military

something for something

What others are doing

Examples

Lockheed

\$150,000 research control appliance

Being program of training 2000 men

What might we do

Some of best managers, best engineers, best contribution  
train in VE tech.

Come to grips with the heart of the problem

Top mgt. get enough knowledge.