



## **Selling Engineering Results to Management**

**Or  
Why Bother?**

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## **My Job is Hard Enough**

- True. Whose isn't?
- I haven't got time.
- They won't listen any way.
- They don't understand, how hard I work.
- What would I tell them?
- All true.

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## It may surprise some of you, but I'm part of the management!

- The hardest things to do are:
  - Understand what your people are doing
  - Measure them accurately
  - Making sure I'm using them productively
  - Getting the best value from them

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## Our Corporate Strategy is ....

- Quality
- Safety
- Cost reduction
- Improved efficiencies
- Less waste
- Less Energy Consumption
- **WHY?**

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**In one way or another.....**

**\$**

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## **How?**

- Get 'real' numbers
- Understand what is core for the business
- Let others take some of the success
- Keep it simple
- Focus
- What's next?

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## Why?

- Personal
- Professional
- Competitive
- Career
- Warm kind human being!

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## Questions?

- Yes I will buy you a drink at the bar!

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