How to be an "Excellent" Engineer ?

- OR -

### How to survive the coming apocalypse.

It all starts here…

"Runs with scissors"

That is to say, "you need to be able to know when to 'cut the crap' "

Often your job is just to see through the smoke screens of posturing and to take a few notes of what you see that doesn't make sense, is missing or could have been taken further along if the presenter had been thinking…instead of organizing his presentation with time that could have been used for design.

Look for what's real…

Is there a baseline established in fact? Has this been done before? Why now?
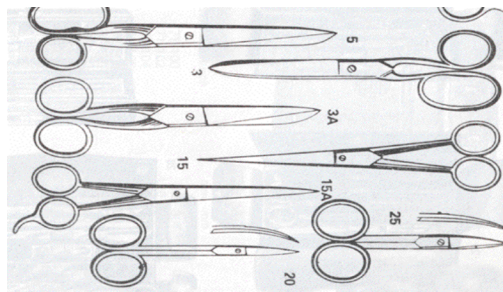
Who's the Customer?

Why?

What's the big deal?

Does anyone really need this?

Are we really the best?

What's our past performance?

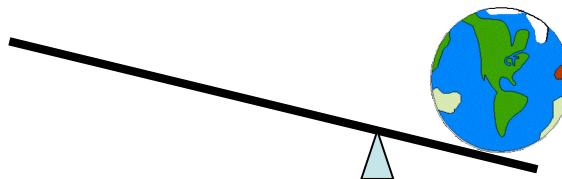We have "meet the enemy"

…it's x _Ourselves_

Leverage

A Place To Stand

The greatest engineer of all time was Archimedes.

Do you know why?

He invented the lever…do you know how to use it?

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Destination

Every System has a standard form.

Know it !

$$\int_{x_1}^{x_2} F(x, y, y')dx$$

Every system has an optimal solution…which can't be used.
E.G. "No one flies at the maximum range condition because
it's juusstt tooo slooow."

Cost of Success

Every design must compete !

What can insure success?

Somewhere between the residual value and
the trade-in value is a negotiated settlement.