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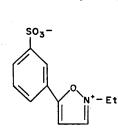
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9 JULY 1965



THE BUSINESS PRINCIPLES **OF AN AEROSPACE INDUSTRY**

These statements of policy were presented at an Engineering Forum by Vice President of Engineering at McDonnell, Mr. Kendall Perkins. If you, as an engineer are encouraged to follow these principles in your work, you will gain. If you are successful in the pursuit of these goals, the Nation will gain.

"... Organizations, like people, have per-sonality and character. The things which make an organization distinctive are the ways in which it differs from other organizations. These generally stem from subtle differences in the principles which guide it and the practices it has learned to follow. What then are the guiding principles at McDonnell?

"We believe it is a good business principle, for example, to give high priority to antici-pating and doing our best to meet the needs of the customer-those needs which are really sound and will not change tomorrow. This often means passing up the easy-to-get contract, or the quick and easy solution to a problem, or even the approbation of a customer representative who may have become oversold on a particular project or a particular solution to a problem. Anticipating real and lasting customer needs often means creating something the customer hasn't yet asked for and doesn't yet want to buy—and then developing it and presenting it in such a way that the need becomes sufficiently apparent and pressing to open the door to a contract.

"We're not always right in what we believe the customer should have but we've found that timely and energetic effort to find what he needs, and to find an optimum solution, pays off handsomely in the long run. It was this principle which led us to start work on a manned orbiting spacecraft more than a year before the NASA asked for bids on Mercury. The same principle led us to undertake the design of an unusually versatile, high per-formance fighter for the Navy more than a year before our first Navy contract for Phantom II's. Thus it might be said that our largest current contracts have stemmed from the practice of anticipating customer needs. We still look forward to sizable production contracts for products conceived several years ago and actively developed since.

"We believe it is a good business principle to give high priority to meeting the needs of the individuals who make up our organization. This means many things in addition to a fair salary. It means treating people as they should want to be treated with fairness and understanding. It means

defining responsibilities and necessary constraints, but not blocking initiative. It means opportunities for personal de-velopment by training, and freedom to transfer to other kinds of work. It means opportunities to contribute to attainment of worthy objectives. It means opportunities to advance to positions of responsi-bility and recognition, depending primarily on such contributions. It means the fairest and most thoughtful attention to adjustments in position and salary.

'We're not always right in our treatment of people but it's not for lack of trying at all levels. Our record has been outstanding in that we have close to the highest morale and close to the lowest percentage of terminations in the aero-space industry.

"We believe it is a good business principle to effectively foster cooperation between people. It may sound corny to talk about team action as much as we do. But nowhere in industry is there so great a need for cooperation-internal and externalas in the aerospace industry. Few other industrial products are as complex or as dependent upon such advanced engineer-ing as a manned spacecraft or high per-formance aircraft. Few require so many kinds of engineering talent interacting toward the solution of so many kinds of problems. Few products require reconcil-ing so many requirements expressed by many people in so many documents. In short, there is a demand for effective coordination in the thinking of great numbers of people unmatched in any other industry.

"There is no such thing as an expert in all phases of an airplane, a missile, or a spacecraft. Successful systems of this com-plexity are developed only by employing the combined efforts of a team of people engaged in a wide variety of engineering and other activities. Technical areas are as far apart as chemistry and UHF radia-tion, hypersonic aerodynamics and gyroscope design, exotic high temperature materials and computer technology. No single brain can firmly grasp all these areas. Hence there is no substitute for an effective team-one whose members have learned to work together in harmony and mutual respect. The man who would lead

such teams must be capable of grasping what is told by others and appreciating the implication, but he must be modest enough to depend on the abilities and judgment of others and delegate responsibility whenever he safely can. Advanced systems development cannot be successfully run in a high-handed manner.

I feel we have been successful at McDonnell in creating a harmonious atmosphere and minimizing non-constructive controversy. I believe we have built a team where there is a real sense of pride in group accomplishment and, at the same time, recognition of individual accomplishment. There is acceptance of necessary constraints without undue loss of individual spontaneity. We in management do our level best to provide a climate where these things can happen.

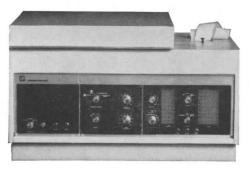
The process of fully considering inputs from, and working in close harmony with so many other people calls for a type of organization and a set of skills and habits not ordinarily taught in school. It calls for keeping our viewpoints as broad as we can. It calls for changing our minds when the logic of the situation demands. It calls for keeping the best interest of the customer and the company ahead of our own immediate desire. It calls for recognizing that the other fellow's opinion can validly differ from our own without signifying either poor judgment or questionable motives on his part. It calls for keeping our heads when those about us are losing theirs and blaming it on us. It calls for these and many other practices in good human relations.

"We believe it is a good principle to make important decisions with the most meticulous care. In comparing our company with others it strikes me that we are more care-ful than most about reaching our decisions. We have learned the importance of examining all alternatives, digging up all the pertinent facts, fully analyzing results, and being objective and thorough in our judg-ments. This has tended to become a habit, exasperating at times, but well worth it on balance. It began when the company was formed and, in my opinion, has had more to do with our success than any other single practice."

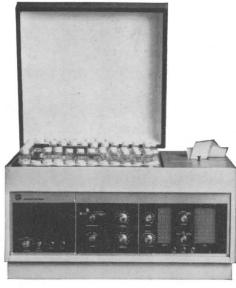
Engineers, Scientists, Physicists and Mathematicians with energy, enthusiasm, and great creativity are needed for projects in the national interest underway at McDonnell. If you would like to work where the business principles outlined above are corporate policy and where the pursuit of excellence is a permanent corporate goal, we urge you to complete and mail the brief resume form below.

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