

*HOW TO GET THE BEST...
FROM THE PEOPLE WHO MAKE YOUR STUFF*

From the famous series,
"How to be the Best Aviator in the World"
We bring you the classic lecture...

**HOW TO GET THE BEST...
FROM THE PEOPLE WHO MAKE YOUR STUFF**

Today's Lesson: How to get the best Mission Planning Systems
from your friends who make them.



Tell 'em what you're going to tell 'em

1. How the people who make your stuff decide where to spend their money
2. Why the people who make your stuff seem to lag behind state-of-the-art technology
3. What you can do about it, and how to get the best stuff you can



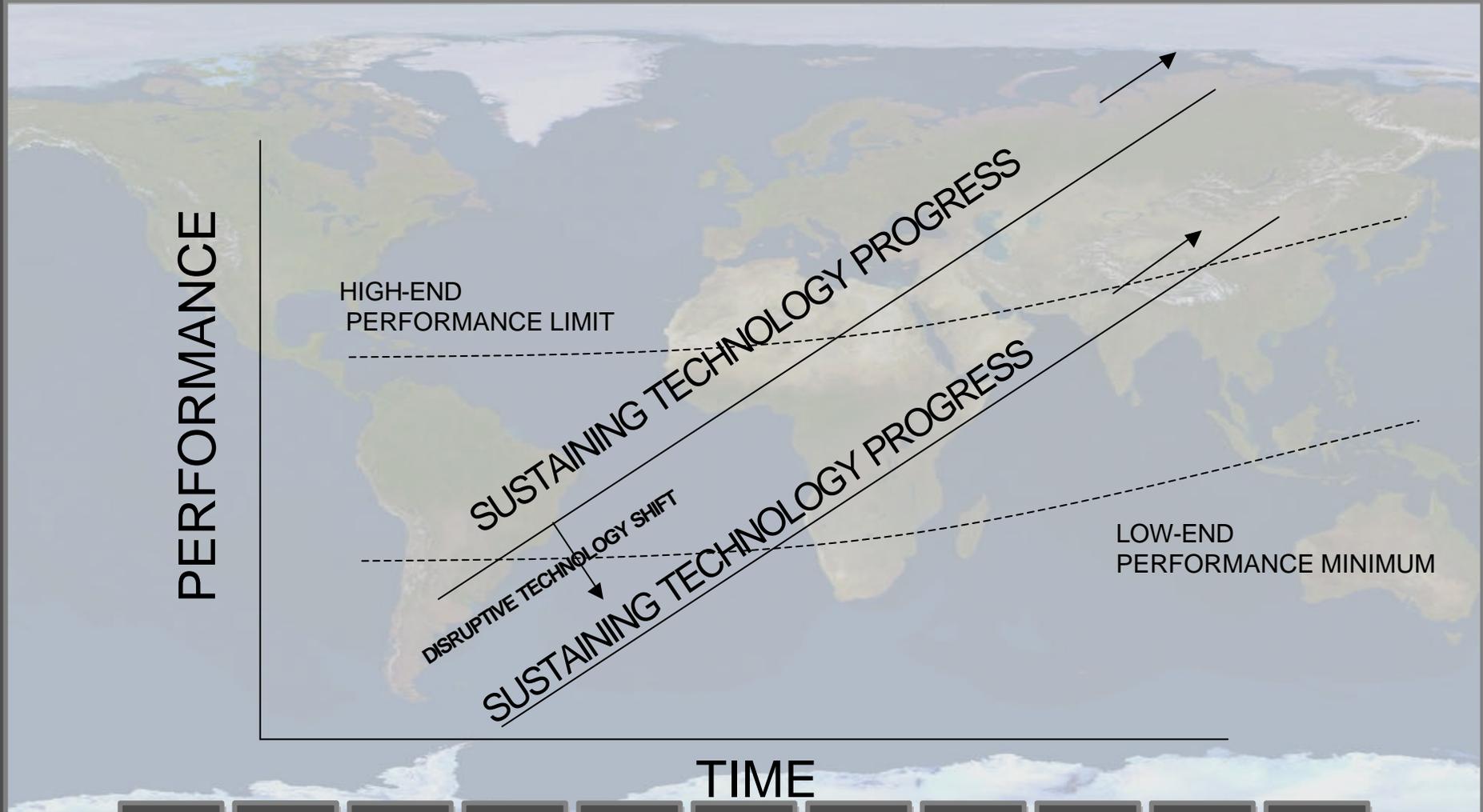
Tell 'em...How the people who make your stuff
decide where to spend their money



Once upon a time in the
Disk Drive industry...



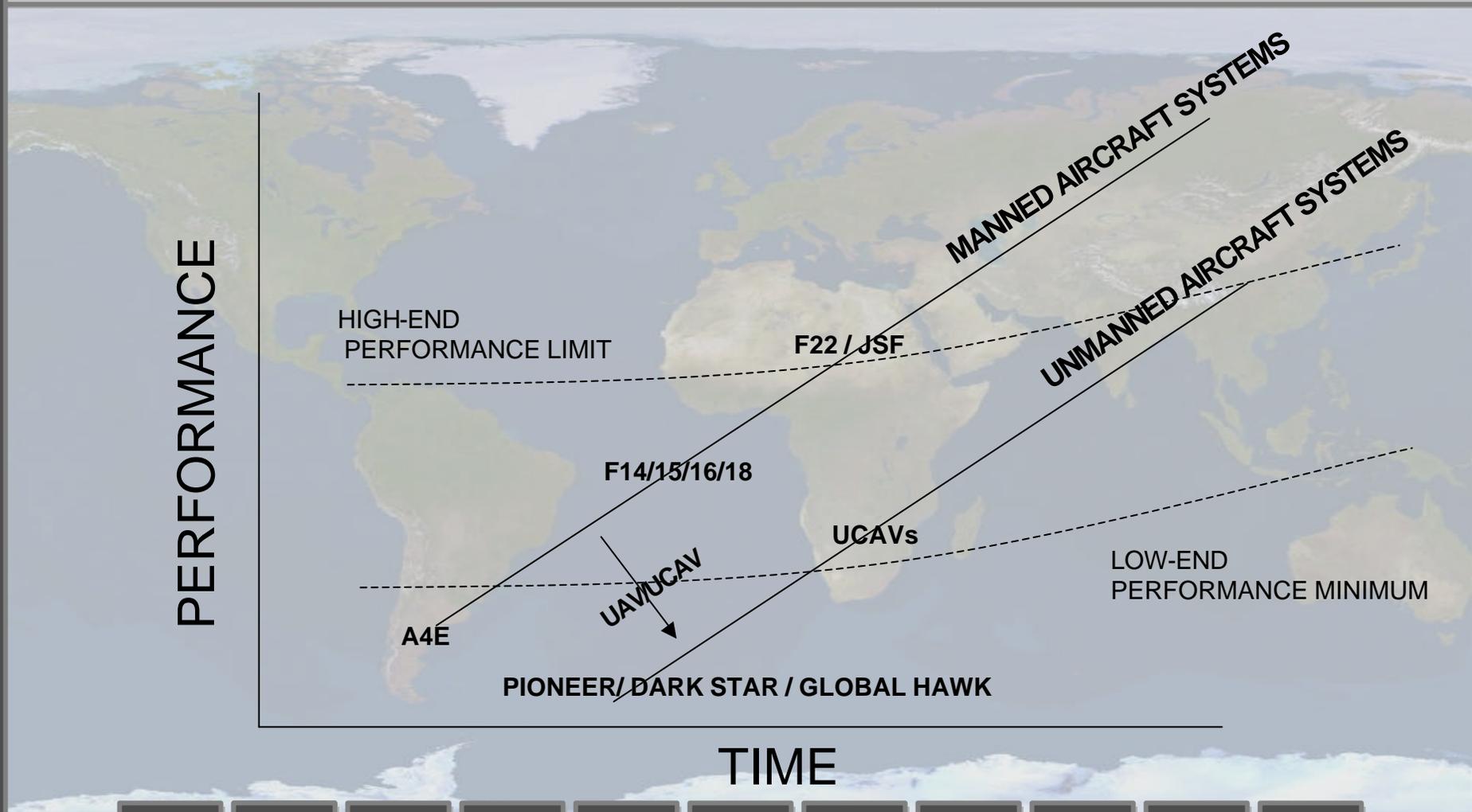
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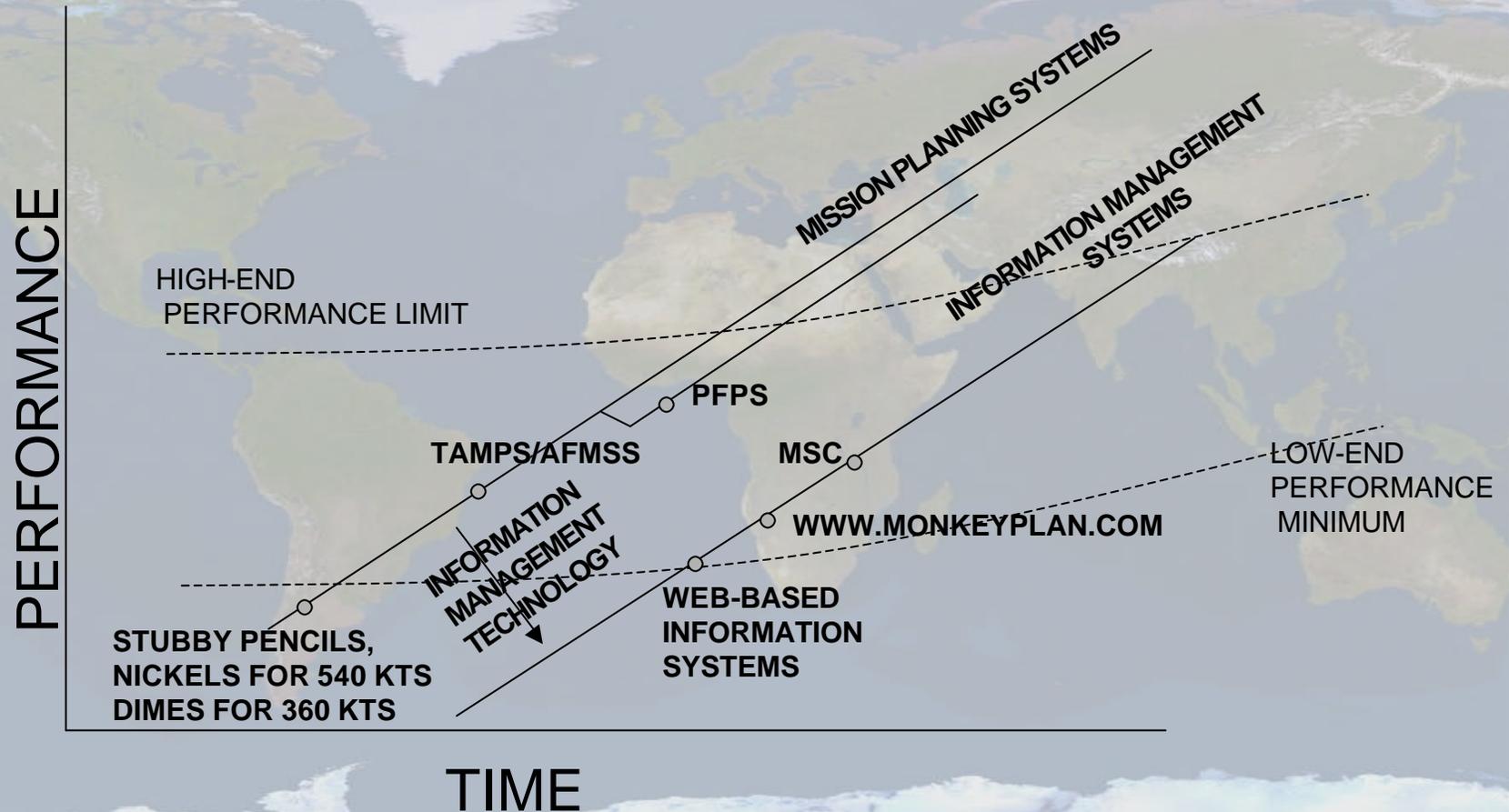
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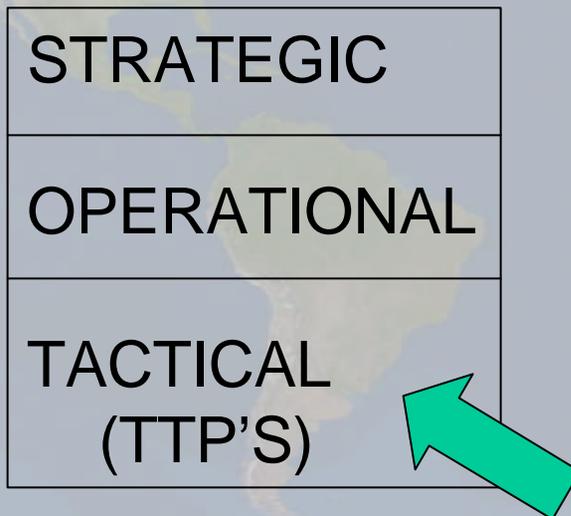


Tell 'em...Why the people who make your stuff seem to lag behind state-of-the-art technology



Tell 'em the important stuff...
What you can do about it, and how to get
the best stuff you can

Q: ARE YOU A PROFESSIONAL AVIATOR OR
ARE YOU A PROFESSIONAL WARRIOR?



PROFESSIONAL
WARRIORS
CONCERN
THEMSELVES
WITH
ISSUES
AT EVERY LEVEL

PROFESSIONAL AVIATORS
CONCERN THEMSELVES WITH
ISSUES AT THIS LEVEL

Tell 'em the important stuff...
What you can do about it, and how to get
the best stuff you can

STUDY THE PAST, READ ABOUT THE PRESENT,
AND THEN IMAGINE YOUR FUTURE

ANTICIPATE YOUR CUSTOMER'S NEEDS,
AND WHAT THEY WILL REQUIRE OF YOU

HAVE THE PROFESSIONAL AVIATORS ASK
FOR THE TOOLS YOU WILL NEED TO
ACCOMPLISH TODAY'S MISSIONS

HAVE THE PROFESASK
FOR THE TOOLS YOU WILL NEED TO
ACCOMPLISH TOMORROW'S MISSIONS



Tell 'em what you told 'em

1. Down the Garden Path to failure - by exclusively asking the user for design requirements
2. The future moves too fast to focus on just making tools you need to do today's missions - tomorrow comes quickly
3. For those who can, become professional warriors, look to what you'll need in the future, informed by all the levels of warfare..then ask for that kind of stuff

**BOTTOM LINE: YOU are responsible for the stuff you get:
good or bad**

