

July 6th, 2011

The Wright brothers established the fundamental principles of aircraft design that are still in place today. They not only created the technology of flight but, of equal significance, invented the practice of aeronautical engineering. Their talent and genius lies as much in their approach to solving problems as in the assemblage of wood, wire, and fabric that rose off the sand on that momentous December day in 1903.

For all the current-day advances in the tools of aircraft design, the fundamental problems to be solved and the basic practices for addressing them, have little changed since Wilbur and Orville pioneered the field at the turn of the century. The performance elements they identified, the integration of flight test data from actual field trials of their aircraft, and the process of feeding information back into a continually evolving basic design are all examples of the aeronautical engineering technique that was developed by the Wrights and that became standard practice for the engineers who followed.

I believe that many of today's fledgling and well established businesses crash and burn because their control techniques are not coherent with the fundamental principles of business design. Last week I sent you a request for collaboration on providing a remedy; "The Missing Link in the Value Chain". I welcome your expert opinion and I would like to know when is a good time for us to talk?

Yours in Management Education,



Hans Norden ▪ 6649 Peach Blossom Point ▪ Easton, Maryland 21601 ▪ United States of America
Hans@AnticipatedOutcome.com ▪ Office (410) 822-6411 ▪ Mobile (858) 344-1137

The best dividends on the labor invested have invariably come from seeking more knowledge rather than more power. - Wilbur and Orville Wright

