Leader Guide

Edge Workshop: Week 36
I49 Group, Inc.

Making Things Less Dumb

The five steps that are counterintuitive

"Possibly the most common error of a smart engineer is to optimise a thing that should not exist." - Elon Musk

Make the Requirements Less Dumb — Delete the Part or Process — Simplify or Optimise the Design — Accelerate Cycle Time — Automate

MUSK'S 5 STEP DESIGN PROCESS | *Elon Musk* — MODELTHINKERS.com
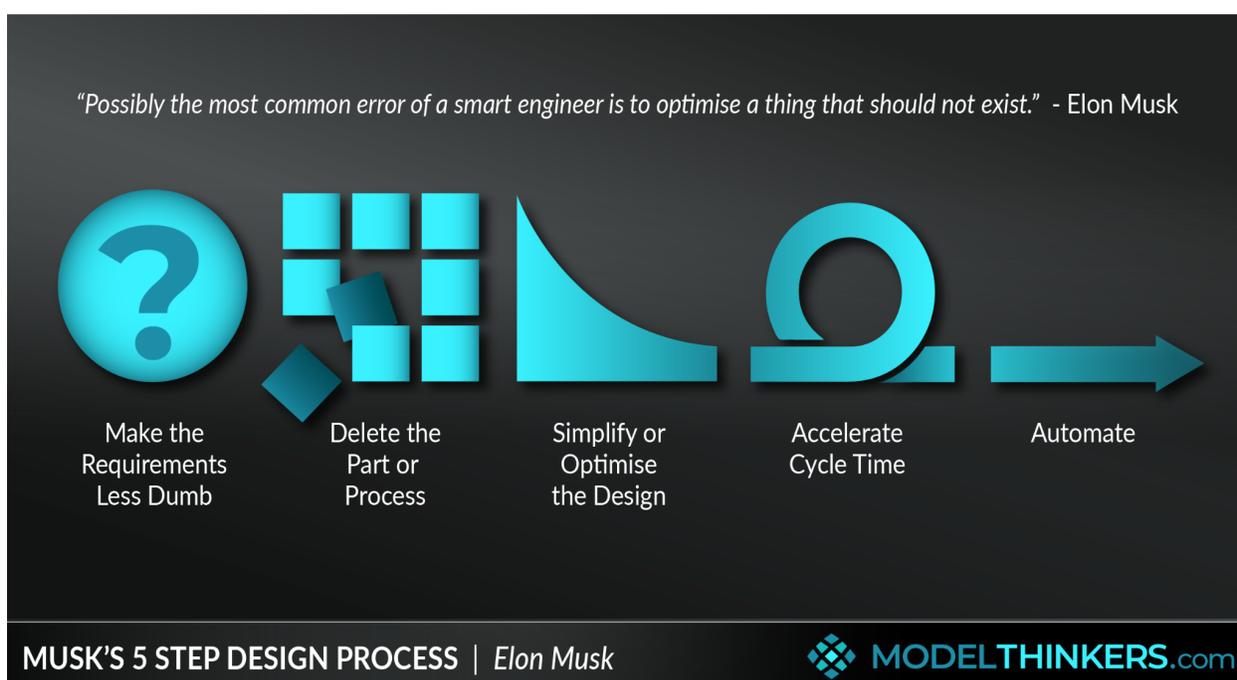
EXERCISE 1. Question

Think about a project you are working on. What assumptions are you making about the requirements and what if they are wrong? Write at least one requirement you need to rethink:

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EXERCISE 2. Delete

Is there any part or process you can delete?

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EXERCISE 3. Simplify

Is there any part or process you can simplify or optimize?

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EXERCISE 4. Accelerate

Is there a way to accelerate the process and make it quicker?

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EXERCISE 5. Automate

Is there a way to automate the process or a part of it?

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