

# Master of Ceremonies



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**”Competing in Aerospace”  
WHAT TO DO WHILE OTHERS ARE SLEEPING**

**Change**

# **The New Global Reality**

# The Competition

*"We are going to win, and the industrial West is going to lose: There's nothing much you can do about it because the reasons for your failure are within yourselves."*

*Konosuke Matsushita*

# While We Are Sleeping...

- *They work tirelessly to change our world irreversibly.*
- *If they succeed at what they're doing and aren't challenged, our way of life as we know it will end.*

## While We Are Sleeping...

- ➔ *We're at war, but we seem oblivious to it. Our children's future, our families, even our liberties are at risk.*
- ➔ *When we're tucked away in our beds, tossing and turning in restless sleep, they're even busier. They don't seem to tire; their passion is relentless. To them, weekends and holidays are inconsequential in their desire to have what we have.*

## While We Are Sleeping...

- *Secure in our ignorance of what's happening far away, we think that we're safe. But we're not.*
- *This isn't a conventional war. No troops can protect us. Our meager efforts seem to be, as Will Rogers phrased it, "... like spitting on a railroad track to stop a freight train."*

## While We Are Sleeping...

- *In this war, the enemy just keeps coming. Who is it? Where's the battlefront? Is there anything we can do to save ourselves?*
- *Day and night, in India, China, and across the rest of Asia, there's a passionate focus on learning, improving, and succeeding.*



## While We Are Sleeping...

- *There, the question isn't, "Why are quality methods and organizational improvement the means to success?" They only ask, "How?": How to get better, how to get faster, how to do what we Americans thought we did best.*
- *They have seen what we have, and they understandably want the same for themselves and their families. They'll learn as much and work as hard as necessary to get it.*