

PRODUCTIVITY IMPACT LUNCHEON

**CHANGING
THE DIALOGUE
BETWEEN ENGINEERS
AND MANAGEMENT**

Co-producers



Co-contributors



June 5, 2007

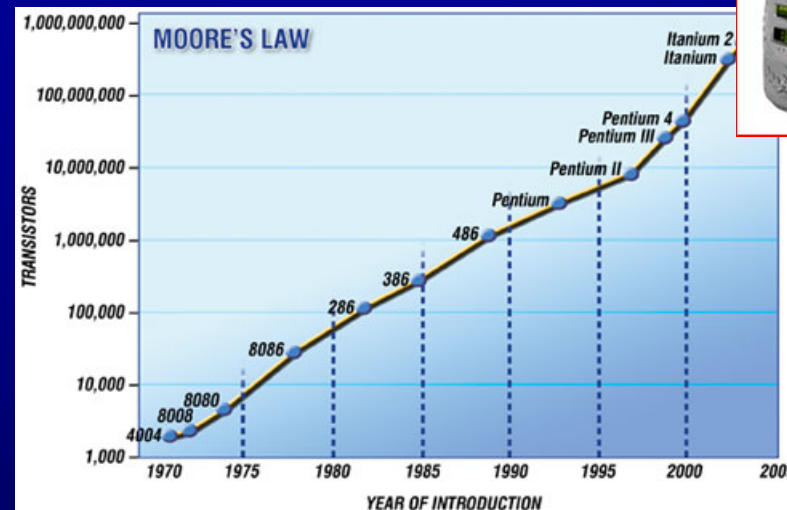
SPEAKERS

- **Kathryn Kranen** - Jasper Design Automation, EDA Consortium, Vice-Chairperson, CA
- **Brian Fuller** - EE Times, San Francisco, CA
- **Lisa Tafoya** - FSA, Dallas, TX

Challenge:

Demands on Electronic Design

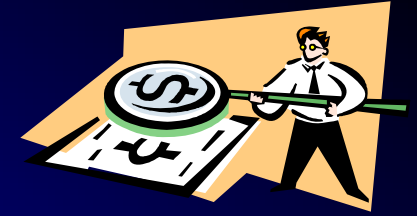
- **Moore's law continues its climb**
 - Nanometer feature sizes
 - Closer scrutiny of design physics
 - Verification complexity
- **Consumer applications are process drivers**
 - Sensitivity to costs
 - Time-to-market



Source: Intel Corp. 2005

EDA
CONSORTIUM

Consequences for:
Management & Engineers



- **Management focuses on cost reduction**
 - Overriding emphasis on cost containment
 - ...Instead of innovation and productivity
- **Engineers are induced to surrender role as change agents of improvement**
 - Due to increased schedule pressure and stress

Points to Problems & Solutions

The logo for EETIMES, featuring the word "EETIMES" in a bold, red, serif font with a white outline, set against a white rectangular background.

1. **EETimes statistics describe the “Embattled Engineer”**

- Presented by Brian Fuller, EETimes

The MIT logo, consisting of the letters "MIT" in a stylized, grey, blocky font.

2. **MIT study demonstrates the “work harder” trap leading to the loss of productivity and innovation**

- Presented by Kathryn Kranen, Jasper Design Automation and EDA Consortium

The logo for FSA, featuring the letters "FSA" in a bold, red, sans-serif font with a white outline, set against a white rectangular background.

3. **New FSA study aims to show innovation and productivity drivers for semi. industry**

- Lisa Tafoya, of FSA will tell you how to participate in surveys & receive reports.

Solution:

Changing the Dialogue



- **Innovation and productivity are the cornerstones of electronic design**
 - They dramatically impact corporate competitiveness
- **Engineers and management can work together to foster improvement**
 - Break the “work harder” cycle ... with frank, substantive conversations about factors affecting engineering productivity

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HOW ENGINEERS AND MANAGERS COMMUNICATE: A VIDEO PARODY



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