



Miles Law and Other Eponymous Minutiae

ASMC Luncheon 15 October
Lou Crenshaw

When it comes to PowerPoint slides:

- **Keep them simple.** Pictures and graphs are best. Use few words. Remember people will be reading the slides and not listening to you if there are words on the them.
- Make sure the words are **spelled correctly**. Most Admirals and Generals spend more time checking the spelling on slides than either reading what the words say or listening to you. One misspelling and you are labeled an Idiot For Life and all future slides are null and void!
- **Have a time budget** for your slides. It's hard to spend less than 5 minutes on a slide. If you have to spend less that that, then you probably don't need it.
- **DON'T READ THE SLIDES!!** Guess what? Everyone in the room can read.

When it comes to PowerPoint slides:

- Make sure the material on the **slide is large** enough so that it can be seen in the back. I hate it when someone flashes up a slide with a 50 element spreadsheet and says, " You probably can't see this, but....." Why waste my time with something I can't see?
- **Don't read the slides!!** (Did I already say that? It's worth repeating....**Don't read the slides**)
- **Don't use Power Point.**



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Work expands so as to fill the time available for completion



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Parkinson's Law first published in 1955 in The Economist

If you wait until the last minute, it only takes a minute to do.



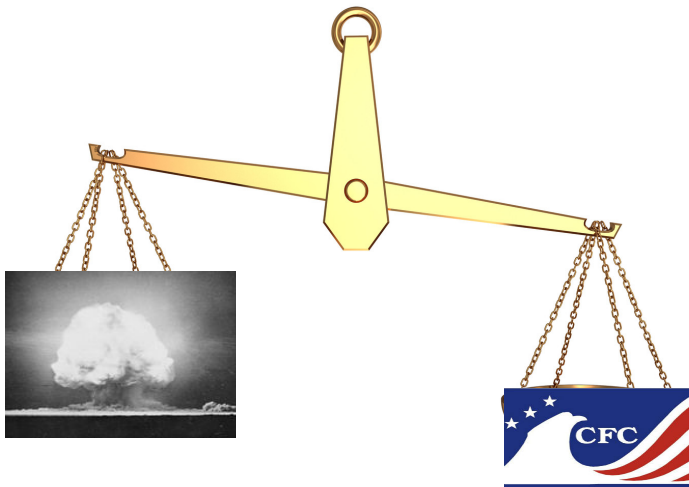
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Stock-Sanford Corollary to Parkinson's Law

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BUSINESS ADVICE WITH INTEGRITY

The time spent on any item of the agenda will be in inverse proportion to the sum of money involved



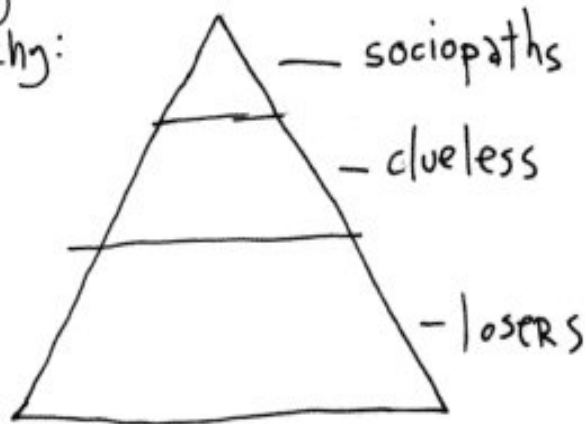
Global Nuclear War

CFC Campaign

Parkinson's Law of Triviality

In time, every post tends to be occupied by an employee who is incompetent to carry out its duties. Work is accomplished by those employees who have not yet reached their level of incompetence.

company
hierapchy:



Peter Principle, 1969 by Laurence J. Peter in The Peter Principle: Why Things Always Go Wrong

It always takes longer than
you expect, even if you take
into account [this law]



Hofstadter's Law by Douglas Hofstadter, 1979,
in Gödel, Escher, Bach: An Eternal Golden
Braid

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Dieters will eat more low-calorie cookies than they otherwise would for normal cookies



The SnackWell Effect

People with energy efficient
lights leave them on longer
and lose 5-12% of the
expected energy savings

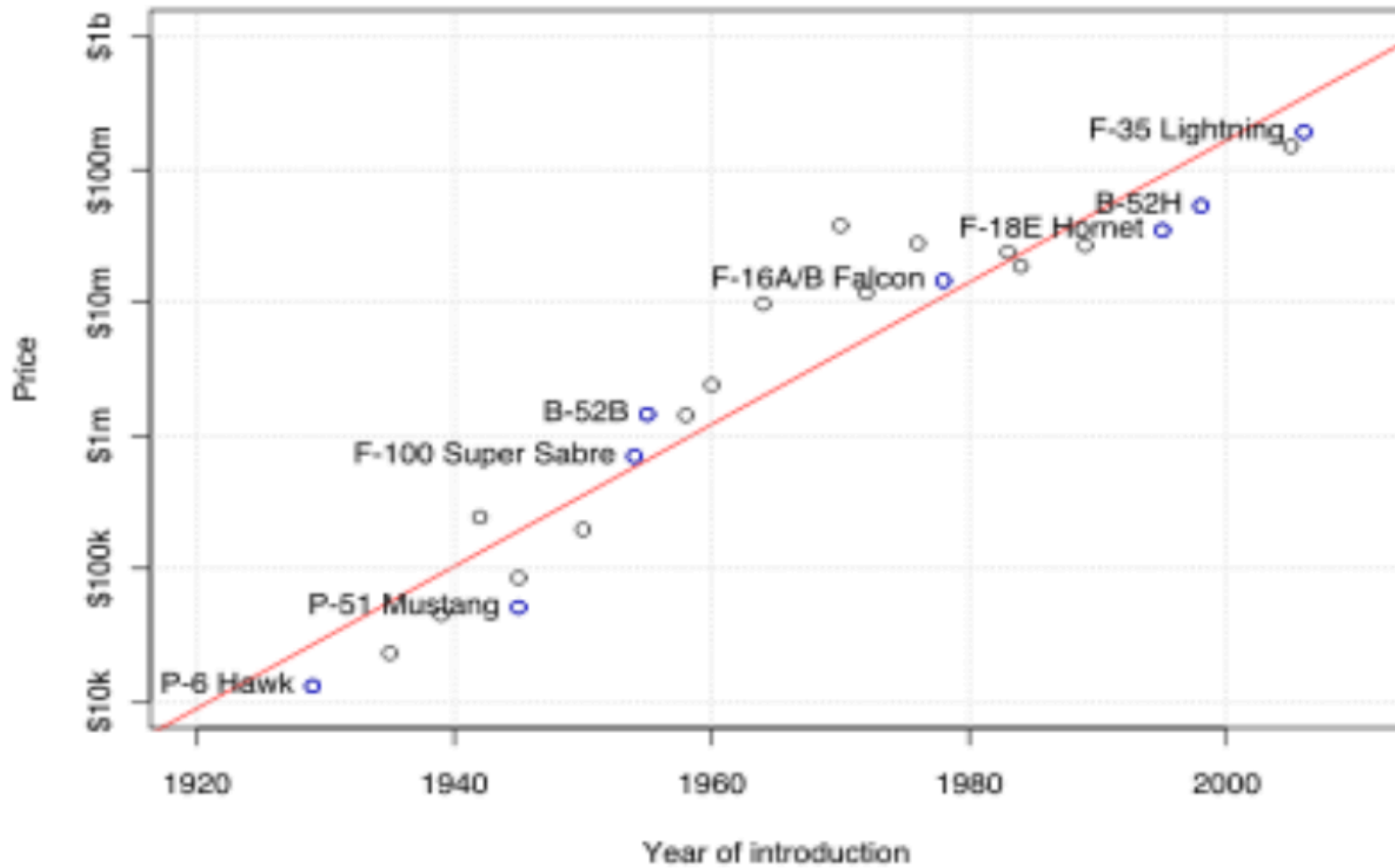


The SnackWell Effect

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BUSINESS ADVICE WITH INTEGRITY

US Combat Aircraft Price



If anything can go wrong, it will



Murphy's Law, CAPT Ed Murphy USAF 1949

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BUSINESS ADVICE WITH INTEGRITY

There are no rumors in the
Pentagon; sooner or later
everything comes true.



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Gen. Colin Powell, 1992

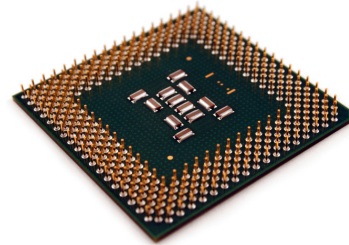
The number of transistors in a dense integrated circuit doubles approximately every two years



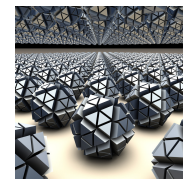
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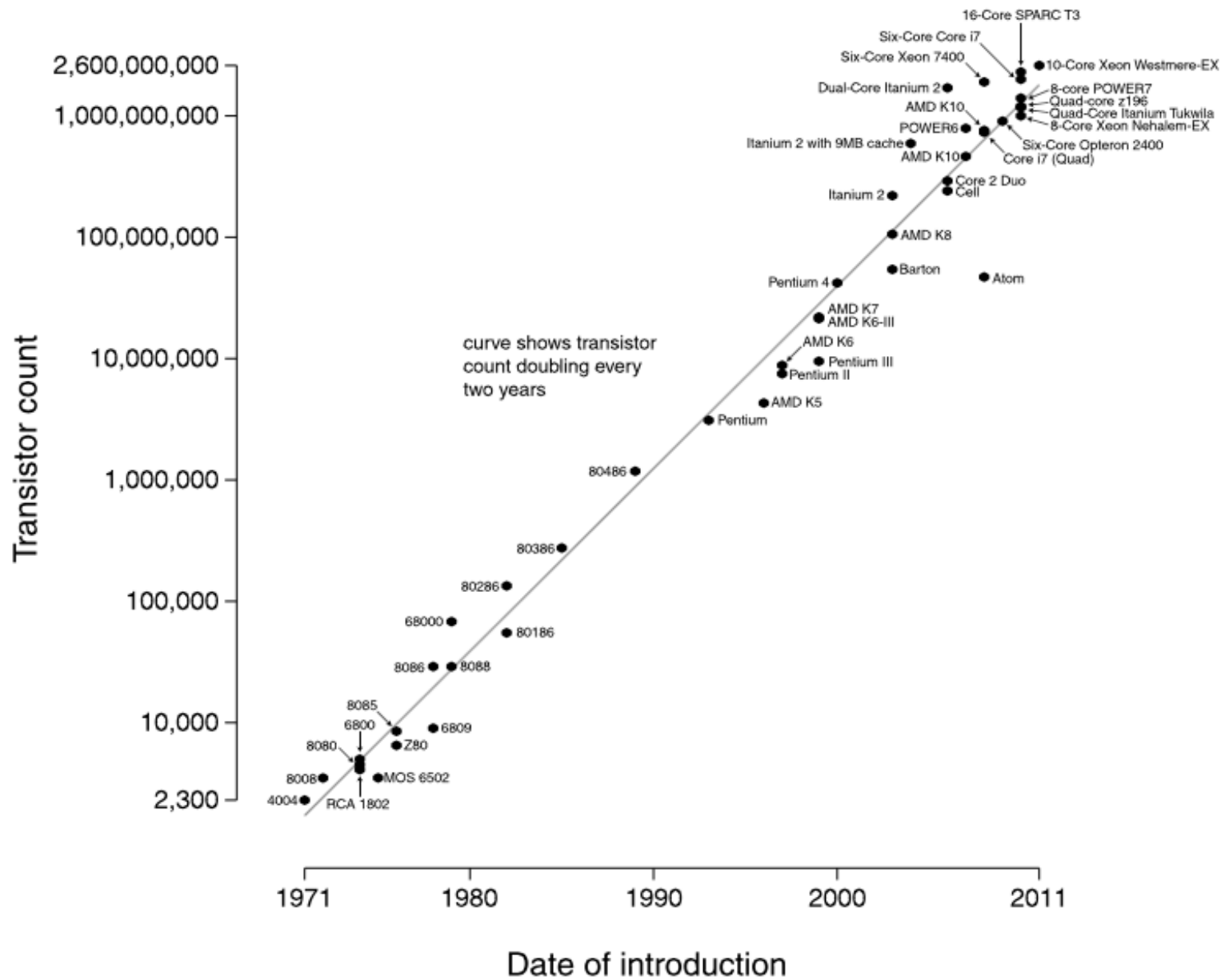
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Moore's Law, Gordon E. Moore, 1965

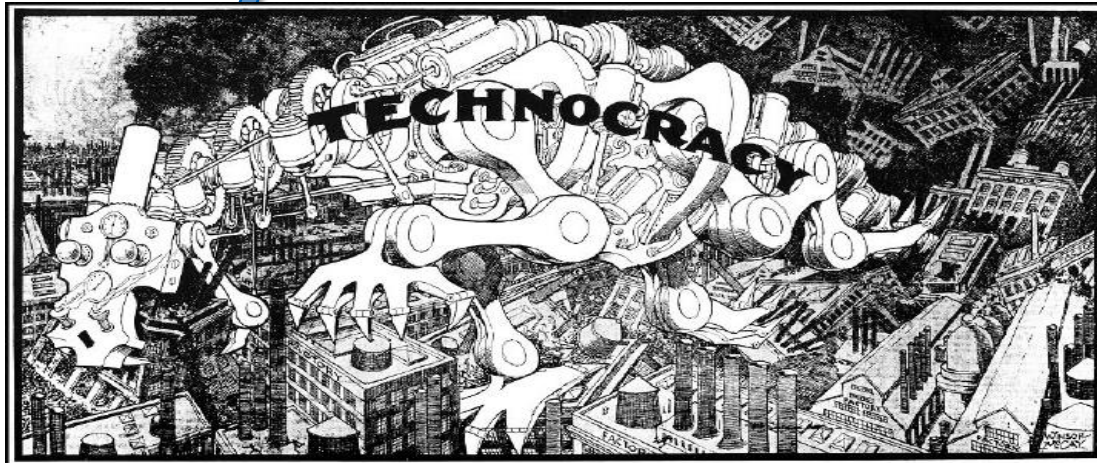
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BUSINESS ADVICE WITH INTEGRITY

Microprocessor Transistor Counts 1971-2011 & Moore's Law



Technology is dominated by two types of people: those who understand what they do not manage and those who manage what they do not understand



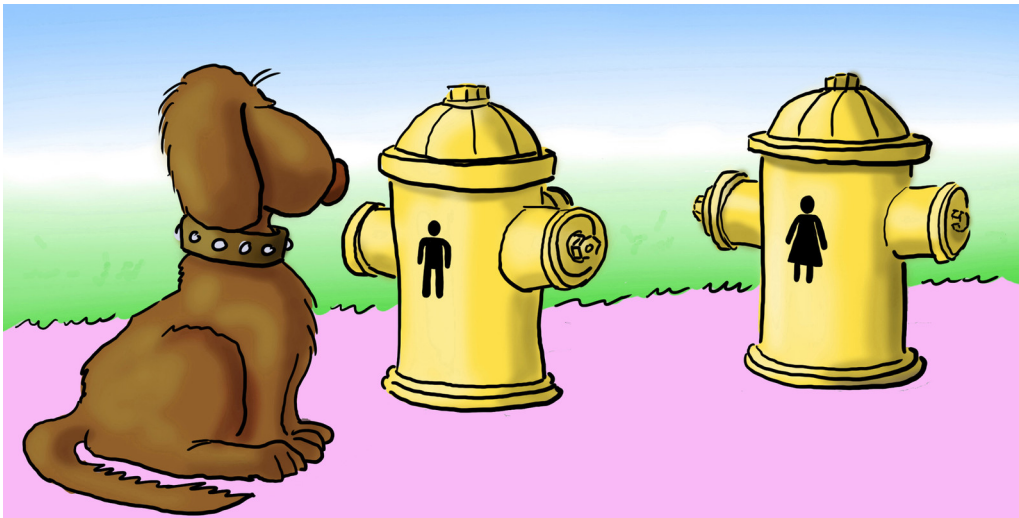
Putt's Law, Archibald Putt, 1981, Putt's Law
and the Successful Technocrat

You can not double revenue
by doing twice as much of
the same thing

$$R_2 = 2R_1 - F_{LP}$$

Crenshaw's Anti-multiplicative Rule, 2014, A
Self-Licking Ice Cream Cone

Where you stand depends on where you sit



Miles Law, 1949, Prof. Rufus E. Miles,
Princeton

Miles Seven Maxims

#2. The responsibility of every manager exceeds his authority, and if he tries to increase his authority to equal his responsibility, he is likely to diminish both.

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