

**NEVER SETTLE**

SLOWING DOWN TO

**GO FAST**

BETTER ENTRY. BETTER EXIT.



NEVER SETTLE



# MOTORSPORT LOVE

- Been watching Motorsports since I was a kid
- I have been to all sorts of races live
  - Nascar
  - Formula 1
  - Indy
  - CART (when it was still here)
  - World Superbikes
  - World of Outlaws
  - ...and anything running at the local track
- I have been playing racing sims forever like Gran Turismo, F1 & Nascar games
- I have been in a few go karts that were excessive
- Basically! I love it.
- Now you get to experience me relating that to work. So there's that.



**INAUGURAL F1 RACE**  
@ CIRCUIT OF THE AMERICAS  
AUSTIN, TX  
*Photo Credit: ME @ Turn 18*



# BRAKE. TURN. EXIT.

- Fast lap times happen when you **hit your marks and are consistent**
- Races can be **won and lost in the turns**
- Come into a turn **too fast and you lock up** and go off track
- Come into a turn **too slow you lost momentum** and carry speed is not as high and your exit is slow
- **Come into a turn just right, hit the apex, and then get on the power early** you are in for a great next section and potentially a pass
- You will not hit max speed for a section if you don't enter and exit a turn properly!
- Races can be won in the turns and because you hit the brakes in the right places at the right times
- Better entry. Better exit. Remember... **Brake. Turn. Exit.**

# DISCLAIMER

An aerial, high-angle photograph of a Ferrari Formula 1 pit stop. The central focus is a bright red Ferrari F1 car, number 7, with the name 'Pirelli' and 'Pay-Per-View' visible on its side. The car is surrounded by a dense team of pit crew members, all wearing matching red racing suits with the Ferrari logo. They are actively engaged in various tasks, such as changing tires and adjusting the car's components. The scene is set on a grey asphalt track with yellow boundary lines. The overall atmosphere is one of intense, coordinated activity.

This is a very basic approach and I am simplifying a lot in the hopes that it will connect and be memorable. This is one way to take one type of turn, albeit the most common turn type and strategy.



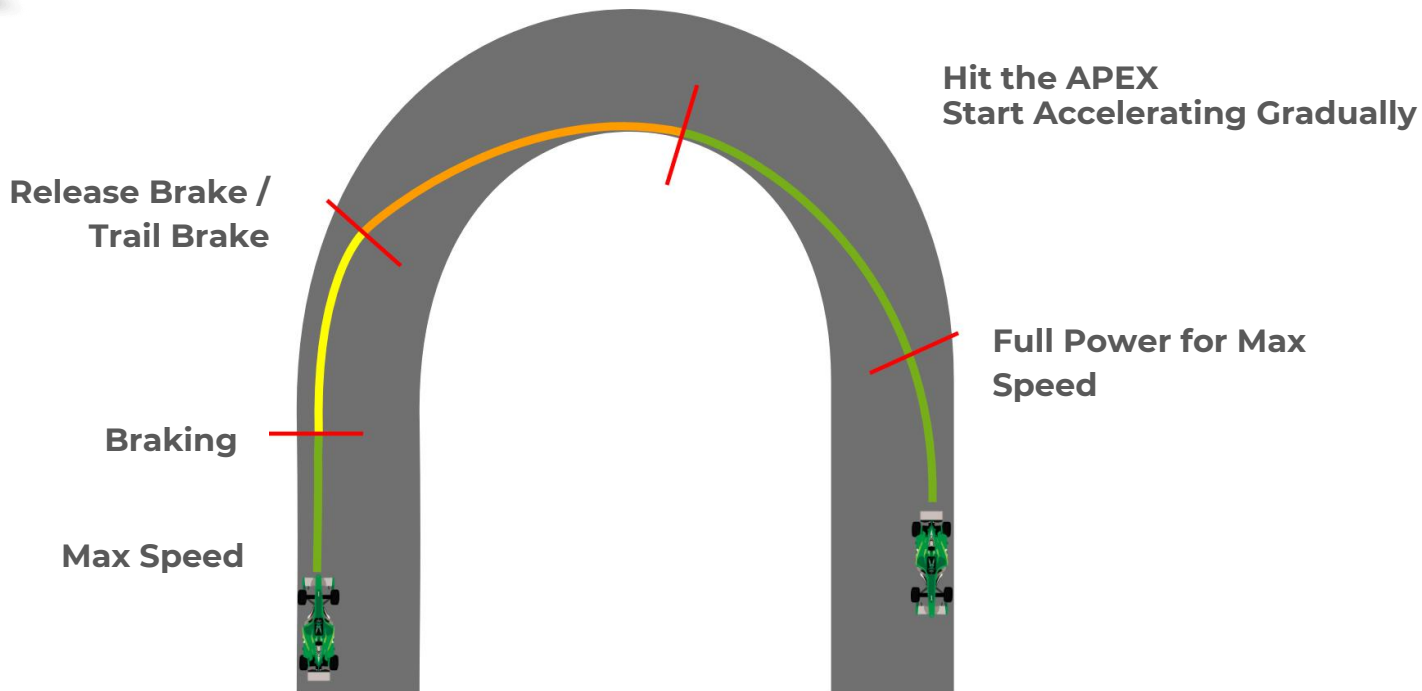
# APEX



The apex is the point at which you are closest to the inside of the corner. Once you have hit the apex you should be able to reduce the steering lock, start increasing the throttle and focus on the exit.



# IDEAL ENTRY, TURN, AND EXIT





# LATE BRAKING. LOCK UP. BAD EXIT.

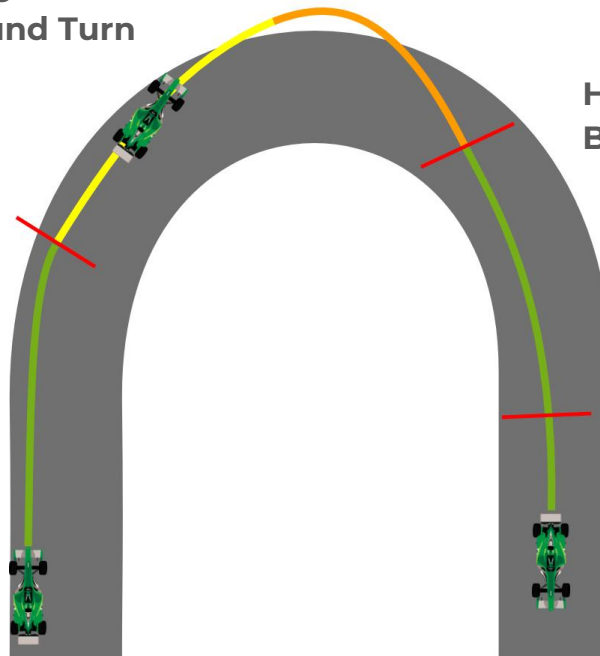
Missed APEX / Longer Path  
Around Turn

Lock Up - Off Track - Loss of Momentum

Have to Regain Control Before  
Being Able to Accelerate

Late Brake Point  
Too Much Speed

Max Speed Coming Into Corner



Back to Full Power Late  
Resulting in a Lower  
High Speed for the next  
section

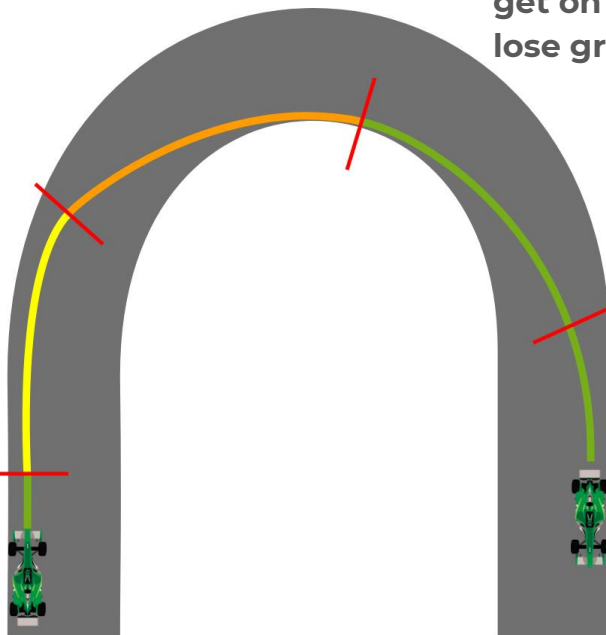




# BRAKE EARLY. EXIT LATE.

**Slow to Enter Corner.  
Makes it is to  
oversteer the turn.**

**Brake Too Early**



**Hit APEX but got there slower, can't  
get on the gas too early or you will  
lose grip.**

**Acceleration happens at the  
same time but your speed is  
lower than if you entered the  
turn properly.**

**You are back to full power at  
slightly lower speed than  
when entering the turn  
properly.**



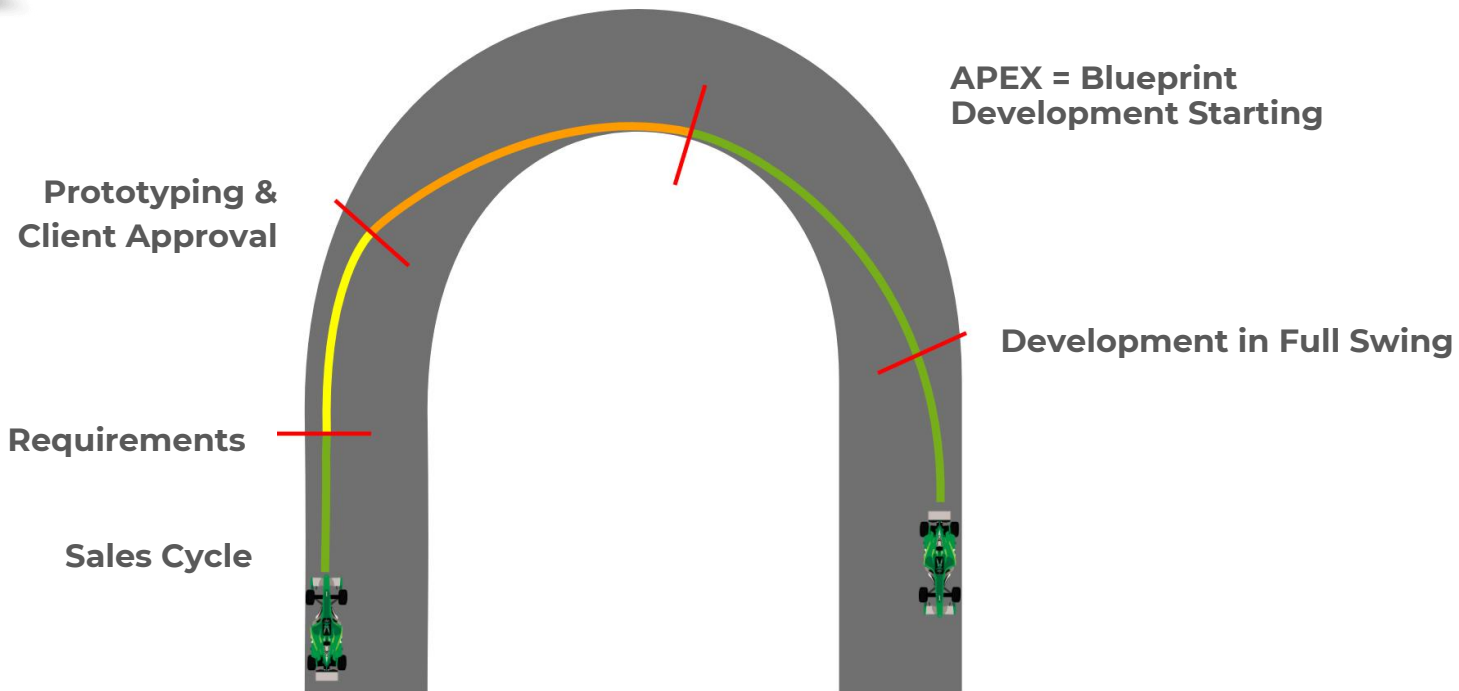
# HOW DOES THIS APPLY TO US?

- When thinking about your daily tasks or projects on a whole what are some places that you think could use better entry and braking at the right time and points so that we can hit the APEX and exit the turn properly so we hit max speeds down the straight?



APPLICATION TO BUSINESS

# BEGINNING OF PROJECT





# INTRODUCING BLUEPRINTS

After a project has been sold, requirements have been gathered, and prototypes and mockups have been completed we have all the parts. This is the moment when we look at all the pieces, decide how it has to go together and how to manufacture the parts.

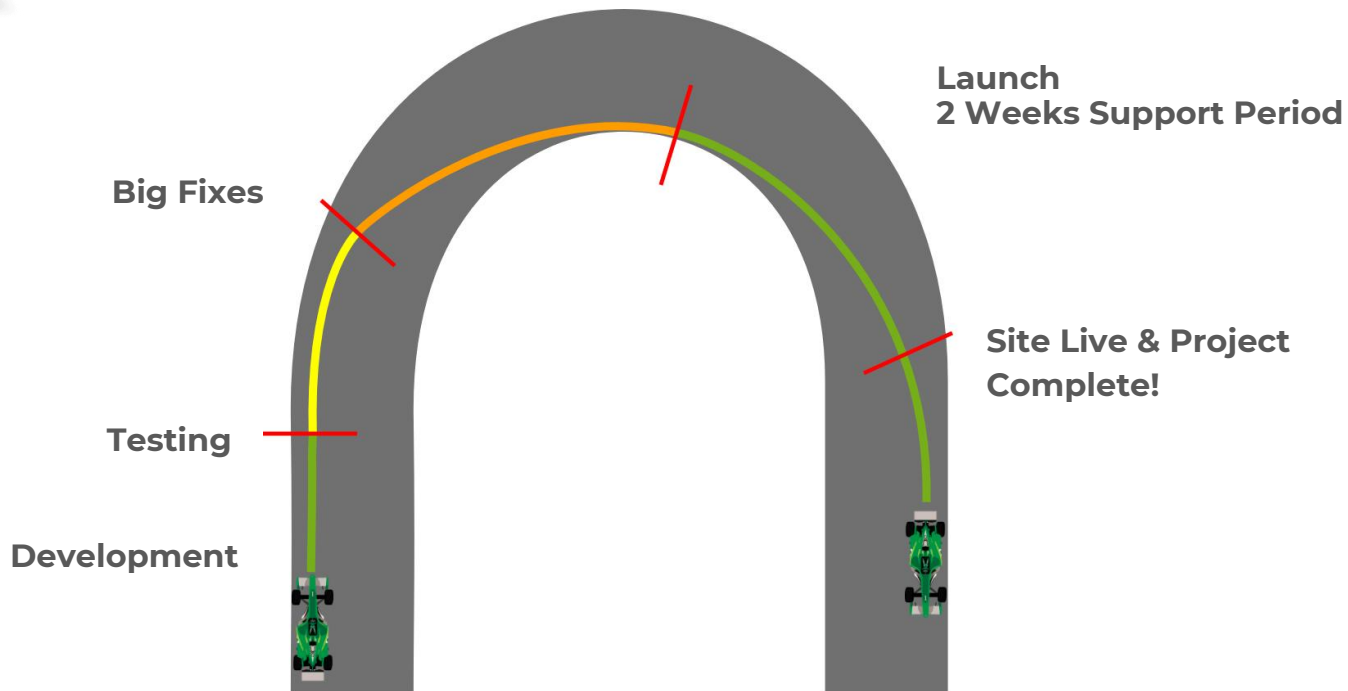
**Moving forward, each project will have a Blueprint** will be created by all those developing it to determine technologies, structure, research, etc. to build the project out





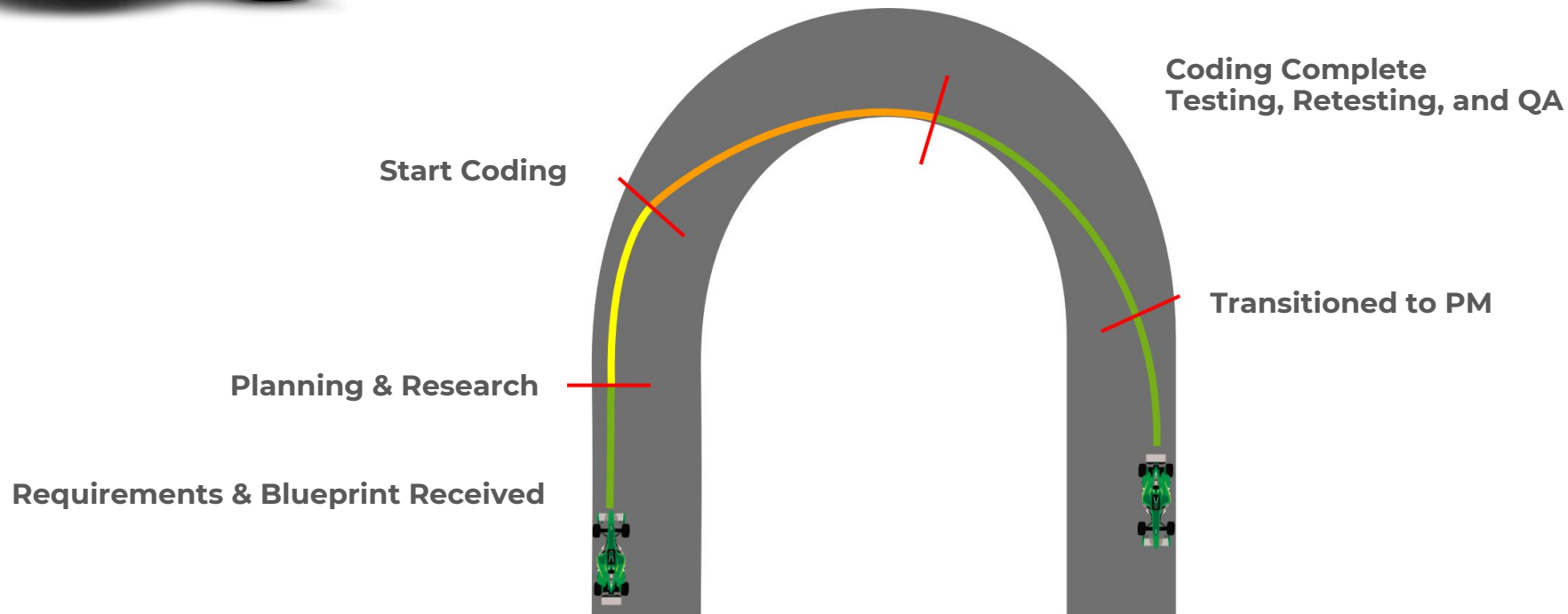
APPLICATION TO BUSINESS

# APPROACHING PROJECT LAUNCH





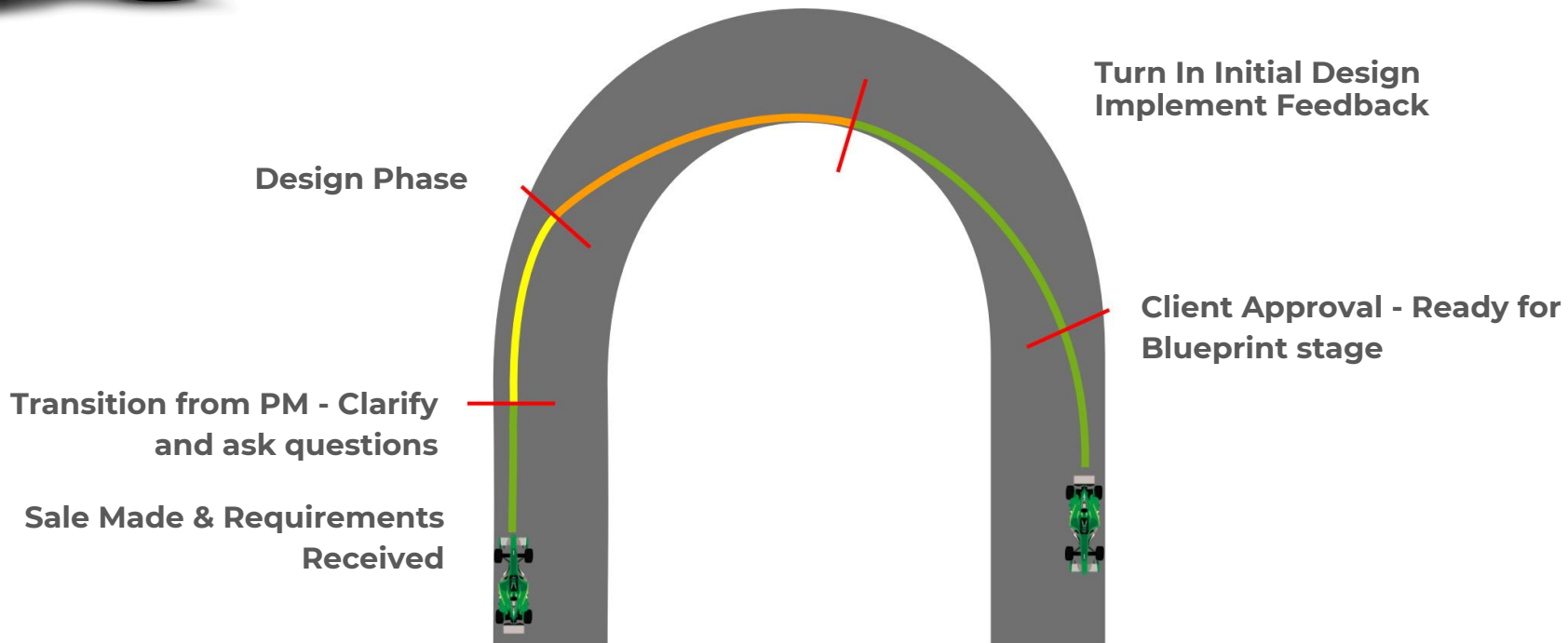
# APPLICATION TO BUSINESS DEVELOPERS







# APPLICATION TO BUSINESS DESIGNERS





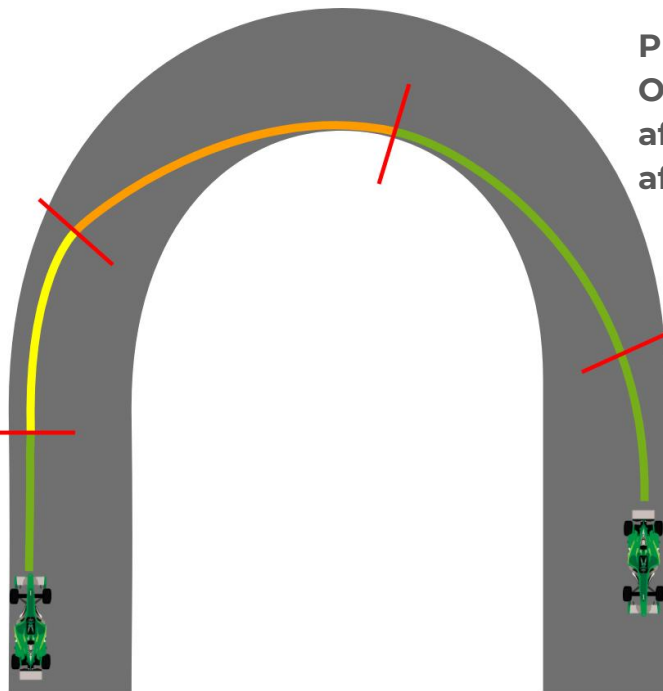
APPLICATION TO BUSINESS

# EMAIL COMMUNICATIONS

**Note Questions / Re-read  
If needed**

**Read in Detail**

**Received Email**



**Provide a distilled response.  
Only what it needed. Don't be  
afraid to cut thing. Don't be  
afraid to rewrite.**

**Send email with confidence  
you did all you could to  
answer all the questions  
asked and provide only what  
was needed in response.**

# DRS

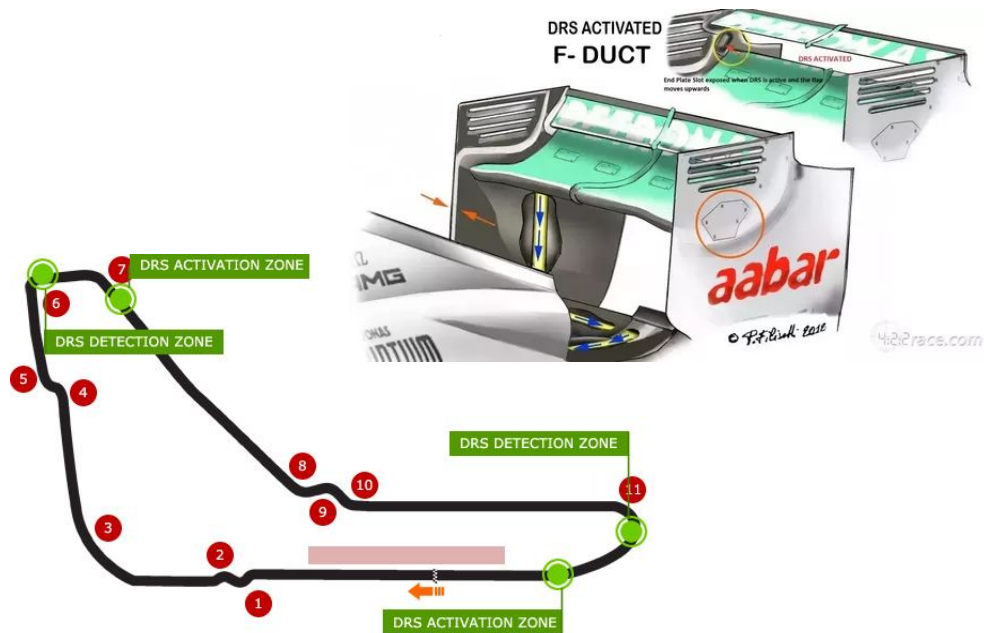




# DRAG REDUCTION SYSTEM (DRS)

## How DRS Works

- When a car is within 1 second of the car in front of them and they hit a DRS zone they can activate their DRS to gain extra miles per hour.
- This is active until they hit their brakes.
- It was created to encourage passing and make overtaking more possible in F1.





# DRS BUSINESS APPLICATION

## QUESTION:

**What can we do to ensure that we are 1) in the DRS detection zone so that we can 2) activate DRS to reduce drag?**



# DRS BUSINESS APPLICATION

## What can we do to maximize our opportunity to get ahead?

- Better client communication
- Better designer / developer communication
- Better requirements gathering
- Strive for accurate timelines
- Always strive to improve our estimates
- Be kind to one another and to clients
- Ask more questions for clarity
- Ask BETTER question for clarity
- Slow down at the beginning of our processes so we have GREAT EXIT speed so we are in the detection zone
- More consistent designs with few colors, elements, etc. Focus on simplicity and re-use



# ERS

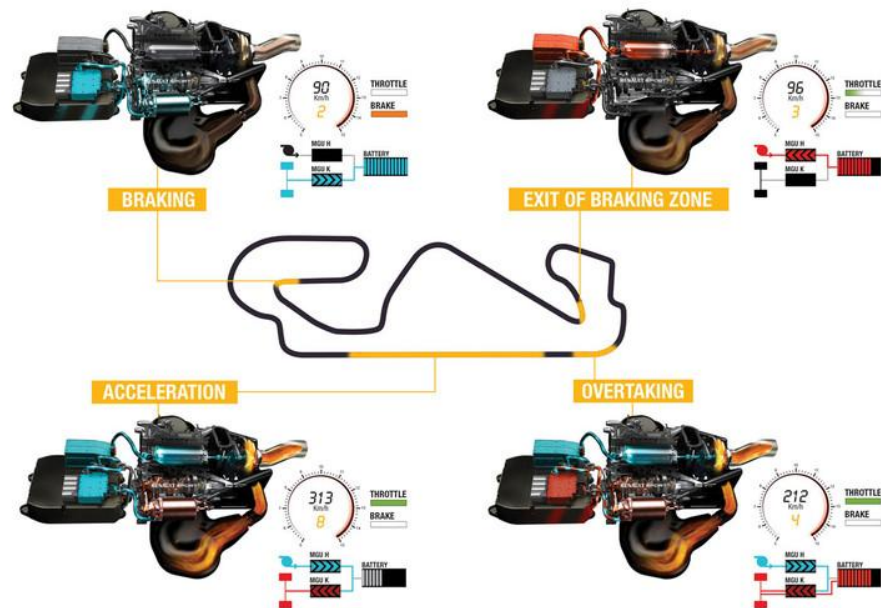




# Energy Recovery System (ERS)

## How ERS Works

- Increases the unit's overall efficiency by harvesting (and redepoying) heat energy from the exhaust and brakes that would usually go to waste
- Under braking it takes heat energy and stores it in a power unit. It does the same with heat from the exhaust from the turbo
- Drivers have the opportunity to then use a boost button for up to 33 seconds PER lap with a gain of 160 hp
- This are 1.6 liter V6 turbo engines producing over 700 hp. That's a lot.





# ERS BUSINESS APPLICATION

## QUESTION:

**Where can we harvest extra energy in our daily processes, tasks, and actions for boosts later?**



# ERS BUSINESS APPLICATION

## Where can we harvest extra energy in our daily processes and tasks for boosts later?

- Take really great notes? Clarify them. Read them back.
- If you don't understand something but said you did. Apologize and get that clarification as soon as possible. Preferably in the same meeting.
- Ask your teammates about your proposed approach?
- Pitch your recommendations well with full information
- Follow the standards and get familiar with them and try and understand why we use them



# QUESTIONS & APPLICATIONS

- Where can you brake, turn, and exit better in your daily tasks?
- Where else in the business can this be applied?
- Where can you slow down to save make better time in the next section of the task, process, etc.
- Do you have any questions about Blueprints for SAK?
- How does DRS relate to what you do? What is your DRS zone?
- How does ERS related to your daily work? What tricks do you have to store energy to use to gain momentum or passing speeds?



# PRINTABLES

- You will have access to this presentation AND a printable where you can fill out the brake, turn, exit sheet as well as DRS and ERS activities to keep by your desk.

