- Control design lead-lag / PID to achieve: PM, GM, ω_c, SS error

- Design for phase margin:
    - lead or PD
    - Select crossover (can't get > 80°)
    - calc. req'd φ
    - design lead/PD:
        - evaluate lead pole/zero or PD zero
        - evaluate gain to set ω_c

- Design for gain margin (if necessary)
    - reduce ω_c
    - reduce high-freq. gain (low-pass, notch)

- Design for ess
    - increase low-freq. gain w/ lag
    - Set lag ratio & design
    - Add integral to zero out
    - set lag / PI zero below ω_c
      to avoid phase loss while keeping zero large

→ Decide:
    - proportional
    - PD or lead
    - PI or lag
    - lead-lag, PID
    - lead-PI, PD-lag