

File 20080412.1200: Notes from meeting with Steve Steinberger (Starbucks, Barnes & Noble, Yosemite Street and County Line Road, Lone Tree Colorado):

Find out who the Space Systems ITAR lady is. She's sharp.

Better write the case study as a hypothetical scenario. People are very chary about it. They will be much more likely to talk freely if they know it's anonymised. No names. No company names. No company name is especially important, according to Steinberger.

Wile E. Coyote is the customer. The ACME Corporation is the supplier. Roadrunner is Ian Levy (the roadrunner always wins).

Tell the case study as a narrative. Study the technique of John Grisham for how to tell a story. See his recent novel *The Appeal* for how to do it.

For Dr Martin: This is a realistic scenario. Ian Levy is the roadrunner.

Ask Barry Hennegan (LMCO corporate attorney) about the process of internal LMCO prepublication review for proprietary information [note: this is done, but no response received yet]. Find out who the person is [note: I will ping Mr Hennegan on 20080425 by email]. Steinberger says it's critical not to get surprised by prepub review within the company. If it's well anonymised, and if you involve the prepub review people from the beginning, leads to less likelihood of problems with the dissertation at the end.

*Peter Foxx* is an old guy in his seventies. Talk to him.

Dave Williams is an LM guy. He knows the history, and how things work in the U.K.

Advice from Steinberger on thesis defense: validation is everything. For your orals, make sure your reasoning is absolutely sound and thoroughly worked out. If you plan to argue that  $A=B$  and  $B=C$  then  $A=C$ , then you'd better be able to justify every detail of A and B. Don't just tell the examiners why you chose A and B. Tell them briefly why you *deselected* D, E, F, and G. Make sure you have justifications out the other end for *every* decision. Documentation and reasoning and exhaustive exploration of every nook & cranny is critical in a dissertation. (Note: This ties in well with what Ivan & Andy both said about DPhil dissertations.)

How to do it right in the future: The ST is the Gold Standard. Write the LLD first, then write an ST that you can prove is satisfied by the LLD. RTG did it the wrong way round, in retrospect.

Steinberger: ST needs to be lightweight and vague. The real spec is the LLD. Think like a lawyer.

## References