# Aerospace Seminar



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## Stop Thinking and Just Do It

### Friday, February 10, 2017 | KOBL S125 | 11:00 A.M.

I'm frequently asked by aerospace people how the industry needs to change to be "more agile, like technology companies". Then I'm told by tech people how space is so cool or way more exciting than what tech companies do. *Is it just that the grass is always greener?* I don't think so. I like to think of it as mutual respect with a hint of misunderstanding. The space industry produced the greatest innovations of the 20th century. The tech industry is doing the same in the 21st. One is not eclipsed by the other, and both still exist side by side.

The challenge we face is how to take the best approaches of both and apply them. In so doing we can unlock the next level of innovation in space (both outer and cyber). To my fellow "space people" I say Stop Thinking and Just Do It. To my fellow "techies," Stop Building and Use it Already. This talk will focus on what the space industry can learn from tech startups without forgetting what our own successes have brought us.

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