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Short biography:

Born and raised in Zagreb, Croatia, I spent 20 years in wood processing and manufacturing before joining Ultrasound, Condition Monitoring and Reliability journey as member of SDT International team.

Focused on improvement of Reliability performance through all its aspects, still in particularly focused on Ultrasound technology, Condition Monitoring and, as a strong passion, Condition Based Lubrication. Deeply involved in Reliability Culture improvement and proactive mindset through Lubrication excellence.

Writing, publishing, and presenting, but most of all learning.

Proud member of SDT Ultrasound Solutions team where continuous improvement is a way of life.

Title of speech:

Reliability improvement, engineering job?

Title Of workshop:

Condition Monitoring through Ultrasound technology “&” instead of “vs.”

Reliability improvement, engineering job?

Location; Industry

Task; Improve Reliability

Who do we have to do that, who is close to the topic? – Engineers

Fine, they will do that.

When you have a hammer, everything looks like a nail

Engineers designed and built smart phones, but they did not build culture of communication

Engineers built beautiful buildings, but they did not create cities

Gutenberg invented printing machine, but he did not create poetry that was printed on it

You might like it or not, but Reliability means; technical solutions developed in proper environment

That environment is culture, Reliability Culture.

Reliability culture, like any sociological phenomenon that we call culture, consists of four elements;

- *Values*
- *Beliefs*
- *Behaviour*
- *Rituals*

People who share values, believe in common goal, behave accordingly, and perform harmonically ... create Reliability culture.

Yes, I am talking about industry, industrial culture.

There is also a thread that goes through all four elements – people who care for the company.

To communicate values and beliefs and to form behaviour and rituals, one needs quite specific skills; understanding human nature, diplomacy, behaviourism, sociology, motivational skills ...

When was the last time you have seen mechanical engineer trained for that?

Me neither.

But somehow, still many companies insist on dealing with Reliability improvement exclusively through engineering skills.

Is that, maybe, why we have only partial results that rarely sustain?

Condition Monitoring through Ultrasound technology

“&” instead of “vs.”

“I can do it all”, “my technology is the best” and “me too” are statements often heard in Condition Monitoring department, all over the world. While it is usually said with great confidence, firm voice and authority, for a careful listener this reveals what really stands behind this strong façade. It sounds defensive, and it smells like fear.

Defensive ... as defending “status quo”, current positions and importance withing the Condition Monitoring team. People defending their own position by all means, instead of improving it, harm organization and harm themselves, as at the end – they always lose. Only question left to be answered is ... how much damage needs to be done before defence becomes embrace.

Fear ... as fear of new, fear of different, fear of competition. Wrong, wrong and ... completely wrong. New should not be feared, absence of new should be feared. Each of the technologies was new once, and even then, it was very often a mimic of human senses. Touch, listen, look, taste – Vibration, Ultrasound, Thermography, Oil Analysis. Humans have been doing this since the beginning of time, we just improved our own senses and sharpen them a little. Nothing to be feared of.

Different should not be feared. Different means improvement, different means evolving. Improvement means change, change means doing or adding something different. Competition ... absolutely not. How can Luka Modric or Branko Ivankovic be competition to Alireza Beiranvand if they join Boavista football club? They do different jobs and have different roles in a same team, and only make each other better.

Statements such as “I can do it all”, “my technology is the best” and “me too” create “vs.” approach; Vibration vs. Ultrasound, Oil Analysis vs. Thermography, MCA vs. Vibration. Versus means conflict. Conflict means casualties. It is a wrong path.

Back to what is considered as basic and often trivialized; P-F or better to say D-I-P-F curve. All that beautiful simplicity and conceptual accuracy makes viewer forget to look at the details and misunderstand it. Let’s look at it from another angel, let’s discuss the failure, let’s discuss symptoms. Once that is done, it is easy to place any technology at exact place where it brings most benefit.