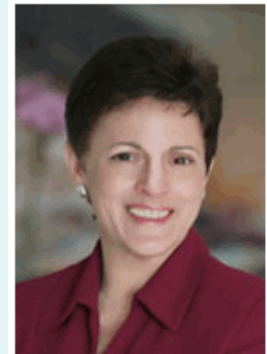


Find INCOSE membership info at <http://www.incose.org/>

We will be participating in a live WebCast from the Austin INCOSE Chapter, featuring:

“VNA Value Network Analysis”  
by Verna Allee



### 19 Apr Agenda

- 5:30 Networking Social (snacks!)
- 5:45 Brief Chapter Meeting
- 6:00 Guest Speaker (remote)

*If attending, please RSVP to Mark Kanko at [kanko\\_mark@bah.com](mailto:kanko_mark@bah.com)*

#### Abstract

Value Network Analysis is a field of study which simplifies the understanding of complex adaptive organizations. It is a business modeling methodology for understanding internal and external value networks. It is a visualization practice which makes simple the concepts of value creation.

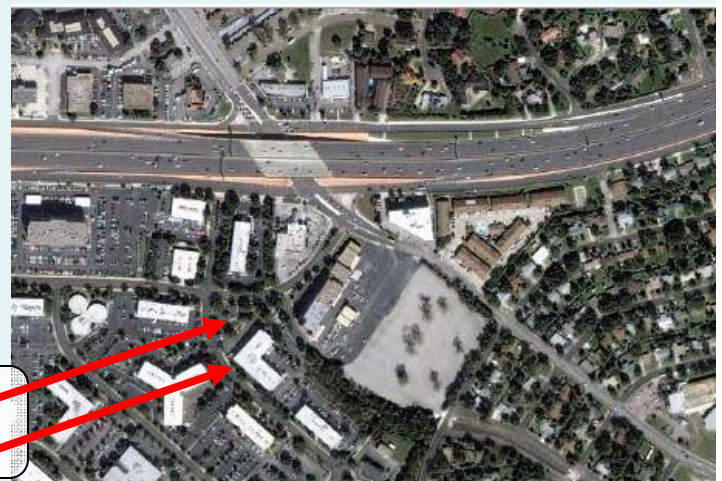
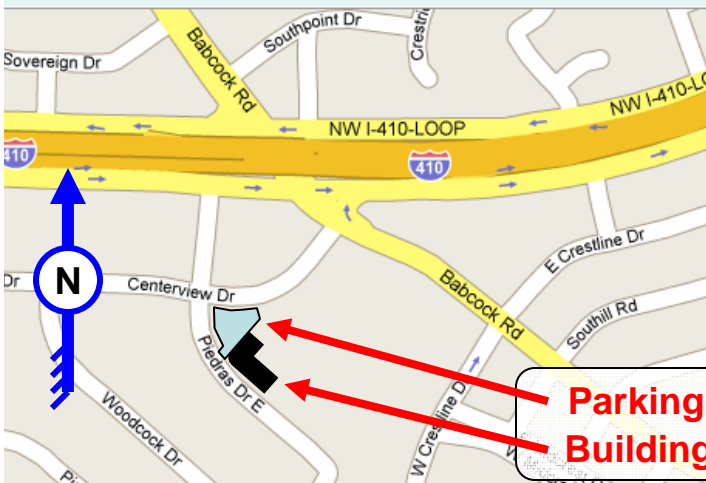
#### Verna Allee

Verna Allee is a recognized subject matter expert in the field of value network analysis and knowledge management. She is founder of Verna Allee Associates (<http://www.vernaallee.com>) which consults with organizations such as Boeing, Cisco, Kimberly-Clark, and others. She created a methodology, ValueNet Works™, which is used for understanding complex adaptive organizations.

#### Questions? Contact:

**Phil Simpkins** [psimpkins@vitechcorp.com](mailto:psimpkins@vitechcorp.com)  
**Scot French** [french\\_scot@bah.com](mailto:french_scot@bah.com)

Meeting Location: **4241 Piedras Drive East, Suite 200, San Antonio, Texas 78228**  
(Parking lot and building entrance are on northwest side of building.)



**Parking Building**