

Innovation On Demand: An Insider's Guide to Achieving SE and PM Integration Excellence

Course Description

Bringing new products, services and systems into the world requires not only execution efficiency, but also efficiency in the definition of the objective. These we know as PM and SE respectively, and together with "sales" form the engine that drives a broad variety of new product development activity.

This course focuses on how SE, PM and Sales function together in a "system of systems" relationship, and identifies both the origin and remedy for many common development challenges. It benefits from research conducted by MIT under PMI and INCOSE Alliance sponsorship, but offers participants a unique personal perspective developed over 40 years of complex system and new product development effort.

Topic Outline

- Welcome
- The Fundamental Nature of Development
- Definition, Execution and Expectations
- The Innovation System of Systems
- Honoring Inherent Dependencies
- Suitable Structures and Impacts of Misalignment
- Healing Common Self Inflicted Wounds
- Achieving Excellence – The Innovation on Demand Payoff
- Conclusion

Course Date, Time, Location

September 15, 2018
8:30 AM CDT through 4:30 PM CDT
IBM, 10 Martingale Dr., Schaumburg IL 60173

Target Audience

- Systems Engineers
- Project / Program Managers
- New Product Development Managers
- Innovation Process Leaders

Delivery Mode

Instructor led workshop mixing presentation, activity and discussion elements. Can be claimed as 7 hours of professional development credit upon completion.

Learning Outcomes

- Discover the complex nature of developmental effort
- Describe the critical roles that PM and SE (as well as Sales) play
- Understand why none of these roles, by themselves, are sufficient
- Identify the essential dependencies that exist between PM, SE, and Sales roles
- Recognize that many common development challenges arise due to fundamental tension between these roles
- Implement organization and process structures that honor the innate dependency that exists between PM, SE and Sales
- Optimize developmental effort as a "system of systems" challenge, wherein innovation is an emergent property of these roles operating in tandem

Instructor / Course Developer

Randall C. Iliff

Mr. Iliff has over 35 years' experience on developmental efforts ranging in size from a few thousand to billions of dollars. Both a seasoned Program Manager and expert Systems Engineer, he has a solid record of disruptive innovation in aerospace, medical, commercial and consumer markets.

Mr. Iliff has significantly contributed to both PM and SE practice capabilities. Thousands of people have attended his classes, thousands more have heard his ideas on development during keynote / featured speaker presentations.

He is a charter member of the International Council on Systems Engineering (INCOSE) and currently serves as the INCOSE representative on an alliance between INCOSE, PMI, and MIT. In February of 2017 that alliance published "Integrating Program Management and Systems Engineering: Methods, Tools and Organizational Systems for Improving Performance".

