

Chapter Meeting – April 21, 2022



CHICAGOLAND



Topic: Iliff's Hierarchy of SE – Understanding the Journey to (and From) System Mastery

Presenter: Randall C. Iliff, Eclectic Intellect LLC

Presentation Site: Remote. Online attendance only due to COVID-19.

Date: Thursday, April 21, 2022

Agenda: 6:30 - 7:00 PM CT – Announcements & Introductions
7:00 - 7:30 PM CT – Annual General Meeting
7:30 - 8:45 PM CT – Feature Presentation and Q&A

Abstract

After 40 years helping the world embrace the benefits of SE, it's clear that leaders struggle to understand and value our gift. As a profession we have clearly failed to motivate the market.

In the field of Psychology, *Maslow's Hierarchy of Needs* has become a classic model for explaining motivation and is widely used to explain why people don't do what others expect.

In this presentation I'll respectfully borrow Maslow's concept of hierarchy and share a development view consisting of five discrete need levels and twenty possible transitions between those levels. We'll explore common failure modes and explain why your strategy for advancing the idea of SE must be matched to the current level of your market. We'll even use the model to warn that institutional regression is more common than progress!

About Our Speaker

A seasoned Program Manager and expert Systems Engineer, Randy built a 40-year legacy of disruptive innovation in aerospace, medical, commercial and consumer markets.

As Vice President at bb7 he helped manage over 250 development projects per year. He was the SE Manager for IceCube, a cubic-kilometer scale observatory in Antarctica. To date, over fifty thousand people worldwide have attended his classes, keynotes and featured speaker presentations.

Randy is a charter member of the International Council on Systems Engineering (INCOSE), current representative for INCOSE on the INCOSE-PMI Alliance, and is a passionate supporter of bringing the logic of SE to the entire world.

Get a sneak peek at an article on this month's topic, available March 31 at [Project Performance International's Systems Engineering Newsjournal](https://www.projectperformance.com/newsjournal).

Questions? For more information, go to <http://www.incose.org/Chicagoland/>.



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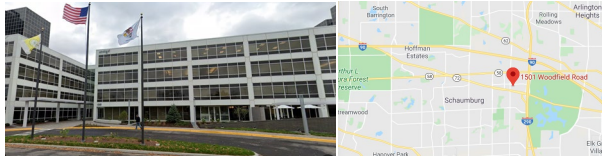


Topic: Hierarchy of Needs

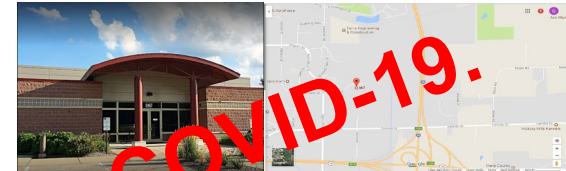
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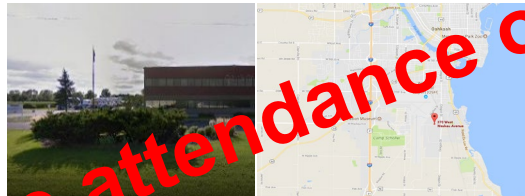
INCOSE Chicagoland Sites



Actalent / EASI offices
1501 E. Woodfield Rd. Suite 300N
Schaumburg, IL 60173
3rd Floor Conference Room



BB7, 5407 Fen Oak Dr.
Madison, WI 53718
Mendota Conference Room



Oshkosh Corp (*Limited to Oshkosh Employees*)
370 W. Waukau Ave
Oshkosh, WI 54902

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Attend live, on-line. Meeting begins at 6:30 PM CT.

RSVP & More Information:

<https://incosechicagoland-2022-04.eventbrite.com>

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