2021 CHICAGOLAND FALL SEMINAR
CORRECTING SYSTEMS ENGINEERING
PROJECT PERFORMANCE CONTRIBUTIONS

Friday, November 12th, 2021, 8:30 AM – 3:00 PM CST
Delivered Virtually via Zoom
Purchase Your Seminar Tickets Today to Win 1 of 2 Author Textbooks to be Raffled!

Have you ever wondered why over the past 35+ years documenting processes, conducting CMMI assessments, obtaining INCOSE SEP certifications, enrolling in university degree programs and vendor SE training courses … projects continue to exhibit technical, cost, and schedule performance issues … issues that these initiatives were supposed to correct?

Join us for an insightful, interactive seminar answering this question as well as 21st Century Genuine SE topics of the day with International Award Winning SE textbook author, Charles Wasson.

YOU WILL DISCOVER AND LEARN WHY …

- Outdated 1980's SE paradigms, that continue to be promulgated by professional organizations today, contribute to project performance issues
- SEs were relegated in the early 1950's to "communicator and coordinator" roles that continue to be the norm today on projects and - Everyone is called an SE … whether qualified or not
- INCOSE Chapter meeting attendees had an average technical competency of 1.8 out of 5.0 in 2017
- Inter-disciplinary Integrated Product Team (IPT) decision-making has been flawed for decades
- Professional organizations have lost their discipline frame of reference and are drifting aimlessly

KEY TAKE-AWAYS FOR YOUR ORGANIZATION …

- Learn HOW TO to recognize outdated SE paradigms in enterprise projects & HOW TO correct them.
- Understand HOW SE, as an emerging Engineering Discipline in the early 1950's, was transformed into Systems Management, not SE, and has been effectively ignored as a technical competency for 65+ years.
- Learn 21st Century SE technical foundation concepts that … **Restore Systems Engineering Discipline and Technical Competency**. Examples include SE Definitions, Systems Thinking, Differentiate User vs. End User Roles, Duality of Systems Roles, System Modes & States, System Architecting, the REAL SE Process – not V-Model, System Command & Control, MBSE, et al.
- Understand INCOSE's "Better World through a Systems Approach" and its implications for you.

> **Attendees will earn 5 PDUs for the tutorial**
> *Eventbrite ticket sales are open! Tutorial pricing starts at $50. Order now for Early Bird pricing.*
> Register online: https://www.eventbrite.com/e/incose-chicagoland-fall-2021-tutorial-systems-engineering-tickets-168427438001?aff=ebdssbonlinesearch
> *Special offer for the INCOSE Chicagoland Chapter membership drive:*
> *Purchase a one-year INCOSE membership and receive discounted tutorial admission.*

GENUINE — HIGHEST QUALITY
Systems Engineering

Wasson, Charles - INCOSE Fellow and Certified ESEP, is the Founder, Thought Leader, and Principal Consultant for Wasson Strategics, LLC (WSL). Charles' core competencies include Interdisciplinary Systems Engineering, Technical Project Management, Organizational Development (OD), and Team Development. His professional affiliations include: the INCOSE, IEEE, ASEE, PMI, and Tau Beta Pi.

As an internationally recognized author and consultant, his accomplishments include professional speaking engagements, numerous conference papers, and two textbooks published by John Wiley & Sons, Inc. (New York) in world-wide use by educators, researchers, and practitioners.