



**Please join us on the 3rd INCOSE/GfSE Webinar  
(Part II of III)**

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### **When**

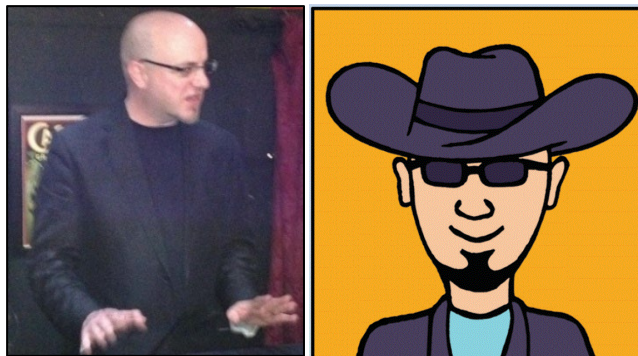
Thursday, February 24, 2022 from 11:00am-12:00pm EST  
(4:00pm-5:00pm UTC, 5:00pm – 6:00pm CET)

### **Topic**

**Model-based Systems Engineering (MBSE) Demystified  
'MBSE in a Slide'**

### **Speaker**

Professor Jon Holt



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## Abstract

Continuing the presentation series Professor Jon Holt will build on the concepts of complexity presented in his first talk, in which Jon discussed how MBSE is a natural evolution of document-based systems engineering.

In this 2<sup>nd</sup> talk Jon will present and introduce the main considerations that must be addressed for successful MBSE implementation and adoption. This is summarized and encapsulated in '**MBSE in a Slide.**'

This talk will not only introduce the main concepts, but will also dismiss many of the myths associated with MBSE, such as 'MBSE is all about SysML,' 'MBSE adds a large overhead to system development' and that 'all models are wrong' amongst others. Topics covered will include: the system, models, notations, tools, frameworks, and compliance.

Jon has 30 years' experience in using and deploying MBSE in industry and '**MBSE in a Slide**' represents a summary of everything that he has learned in this period, which is either an indication of brilliant abstraction, or a shocking indictment on how little has been achieved in the last three decades!

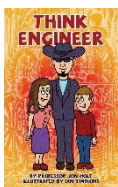
### Take-Away Key Messages

- Considerations for successful MBSE implementation and adoption
- Dispelling myths about MBSE including system, models, notations, and tools

## Biography

**Professor Jon Holt** is an internationally recognized expert in the field of Model-based Systems Engineering (MBSE). He is an international award-winning author and public speaker and has authored 17 books on MBSE and its applications.

Since 2014 he has been a director and consultant for Scarecrow Consultants, who are outstanding in the field of MBSE. Jon is also a Professor of Systems Engineering at Cranfield University, where he is involved with the teaching of and research into MBSE. He is a Fellow of both the IET and the BCS and is a Chartered Engineer and Chartered IT Professional. He is currently the Technical Director of INCOSE UK where he is responsible for all technical activities and, in 2015, was identified as one of the 25 most-influential Systems Engineers in the last 25 years by INCOSE.



Jon is also actively involved in the promotion of Science Technology Engineering and Mathematics (STEM) where he uses magic, mind-reading, and occasional escapology to promote Systems Engineering at Music Festivals, Science Festivals, the IET Pythagorean Cabaret, radio shows and other STEM events. He has also authored the children's STEM book '[Think Engineer](#)' which is published by INCOSE UK.

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<https://www.gfse.de/mitgliedschaft/persoenliche-und-gefoerderte-mitglieder.html>

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### **IMPORTANT—WEBINAR MOVE TO ZOOM PLATFORM**

We have moved to the ZOOM platform for INCOSE webinars. One significant change is we recommend attendees join audio now using the ZOOM platform audio (Voice over Internet).

Register in advance for this webinar at:

[https://incose-org.zoom.us/webinar/register/WN\\_OS3xtMWwT42uv0WDyPB1lw](https://incose-org.zoom.us/webinar/register/WN_OS3xtMWwT42uv0WDyPB1lw)

After registering, you will receive a confirmation email containing information about joining the webinar.

You will also find a copy of the joining instructions on the INCOSE Connect website, at:

<https://connect.incose.org/Library/Webinars/Pages/INCOSE-Webinars.aspx>

## Notice

Please note that you can now access the webinar using mobile devices. There are 500 virtual seats available for the webinar. Currently they are available on a first-come, first-served basis.

Zoom can be used to record meetings. By participating in this meeting, you agree that your communications may be monitored or recorded at any time during the meeting.

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Please note you can now receive a PDU supporting certification renewal by attending an INCOSE technical webinar. Here is the link to details about certification renewal, including information on PDUs.

<https://www.incose.org/systems-engineering-certification/certification-faqs>

Regards,  
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