



**2019**  
Annual **INCOSE**  
international workshop  
**Torrance, CA, USA**  
January 26 - 29, 2019

# Value Proposition Initiative

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# Value Proposition Initiative



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## CHAIR

Juan Amenabar (juan.p.amenabar@leidos.com)

## MEMBERS

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# Charter Summary



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## WG PURPOSE/MISSION

Value propositions for systems engineering, corporate and individual INCOSE membership, and INCOSE certification are key elements of growing and attracting membership. This was identified as one of the top priorities outlined by the INCOSE Corporate Advisory Board (CAB) in 2017 leading to an initiative to solicit video inputs from the INCOSE community on these values which was completed in 2018. A more concentrated, longer duration effort is required to determine the best characteristics of a value proposition and how these characteristics should map to INCOSE and systems engineering. The rationale for this initiative is derived from a strategic need to better articulate these benefits and values in the operation and management of INCOSE as a more effective service delivery enterprise.

The Value Proposition Initiative (VPI) seeks to distill the characteristics of value propositions from the points of view of an audience consisting of providers and customers and to create value propositions for systems engineering and the INCOSE professional society.

- Provider point of view includes engineers, engineering and program managers, and engineering organizations involved in the implementation of systems engineering. It also includes academic institutions teaching systems engineering.
- Customer point of view includes consumers of products associated with systems engineering, education and professional growth as well as those that acquire systems and services for an other consumers. This includes engineers, engineering and program managers, engineering organizations, INCOSE individual members and Corporate Advisory Board (CAB) member corporations, and the general public.

## WG GOAL(S)

The VPI will develop products in a 3-dimensional space consisting of the value proposition areas, the target industries and the respective audience. Value proposition areas include systems engineering, INCOSE membership, INCOSE certification and CAB membership. Core value propositions will be developed and tailored for the industries outlined in section 2. Each of these will in

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turn be developed from a provider and customer point of view.

VPI products include

- A value proposition guide outlining the main characteristics of value propositions and what makes a value proposition successful
- A survey of previous value proposition efforts, their strengths and weaknesses
- Potentially a community survey to gather information on value proposition community needs outside of the CAB
- Core value statements for each value proposition area
- Tailored value statements that can be used to justify and measure the performance/practice of Systems Engineering for the outlined audiences outlined above from both a consumer and a provider point of view
- A project plan guideline for continuous improvement of the developed propositions

## WG SCOPE

Industries include;

Commercial (electronics, communications, transportation); Commercial Aerospace; Government (defense, space, emergency response, Infrastructure); Healthcare (equipment, medicine); Energy (oil, gas, renewable); Civil (infrastructure); Non-profit and Academia (research, education, education provider)

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Value Proposition Area	Characteristics / Needs
Individual Membership	<ul style="list-style-type: none"><li>• Why should I join INCOSE and/or maintain my membership</li></ul>
CAB Membership	<ul style="list-style-type: none"><li>• Why should my corporation join INCOSE and how will it benefit my bottom business line</li><li>• Why should my non-profit or academic organization join INCOSE and how will it benefit my mission</li></ul>
INCOSE <b>Certification</b>	<ul style="list-style-type: none"><li>• Why should I become certified</li><li>• Why should I maintain and upgrade my certification</li></ul>
Systems Engineering	<ul style="list-style-type: none"><li>• What are the benefits of systems engineering to my project and how does it affect my ability to deliver the right product on time and on budget</li></ul>

# IW Outcomes



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## IW Outcomes

Briefed CAB on current status; held team meeting to coordinate upcoming activities; started coordination with Systems Engineering of the Future (FuSE) activity which will also consider value proposition of future SE.

# Planned Work past IW



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## PLANNED ACTIVITIES

Coordination with FuSE

## PLANNED WORK PRODUCTS

- A value proposition guide outlining the main characteristics of value propositions and what makes a value proposition successful
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