



**2020**  
Annual **INCOSE**  
international workshop  
**Torrance, CA, USA**  
January 25 - 28, 2020

# Value Proposition Initiative

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[www.incose.org/IW2020](http://www.incose.org/IW2020)

# Value Proposition Initiative



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## CHAIR

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

## MEMBERS

10

## CO-CHAIR

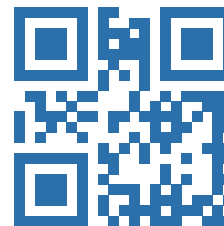
Ken Harmon (kharmon@vt.edu)

## INCOSE CONNECT ADDRESS



<https://connect.incose.org/ProgramsProjects/ValuePropositionInitiative/SitePages/Home.aspx>

## INCOSE WEB PAGE



none

# Charter Summary



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## WG PURPOSE/MISSION

The Value Strategic Initiative (VSI) seeks to distill the characteristics of value propositions and project those values to a prioritized taxonomy of needs whose major classes include the audience (who is the target), the area (what is the content) and the industry (how should it be tailored). 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.

## WG GOAL(S)

1. Develop a process to **distill the core characteristics of a value proposition**, define the needs of the community, develop value statements tailored from this set
2. **Develop value statement products that are tailored to specific needs and users**
3. **Maintain communication within and outside INCOSE on these products** to (1) promote INCOSE products, membership and certification, (2) promote systems engineering as a whole
4. **Maintain developed products**, overcome miss conceptions regarding systems engineering,

## WG SCOPE

Develop and maintain tailored value proposition statements for INCOSE and for Systems Engineering as a whole

# IW Outcomes



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## IW Outcomes

1. Finalized initiative charter
2. Completed development of a process to generate value propositions in 2019
3. Completed a study to characterize the salient points of any value proposition in 2019
4. Presented material at IS19 special planning meeting
5. Drafted initial set of value proposition statements being presented at IW2020 CAB meeting

# Planned Work past IW



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## PLANNED ACTIVITIES

1. Receive community feedback during 2020 and incorporate comments
2. Continue to generate draft statements for a full draft set for IS2020
3. Work with INCOSE to plan for adoption, distribution and continued stewardship

## PLANNED WORK PRODUCTS

1. Updated draft statements set by IS2020
2. Implementation plan by end of IW2021
3. Draft paper with process and outcomes by IW2021