



**2021**  
Annual **INCOSE**  
international workshop  
Virtual Event  
January 29 - 31, 2021

# Value Proposition Initiative

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[www.incose.org/IW2021](http://www.incose.org/IW2021)

## **CHAIR**

Juan Amenabar (Leidos)

## **CO-CHAIR**

Ken Harmon (Virginia Tech)

## **INCOSE WEB PAGE**



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

## **INCOSE CONNECT ADDRESS**



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,

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## **WG SCOPE**

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

## **OUTCOMES (PRODUCTS/SERVICES)**

For IW2021 an draft version 1.0 of the Value Proposition report has been generated which includes recommendations for implementation and deployment by INCOSE. Activities for 2021 have been proposed to promote value throughout INCOSE.

# 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
6. Drafted version 1.0 of the report for IW2021
7. Working introductory section to SE HB v5

## PLANNED ACTIVITIES AFTER IW

Finalize the value proposition report and start work on the proposed tasks to implement and deploy value throughout INCOSE.

Finalize inputs for SE HB v5 introduction.

## PLANNED WORK PRODUCTS AFTER IW

Finalized Value report, work with european and asian members to get global inputs, finalize inputs to SE HB v5, commence work on IW21 v1 report activities