Please join us on the 3rd INCOSE/GfSE Webinar (Part III of III)
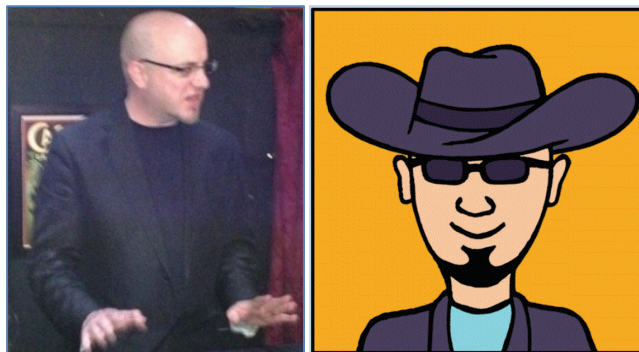
When
Thursday, May 26th, 2022 from 11:00am-12:00pm EST
(4:00pm-5:00pm UTC, 5:00pm – 6:00pm CET)

Topic
**Model-based Systems Engineering (MBSE) Demystified
'Deploying MBSE'**

Speaker
Professor Jon Holt

Abstract

In this third of a series of three presentations, Prof Jon Holt will bring together what we have discussed in the previous two ones into the bigger picture of deploying Model-Based Systems Engineering (MBSE). Although the previous two ones will be referenced, this third presentation does not require attendance at the previous two to be understood or enjoyed.

Successful deployment of Model-Based Systems Engineering is now, arguably, one of the hottest topics. It is no good having all the theory, practice, and mechanisms in place if they cannot be deployed effectively into a business. In this webinar Jon will discuss the importance of the three main concerns that must be considered to deploy MBSE, which are:

- The reason why MBSE is to be deployed. Without this, you are in danger buying solutions to a problem that you do not understand.
- The MBSE evolution of an organization in terms of its current and target position. This will reference what was discussed in the first presentation in this series.
- The MBSE capability of an organization in terms of its current and target position. This will reference what was discussed in the second presentation in this series.

These three considerations will be brought together to form the «Trinity Approach to MBSE deployment».

Take-Away Key Messages
- Considerations on the Model-Based Systems Engineering evolution of an organization
- Considerations on the Model-Based Systems Engineering capability map of an organization
- Dispelling myths about successful Model-Based Systems Engineering deployment

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.incose.org/systems-engineering-certification/certification-faqs

Regards,
Christian Lalitsch-Schneider
christian.lalitsch-schneider@gfse.de

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