



## **OUT-103: Ambassadors – 26 April 2019**

### **Purpose**

The policy addresses the role, responsibilities and the appointment of INCOSE Ambassadors.

There still remain many parts of the world, and industrial domains, where INCOSE is unknown or has only minimal presence. The position of Ambassador is recognized to address these shortfalls.

Ambassadors are senior INCOSE members who are very knowledgeable on INCOSE matters and can represent the organization in a manner, and using vocabulary, that are sensitive to geographical and industry domain culture.

### **Applicability**

The policy is primarily applicable for the appointed INCOSE Ambassadors.

Indirectly it is applicable for the Director for Outreach, the Assistant Director for Industry Outreach, the Chapter Presidents, Sector Directors, Technical Director, Services Director, and Industry WG Chairs and Co-Chairs.

### **Definitions**

INCOSE Ambassador

An INCOSE ambassador is a member of INCOSE, representing the interest of INCOSE to different groups and entities and at non-INCOSE events. The ambassador will promote INCOSE and seek to enhance growth, collaboration, influence and/or achievement of INCOSE's mission. The ambassador will be versed in the values streams and strategic objectives of INCOSE and will endeavour to build on these foundations with all external partners.

INCOSE <specific> Ambassador

For an ambassador identified for a specific role or group, this type of ambassador fulfils the obligations of an INCOSE ambassador as defined under the Definition of an INCOSE Ambassador with the additional focus on the specific role or group as identified. For example, an Industry Ambassador will be focusing on representing INCOSE to different Industry groups and entities and at Industry related non-INCOSE events. Likewise, a Membership Ambassador will be focusing on representing INCOSE to different groups and entities and at non-INCOSE events with the intent of growing membership through attraction and engagement strategies.



## Policy Content

### Ambassador Role and Responsibilities

Ambassadors shall meet specific international growth or industrial domain objectives. They are charged to fulfill four primary objectives:

1. Understand the needs of the systems engineering community in the nominated country, geographical sector, professional association or industrial domain. This includes identifying the profile of domain usage, key competencies and valuable insights of the target community, and opportunities for joint work products, events and exchanges;
2. Communicate the value of INCOSE, and interpretations of its products and principles, to the target community in its own vocabulary;
3. Facilitate additional exchanges of insight between INCOSE interested parties and the target community on the views, domain challenges and usage / language of such stakeholders;
4. To support the identification of new chapters, encourage establishment of industry-oriented working groups and, where appropriate, build alliances for collaboration with INCOSE.

The INCOSE leadership, as defined in Policies BOD-100 and BOD-101, have the responsibility to support Ambassadors. These responsibilities, nominally discharged by the Director for Outreach, include:

- To identify potential candidates within the specific sector, country, or industry who have the organizational capability to establish, strengthen and broaden collaborations and Alliances, working with or on behalf of INCOSE. Approved candidates shall receive business cards and appropriate communication materials to support them in their activities;
- To facilitate access to INCOSE products, provide INCOSE promotional materials and other support (including planning and budgeting) to these candidates in support for their role and responsibilities;
- To guide Ambassadors in the external promotion of INCOSE's Products and Technical Services, including Events, Training and the Systems Engineering Certification programs; encourage mutual participation and broadening of content as appropriate;
- To provide an open and receptive audience for the Ambassadors' interpretations of the target community's needs, insights and values;
- To ensure that the rest of the INCOSE leadership are regularly updated on outreach activities, outcomes and key messages. In addition, to make recommendations about how to proceed and follow-up with contacts made in various organizations.



## Delegated Authority

Ambassadors have the right to represent INCOSE worldwide; interact with engineering or policy groups or associations in government, industry and academia; and explain what INCOSE has to offer to industry, academia, governments, and individuals. To this end, Ambassadors are expected to keep themselves generally informed about INCOSE bylaws, policies and initiatives.

Ambassadors cannot commit INCOSE legally or financially. They should bring such questions to the appropriate Sector Director, the Technical Director, the Services Director, and the Director for Outreach, for the ultimate attention of the Executive Committee.

## Reporting and Communications

The Ambassadors report to the Director for Outreach. Ambassadors for a country, region or sector should also liaise with the relevant Chapter President if one exists, or to the appropriate Sector Director. Ambassadors to industrial domains, industry associations or professional bodies should also liaise with the relevant INCOSE Working Group Chair.

As the potential for starting a new industry-oriented working group grows, Ambassadors shall work with the Technical Director to transfer responsibility for startup. In all cases, Ambassadors should become members of the Industrial Outreach Board (IOB), and report to the IOB Chair. The IOB provides an opportunity to share experiences and practices with other Ambassadors.

## Term of Service

Ambassadors are appointed by the President, at the recommendation of the Director for Outreach, for a period of two (2) years. They can be reappointed. There is no limit in principle to the number of Ambassadors, but the number should be kept to what is necessary and manageable. .

## Responsible Position

Director for Outreach

## Related Policies

Policy OUT-100 Outreach Principles

Policy OUT-102: Industry Outreach Board (IOB) Charter

**SUPERSEDES: BOD-202 dated 16 July 2015**

**APPROVED BY: INCOSE Board of Directors – Indianapolis, IN, 26 April 2019**

**POLICY OWNER (RACI Responsible R): Director for Outreach**

**MAINTAINED BY (RACI Accountable A): President-Elect**