

VALUE Strategic Objective (VSO) Status Presentation to the BoD

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VSO Aspiration

VSO Goal: INCOSE delivers ever greater value to a growing and increasingly diverse membership

DRAFT MEASURES OF SUCCESS:

- Definition of core value proposition components and characteristics
- Value proposition tailored to audience, area and industry

DRAFT TARGETS FOR 2019:

- Standup Value Proposition Initiative (VPI) and release VPI Charter ✓
- Develop VPI program plan
- Research and draft characteristics of core value proposition

DRAFT TARGETS FOR 2020:

- Draft set of tailored value propositions



VALUE Strategy

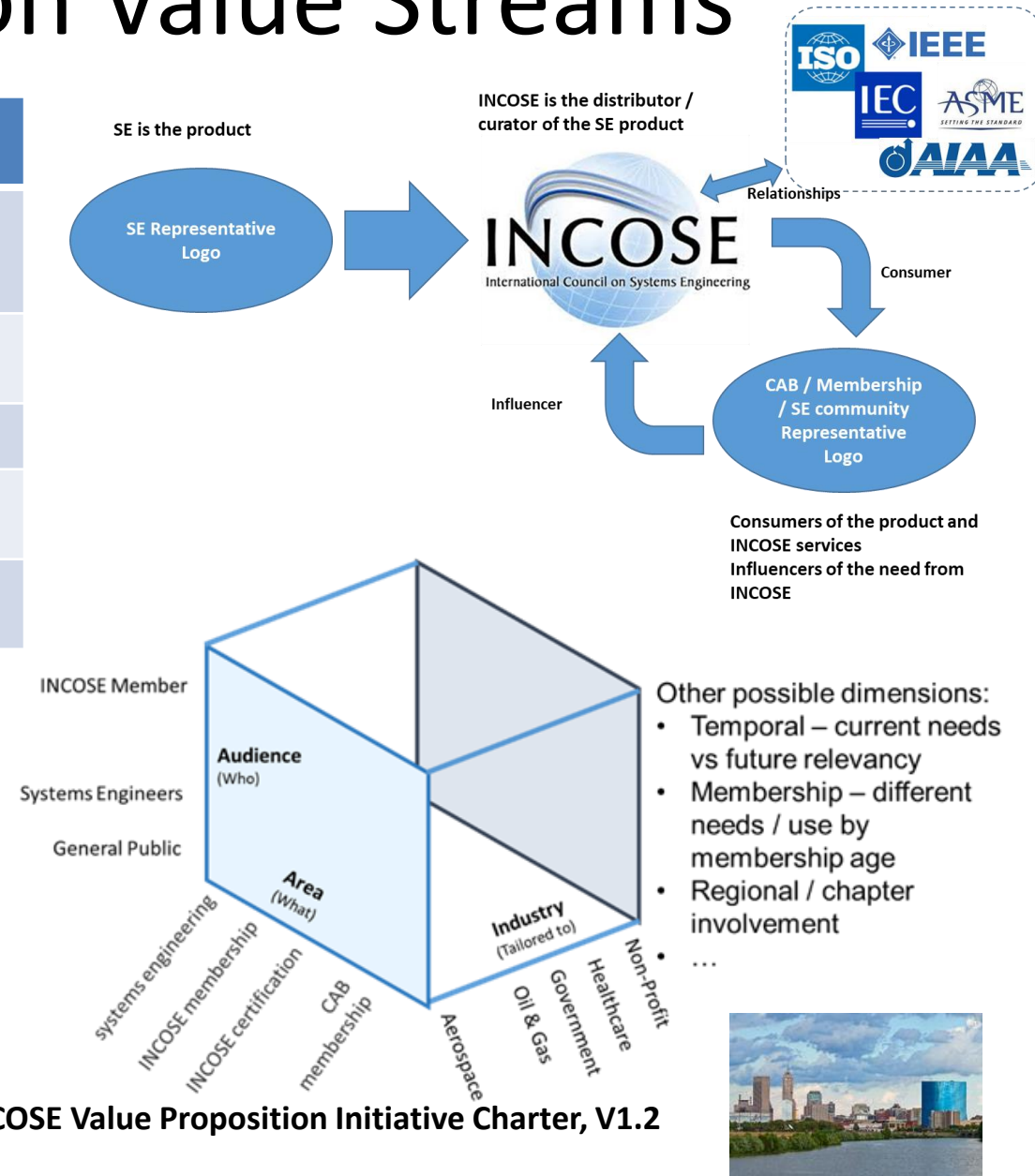
1. Satisfy strategic need to better articulate benefits and values in the operation and management of INCOSE and systems engineering as a more effective system and service delivery approach
2. Develop a holistic approach towards the establishment of a value current and future value of INCOSE and systems engineering
 - Based on a solid foundation of what a value proposition is, what are its salient components, and what makes it successful
 - Enables future gap analysis of where INCOSE and systems engineering should be
3. Develop products in a 3-dimensional space consisting of the value proposition areas, the target industries and the respective consumer and provider audience (other dimensions being evaluated)
4. Investigate and catalog previous value proposition efforts and in the process research and outline the salient characteristics of compelling systems engineering related value propositions



VALUE Dependencies on Value Streams

Value Stream	Value Proposition Dependency
Product	<ul style="list-style-type: none"> What are the benefits of systems engineering and how does it improve ability to deliver the right product on time and on budget? How do I tailor lessons learned to my industry and area of expertise?
Event	<ul style="list-style-type: none"> What does the organization gain from sponsoring employee participation? How can organization further its goals with sponsorship / participation?
Certification	<ul style="list-style-type: none"> Why should I become certified and maintain / upgrade my certification
Membership	<ul style="list-style-type: none"> Why should I join INCOSE and/or maintain my membership Why should organization join INCOSE and how will it benefit bottom line
Training	<ul style="list-style-type: none"> What training is available for my organization? How do I identify required training gaps?

- Value Proposition has been a recurring theme within INCOSE.
- 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.
- This effort starts with a common definition of what a value proposition is.



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Material reference: INCOSE Value Proposition Initiative Charter, V1.2



REQUESTS TO BOD

1. Need to promote participation from membership, industry, and CAB
 - Feature work at conference plenary presentations
 - Add VSO topics and panels to future INCOSE conferences
2. Promote INCOSE SO related material to membership and CAB organizations through printed and electronic media
 - INCOSE website establishes what SE is but does not discuss WHY SE and WHY INCOSE – need to promote results of SO within INCOSE website.

