



32nd Annual **INCOSE**
international symposium

hybrid event

Detroit, MI, USA
June 25 - 30, 2022

Presentation to Corporate Advisory Board (CAB)

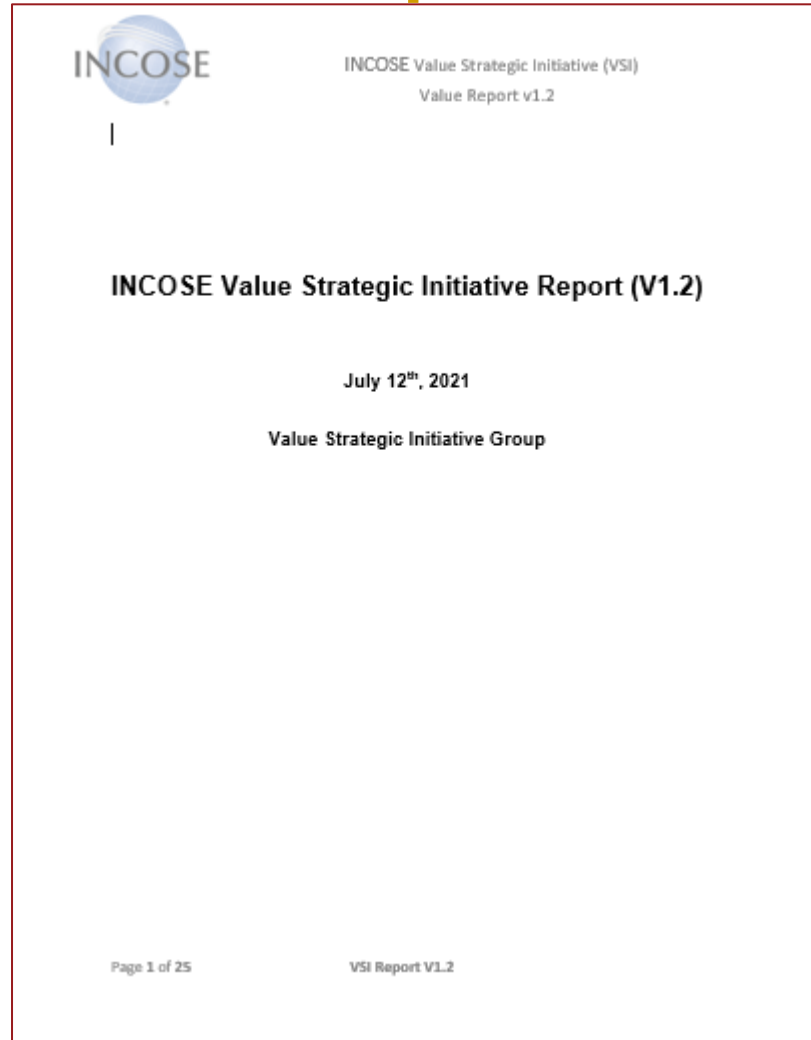
Juan P. Amenabar, INCOSE ESEP, Chief Systems Engineer, Master Solutions Architect, Leidos Inc.

INCOSE Value Strategic Objective Champion

INCOSE Value Proposition Initiative



Value Proposition Initiative Background



- Established at IW17 as CAB project
- Became INCOSE project as of IS18
- Transferred to MARCOM spring 2022
- VPI final report presents a summary of the work to date including value statements, methodology and description of the taxonomy outlining what value statements are necessary and for what audience are they tailored.
- Dated July 12, 2021 V1.2
- Download at:
INCOSE Connect Programs / Project / Value Strategic Initiative / Deliverables

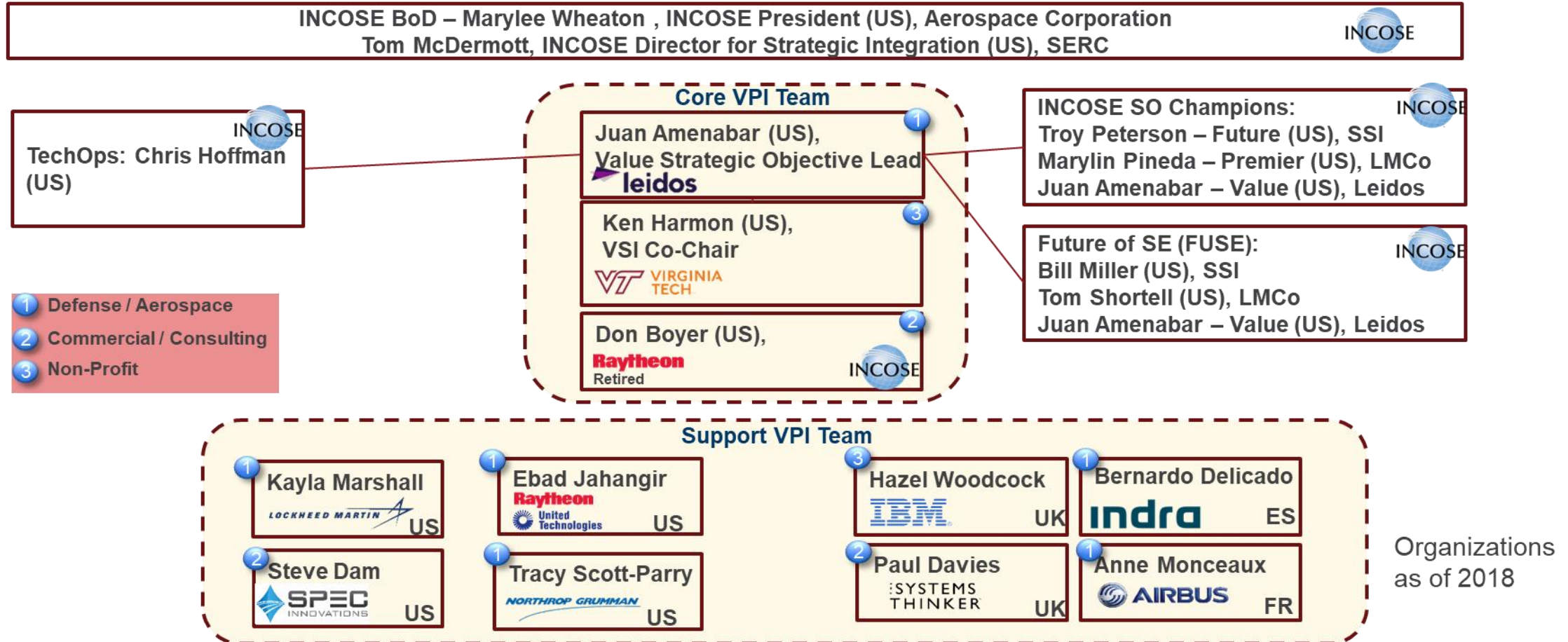


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Value Proposition Initiative Team History



Note: Support members dropped off by 2018, Ken Harmon (Co-Chair) dropped off in 2020



INCOSE Value Stream Dependencies

Value Statement Dependency

Value Stream	Value Statement Dependency
Product	<ul style="list-style-type: none">• Why should I utilize / depend on INCOSE generated materials?• What materials are available from INCOSE and how do I access them?• What information is available in the website and how do I navigate it?
Event	<ul style="list-style-type: none">• What does my organization gain from sponsoring employee participation?• How can my organization further its goals with sponsorship / participation?
Certification	<ul style="list-style-type: none">• Why should I become certified and maintain / upgrade my certification?• How does a certified workforce improve my organizational goals?
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 evaluate my capabilities and identify required training gaps?

Value Initiative Goals / Results

Initiative Goal	Results Achieved
Develop a process to distill the core characteristics of a value statement, define the needs of the community, develop value statements tailored from this set	Approach developed in 2019 Initial report released IS20
Develop value statement products that are tailored to specific needs and users	Initial set IS20 (version 0.1 of report). Final v1.2 IS21
Maintain those value statement products to keep up with changing needs and technology	Ongoing and future
Maintain communication within and outside INCOSE on these products to (1) promote INCOSE products, membership and certification, (2) promote systems engineering as a whole	VSI Chair serves as INCOSE's Value Strategic Champion and is tasked with coordinating these activities with INCOSE leadership
Maintain developed products, overcome miss conceptions regarding systems engineering, evolve with the state of the art and needs of the community	In progress

**Value is at the core of all INCOSE efforts
without value there is no membership
without membership there is no INCOSE.**

Value Statements are Audience Dependent

...And Industry Dependent



Price will
double in 5
years

It will
make
you look
cool

V10 can perform at
12,000 rpm and has
about 1000 HP



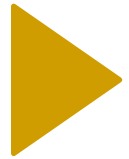


VPI Activities to Product Overview

2017



2018



2019



2020



2021



2022

- Tracy Scott-Perry led side discussion at IW17
- Agreed to pursue project to request and collate video inputs from membership
- J. Amenabar nominated as **CAB Project** lead
- Developed web portal, scripts, samples
- Worked with CIO to establish

- Established team
- Monthly meetings to coordinate activities across contributing members
- Core value characteristics led by Bernardo, Ann and Ebad
- Taxonomy definition led by Don and Juan
- Continued coordination with CIO and requested videos at IW and IS, Juan
- **INCOSE Project Charter** approved, Ken and Juan

- Program Plan released, Ken, Don and Juan
- Kayla and Ken led IW19 strategy session
- Profile template generation, Bernardo, Ann, Juan
- Taxonomy update, Don and Juan
- Work with FuSE team, Juan
- Work with BoD as Strategic Champion, Juan

- **Work down to core team**
- VPI Report generation and review cycles
- BoD meetings
- CAB/BOD reviews

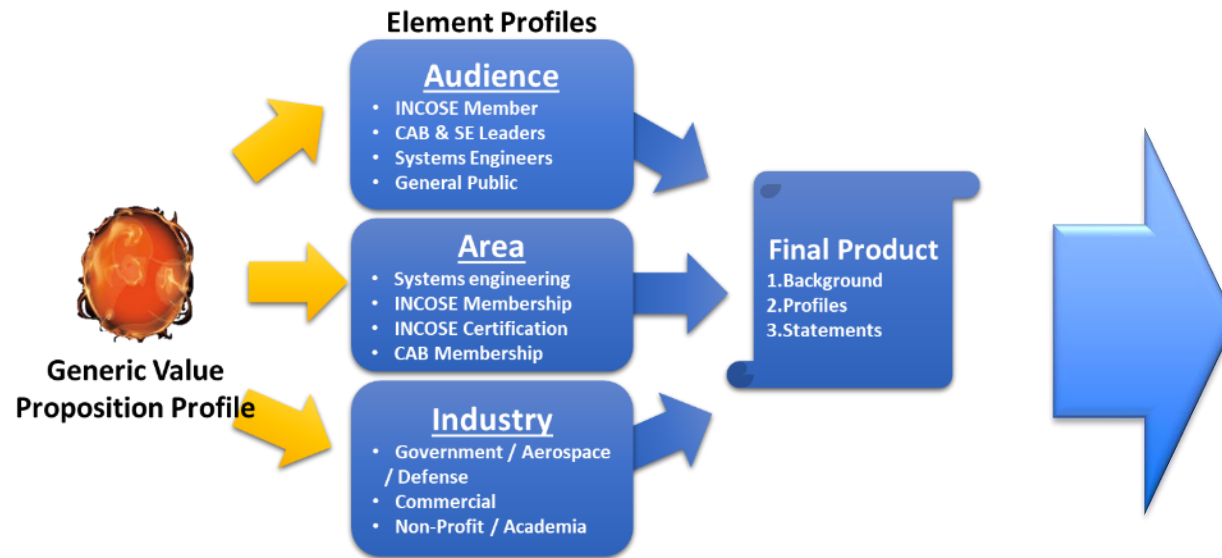
- Final report approved
- BoD meetings
- IS/IW announcements about VPI activities to general audience
- Project transition goals approved by BoD

- BoD meetings
- Goals / Activity report update
- **MARCOM transfer**
- CAB update



VPI Development Process

Taxonomy Identifies Tailoring Needs



Core Characteristics are Target Independent

Process and initial statement activities completed Jan 2021. Current phase is deployment and maintenance

		Audience				
		Individual Member	Organizational Member	SE Leadership / Community	Non-SE community / General Public	
Value Statements	Individual Membership	X	X	X	Same as Ind.	3
	Organizational Membership		Common			1
	INCOSE Certification	Common across Audience				1
						5

		Industry			
		Government / Infrastructure / Aerospace / Defense	Commercial	Non-Profit / Research	
Systems Engineering		Common Across Audiences But Tailored to 3 Industry Categories			3
					3



Core Value Characteristics

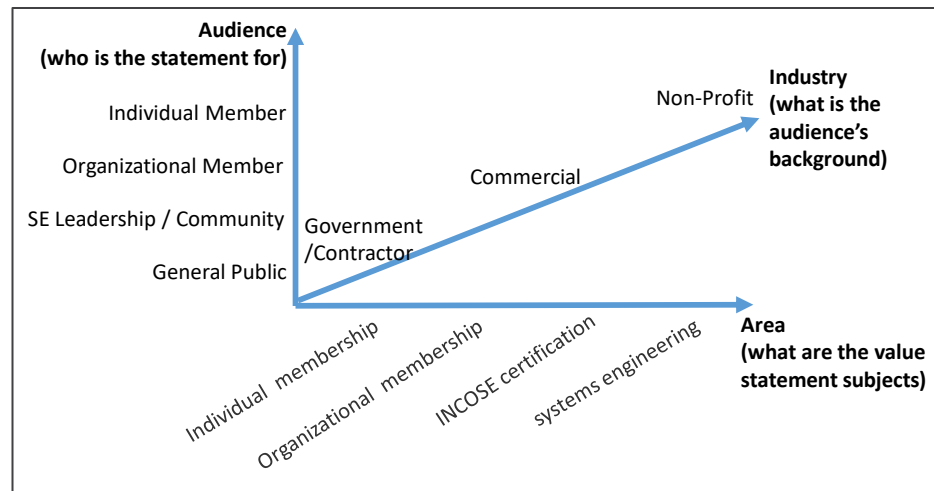
- A good value statement requires:
 - **Clear, simple statement** of the benefits, both tangible and intangible, that the organization will provide, along with the approximate price it will charge each customer segment for those benefits
 - Statement that **clearly identifies what benefits a customer will receive** by purchasing a particular product or service from a vendor
 - **Positioning statement that explains what benefit you provide for who and how** you do it uniquely well. It describes your target buyer, the problem you solve, and **why you're distinctly better than the alternatives**
- Characteristics of a good generic value statement are:
 - **Target: Definition of target market** (taxonomy element) by segmenting the target into more specific focused people based on their attitudes, beliefs, behavior, location, gender, age, etc. We can start to narrow down which audience/area/industry we are talking about
 - **Insight: Definition of what problem we intend to solve.** It relates directly to the target market, it will be the target market biggest unmet need and our intended audience will have many problems/needs but we will be focused on the one that is most significant to them because in solving that escalates the value statement.
 - **Alternatives:** To **understand what alternatives already exist** in the market for the intended audience/area/industry to resolve that problem who directly or indirectly already delivers against that problem **and why they fail to adequately solve it?**
 - **Benefits: It is our promise.** The benefit is a function of the insight if we know the biggest problem of my intended audience/area/industry, the benefit we offer cannot be anything else, it has to be a commitment to solve that problem nothing else.
 - **The reason to believe: The proof that we can make the benefit come to life and deliver** the promise to solve the insight despite the fact all those alternatives have failed to do so in the past.
 - **Superiority: It is also called discriminator**, differentiator or unique selling point. We want to be able to say is this value statement that we are offering we can deliver the benefit to a high degree of uniqueness and superiority over everything else that exists in the market hence they should come to us.



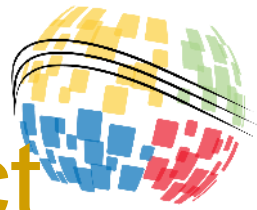
VPI Taxonomy Definition

Industry Element	Profile Characteristics
Government / Infrastructure / Aerospace / Defense	<ul style="list-style-type: none"> • Large, long-term investments • Safety driven • Societal / citizen driven • Complex integration / high technology levels / automation • Country GDP and security driven • Educated and up to date workforce / contractors
Commercial	<ul style="list-style-type: none"> • Societal / Market driven / Return on investment • Safety and competition driven / Revolutionary products • Environmental and federal regulatory driven • High technology levels / Automation / Fast time to market • Educated and up to date workforce / contractors
Non-profit and Academia	<ul style="list-style-type: none"> • Mission statement driven • Driven by research and/or service • Education / literature provider

	Audience	Profile Characteristics
Internal	Individual Member	<ul style="list-style-type: none"> • Entry level members looking to learn and grow career goals and objectives; are media savvy and look for content that is valuable, well organized, and easy to navigate. • Mid-level members busy in their career looking for networking opportunities and ideas, supporting material and venues to publish their results. • Senior level members full of experience looking to actively participate in activities and working groups, networking and giving back
	Organizational Member	<ul style="list-style-type: none"> • Looking for employee training, solutions to complex emerging problems, authoritative source of reference material, ability to drive products and services and add value to their organization.
External	Systems Engineering Leadership and overall community	<ul style="list-style-type: none"> • Senior organization leaders making decisions about systems engineering, staffing training, employee participation in INCOSE • Not directly associated with INCOSE
	General Public	<ul style="list-style-type: none"> • Individuals and organization interested in systems engineering discipline and career paths • Definition and value of systems engineering, introduction material on well-organized intuitive website, INCOSE events, efforts, education and learning opportunities, INCOSE public reach, STEM, scholarship information



VPI Activities to Date Detail – CAB Project



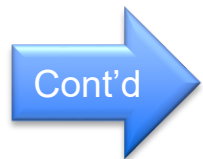
Event / Date*	Activity	Product
IW17	Corporate Advisory Board 6 Areas of Interest Leading to IW17	6 areas of interest, Value #4
IW17	IW17 CAB Side Session on Value - Project Initiated, J. Amenabar Lead.	Establish CAB project
2017	Team monthly meetings	Activity coordination, minutes
20170206	Corporate Advisory Board Meeting Presentation	Project update
20170306	Corporate Advisory Board Meeting Presentation	Project update
20170414	Corporate Advisory Board Meeting Presentation	Project update
20170503	Corporate Advisory Board Meeting Presentation	Project update
20170705	Corporate Advisory Board Meeting Presentation	Project update
20170816	Corporate Advisory Board Meeting Presentation	Project update
20170926	America's Sector Monthly Chapter Leader Meeting	Project introduction
20171101	Washington DC Metropolitan Area Chapter (WMA) meeting Presentation	Project introduction
IW17	SE of the Future Initiative Joint Meetings	Value of SE Coordination Strategy Session
IS17	SE of the Future Initiative Joint Meetings	Value of SE Coordination Strategy Session
2018	Team monthly meetings through summer	Activity coordination, minutes
20180120	Corporate Advisory Board Meeting IW18 Presentation	Project update
IS18	Corporate Advisory Board Meeting IS18 Presentation	Establish INCOSE Initiative
IS18	Recruitment for video inputs	Plenary Session Presentation by INCOSE President
20180918	Value Proposition Initiative Charter	Initial INCOSE Project Charter v1.1

*YYYYMMDD



VPI Activities to Date Detail – INCOSE Project

Event / Date*	Activity	Product
20190204	Value Proposition Program Team Meeting	Activity coordination, minutes
20190222	Value Proposition Program Team Meeting	Activity coordination, minutes
20190322	Value Proposition Program Team Meeting	Activity coordination, minutes
IW19	SE of the Future Initiative Joint Meetings 20190126	Value of SE Coordination Strategy Session
IW19	Corporate Advisory Board Meeting IW19 Presentation	Project update
IW19	Value Proposition Initiative Charter IW19	INCOSE Charter update v1.2
20190426	Value Proposition Program Team Meeting	Activity coordination, minutes
20190426	Value Proposition Program Plan	INCOSE Program Plan v0.1
20190502	Value Proposition Program Plan	INCOSE Program Plan v0.2
20190508	Washington DC Metropolitan Area Chapter (WMA) Meeting Presentation	Project update
20190512	Value Proposition Initiative Charter Final	INCOSE Charter final v2.0
20190514	BoD meeting discussion on VPI	Project status and plans
20190517	Value Proposition Profile Template BoD Review	Profile Template, feedback
20190520	Value Proposition Initiative brief to TechOps	Project status
20190524	Value Proposition Program Team Meeting	Activity coordination, minutes
20190619	Position established for Strategic Objective Champion - Value	Champion position established
20190628	Value Proposition Program Team Meeting	Activity coordination, minutes
IS19	IS19 Strategy Session on Value Proposition	Strategy session inputs and feedback
20190927	Value Proposition Program Team Meeting	Activity coordination, minutes
20191025	Value Proposition Program Team Meeting	Activity coordination , minutes



*YYYYMMDD

VPI Activities to Date Detail – INCOSE Project



Event / Date*	Activity	Product
2020	Core team quarterly meetings	Activity coordination, minutes
IW20	Corporate Advisory Board Meeting IW20 Presentation	Project update
20200301	BoD/MARCOM Review	Project plans review and feedback
20200713	Corporate Advisory Board Meeting IW20 Presentation	Project update
20200329	Value Proposition Initiative Report	INCOSE VPI Report v0.1, CAB/BoD review
20200406	Value Proposition Initiative Report	INCOSE VPI Report v0.2, BoD Review
20210114	Value Proposition Initiative Report	INCOSE VPI Report v1.0, BoD Review
20210114	Value Proposition Activity Plan for BoD	Activity planning for BoD review
20210622	Value Proposition Activity Goals for BoD	Activity goals for BoD review
20210708	Value Proposition Initiative Report	INCOSE VPI Report v1.1, BoD Review
20210712	Value Proposition Initiative Report	INCOSE VPI Report Final v1.2, BoD Approval
20210712	BoD Q3 2021 Meeting	Project update
IW22	VPI activity and products recognized at plenary session briefing	Presentation of products and efforts to general audience
20220228	MARCOM Transfer Meetings with Honor Lind and Tom McDermott	Initial meeting to transfer product to MARCOM
IS22	Corporate Advisory Board Meeting IS22 Presentation	Project update – this briefing

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This is now an INCOSE MARCOM project with support from VPI



Activity Summary



Process Developed 

Charter, Plans, Report Complete 

Activity Plans Established / Reviewed  Finish Implementation

MARCOM Transition in Progress  Deploy

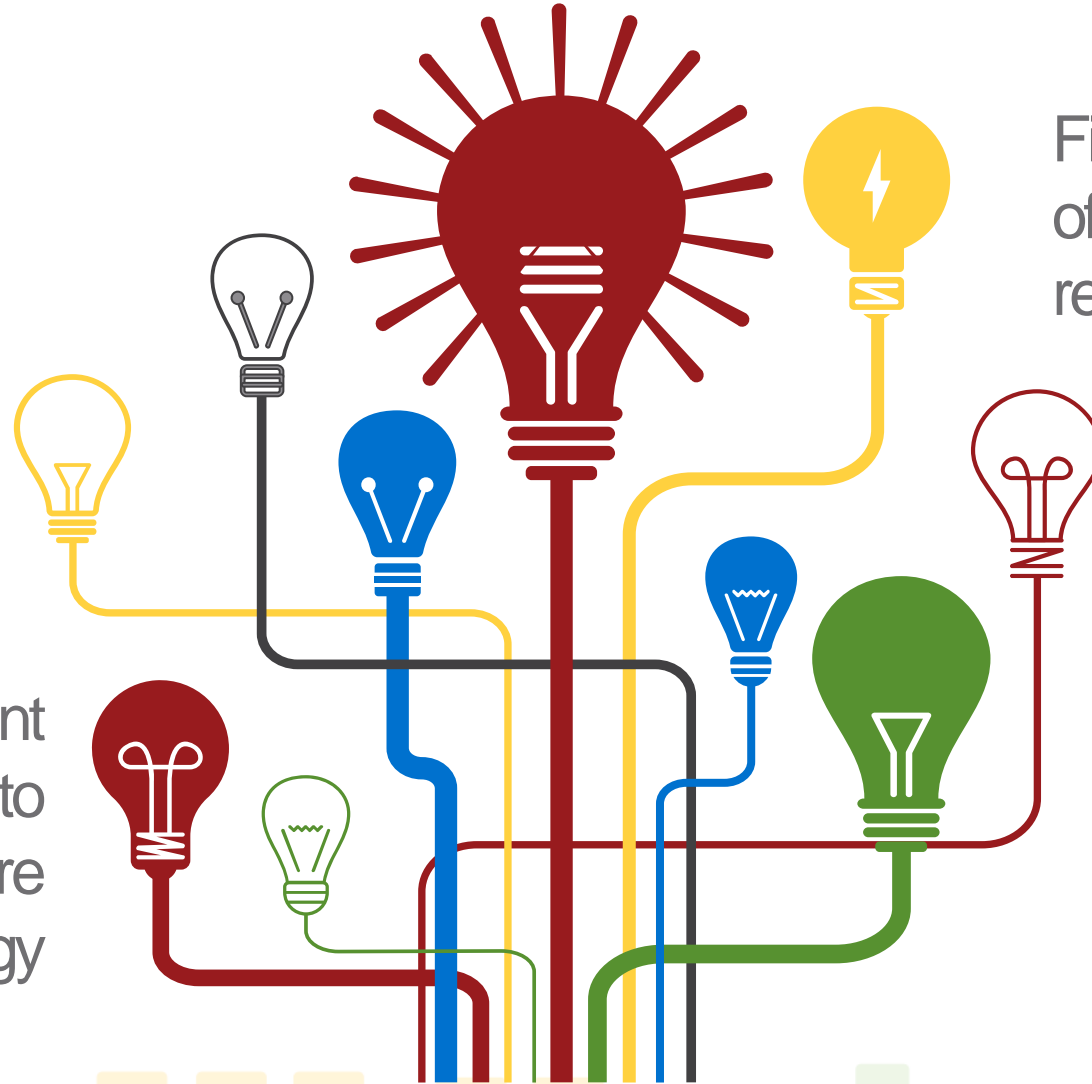
CAB need to develop and maintain value statements from INCOSE is being implemented



Moving Forward

Work with
MARCOM to
publish products

Implement
messages into
INCOSE literature
and digital strategy



Finish implementation
of 2021
recommendations

Implement value
development
process to maintain
value products
going forward



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