



**33<sup>rd</sup>** Annual **INCOSE**  
international symposium

hybrid event

Honolulu, HI, USA  
July 15 - 20, 2023

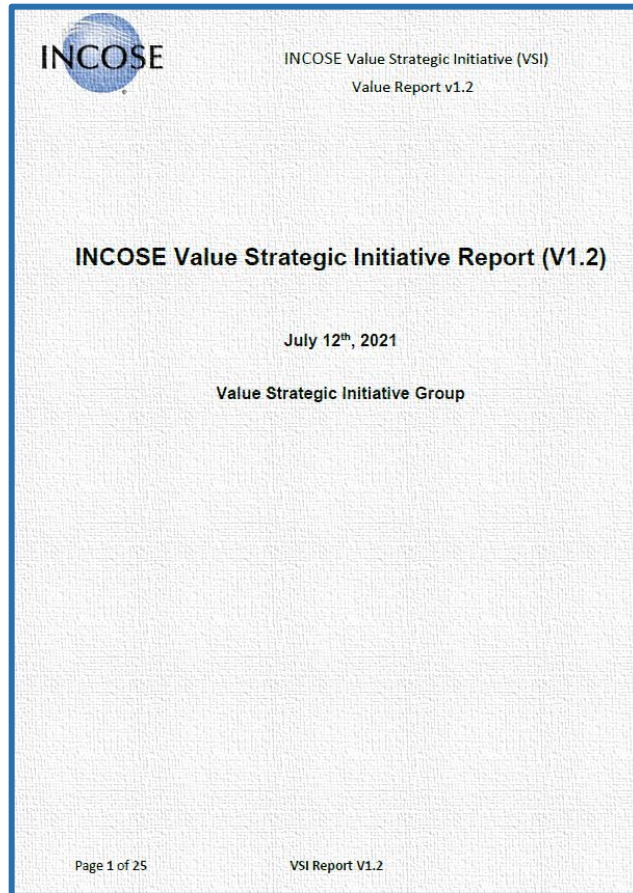


The Marketing Hub & VPI Updates

# Corporate Advisory Board (CAB)

15-20 July - 2023

# VPI Background

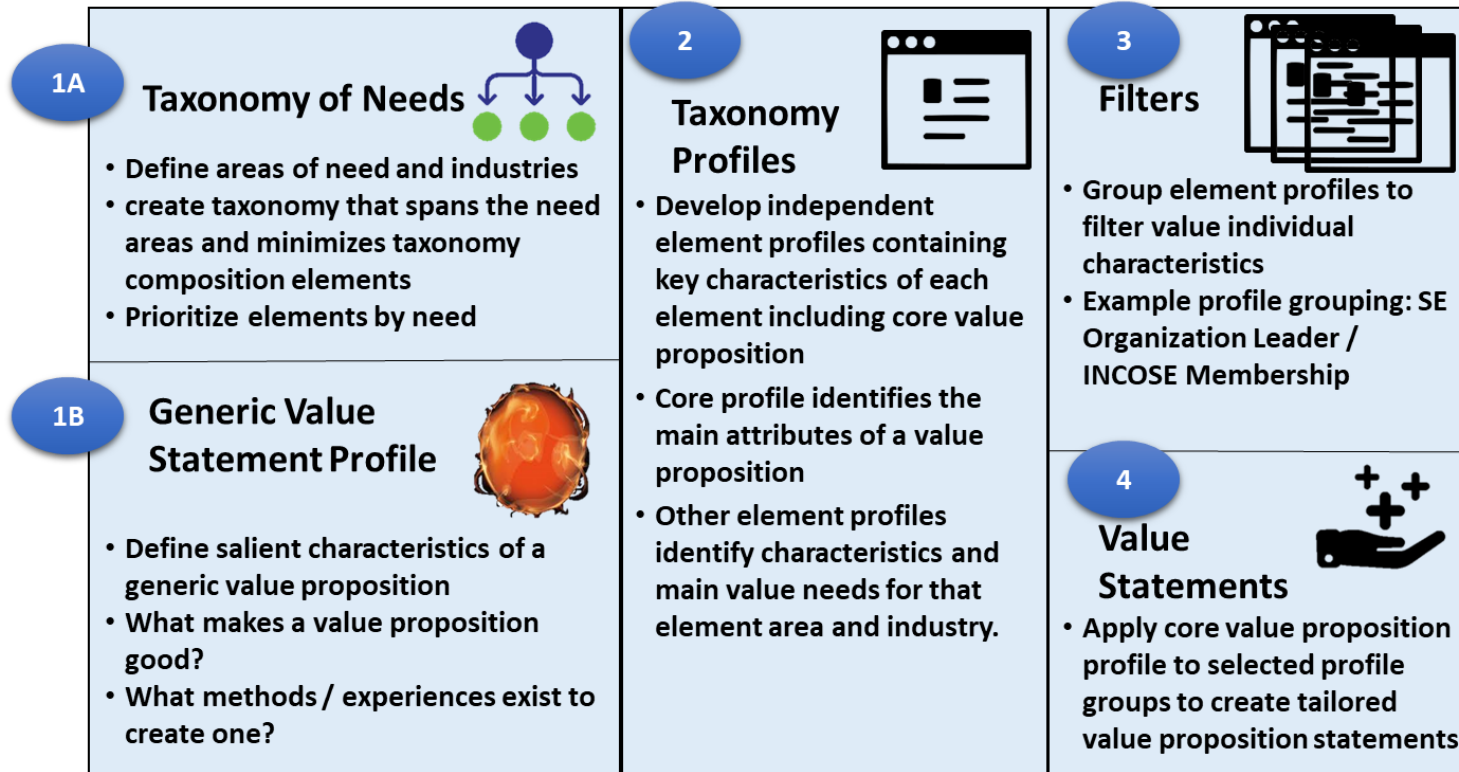


- Value Proposition study established at IW17 in response to CAB identified need
- Study became INCOSE Initiative at IS18 in Washington DC
- Last CAB update presented at IS22 in Detroit MI
- Continue working with MARCOM to implement recommendations and transfer activity
- VPI final report, dated July 12, 2021 V1.2, 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.
- Available in Teams VPI space
  - Contact Juan Amenabar or Honor Lind for information

**VPI is a CAB initiative, your inputs and feedback are vital!**



# VPI Report Outlines Completed Process Steps and Results



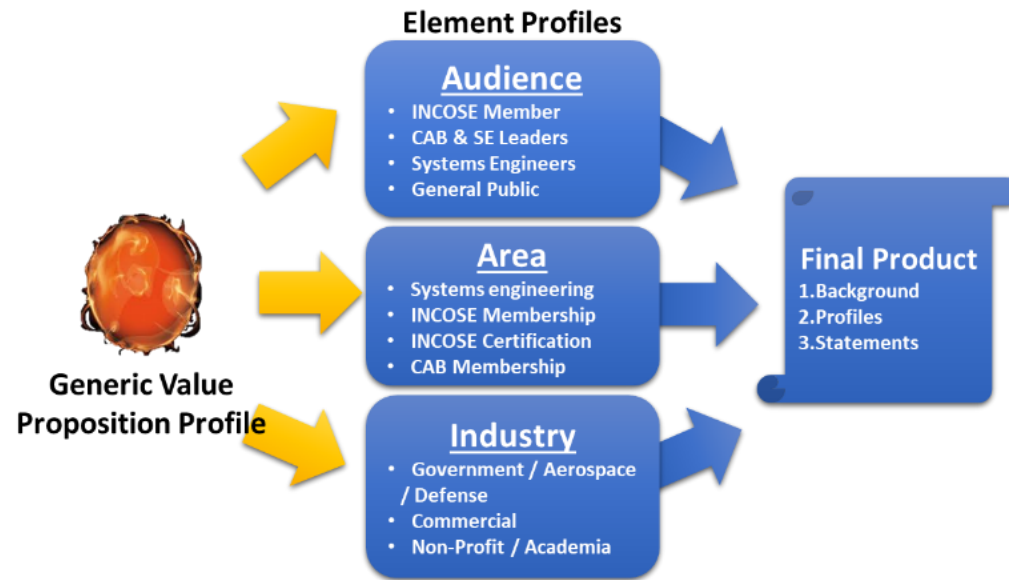
Work with INCOSE to implement strategy and deploy value products

5

## VPI Report Content

- 1 Executive summary
- 2 Introduction
  - 2.1 VSI Product History And Future
  - 2.2 VSI Team
  - 2.3 VSI Stakeholders and Dependencies
- 3 Value Statements
- 4 Activities to Increase Value
- 5 Value Statement Delivery
- 6 Development Approach
- 7 Taxonomy
  - 7.1 Taxonomy Element Profiles
    - 7.1.1 Generic Value Statement Profile Characteristics
    - 7.1.2 Taxonomy Element Profile Characteristics
    - 7.1.3 Taxonomy Element Key Needs
- 8 Process improvement
- 9 summary
- 10 Bibliography

# VPI Process Now Implemented



**Taxonomy & Process Documented in Final Report**



		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

**8 Value Statements Documented in Final Report**



# VPI Activity Timeline

2017

- **Initial discussion at IW17**
- Agreed to pursue project to request and collate video inputs from membership
- Developed web portal, scripts, samples
- Worked with CIO to establish recommendations

2018

- Established multi organization team
- Monthly meetings to coordinate activities across contributing members
- Developed implementation approach and taxonomy
- Developed core value characteristics
- Continued coordination with CIO and requested videos at IW and IS
- **INCOSE Initiative Charter** approved
- CAB reviews

2019

- Program Plan released
- Led IW19 strategy session
- Developed industry and stakeholder profiles
- Taxonomy update
- Initiated work with FuSE team
- **Started work within BoD** as Strategic Champion lead
- CAB/BoD reviews

2020

- **Reduced team**
- VPI Report generation and review cycles
- BoD meetings
- CAB/BOD reviews
- IW/IS presentations



2021

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

2022

- BoD meetings
- Goals / Activity report update
- **MarCom transfer**
- CAB update
- IS/IW presentations

2023

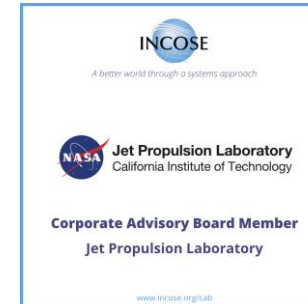
- Support MARCOM activities
- **Deploy strategies and campaigns**
- Updated process as needed
- IS/IW presentations

# Activities Since IW2023



# Social Media

- We have run awareness campaigns across all social media platforms to increase awareness of the CAB and the benefits of CAB membership
- We have spotlighted new and renewing CAB members
- The branding of the CAB social media posts has evolved to align with the 'Why CAB' slides branding



# eNote

We regularly include CAB updates in the monthly eNote to increase awareness of the CAB among INCOSE members.

## January

## February

## June



### Why join the INCOSE CAB?

Gain better access to SE skilled professionals  
– find and hire competent, certified Systems Engineers through your INCOSE connection.

Visit [incose.org/cab](http://incose.org/cab)

### Why join the Corporate Advisory Board?

CAB Membership gives you the opportunity  
to shape industry best practices in the  
Systems Engineering domain.

Visit [incose.org/cab](http://incose.org/cab)

### Corporate Advisory Board



#### Welcome to the new Corporate Advisory Board Members



Leonardo,  
Electronics Division  
UK



Shell



TASA 國家太空中心  
Taiwan Space  
Agency

[incose.org/cab](http://incose.org/cab)



# Newsletter

## Q1 2023

- We aim to include CAB updates in the quarterly Members Newsletter
- We rely on you to send us the updates

**CORPORATE ADVISORY BOARD**

**Corporate Advisory Board (CAB)**

**What is the INCOSE Advisory Board?**

- The advisory board, consisting of corporate and academic members, shapes and influences the direction of INCOSE's work in advancing the profession and practice of systems engineering.
- The CAB provides strategic guidance to technical leadership, leading to the development of systems engineering products and standards to meet their needs.
- CAB representatives bring the value of INCOSE to their organizations and promote the profession and practice of systems engineering.

**Why should your company join the CAB?**



Employees can gain access to the state-of-the-art products.



CAB membership allows your company to guide the direction of the discipline.



Gain better access to talent – find and hire competent, certified Systems Engineers through your INCOSE connection.



Align with peers and fellow industry leaders, grow your global footprint, and learn about how other industry leaders are applying Systems Engineering to solve problems.

**New CAB Members since July 2022:**





 **CAB Wegpage**

INCOSE Members Newsletter Q1 2023 20 [www.incose.org](http://www.incose.org)

# Badges



## CAB Member Badge



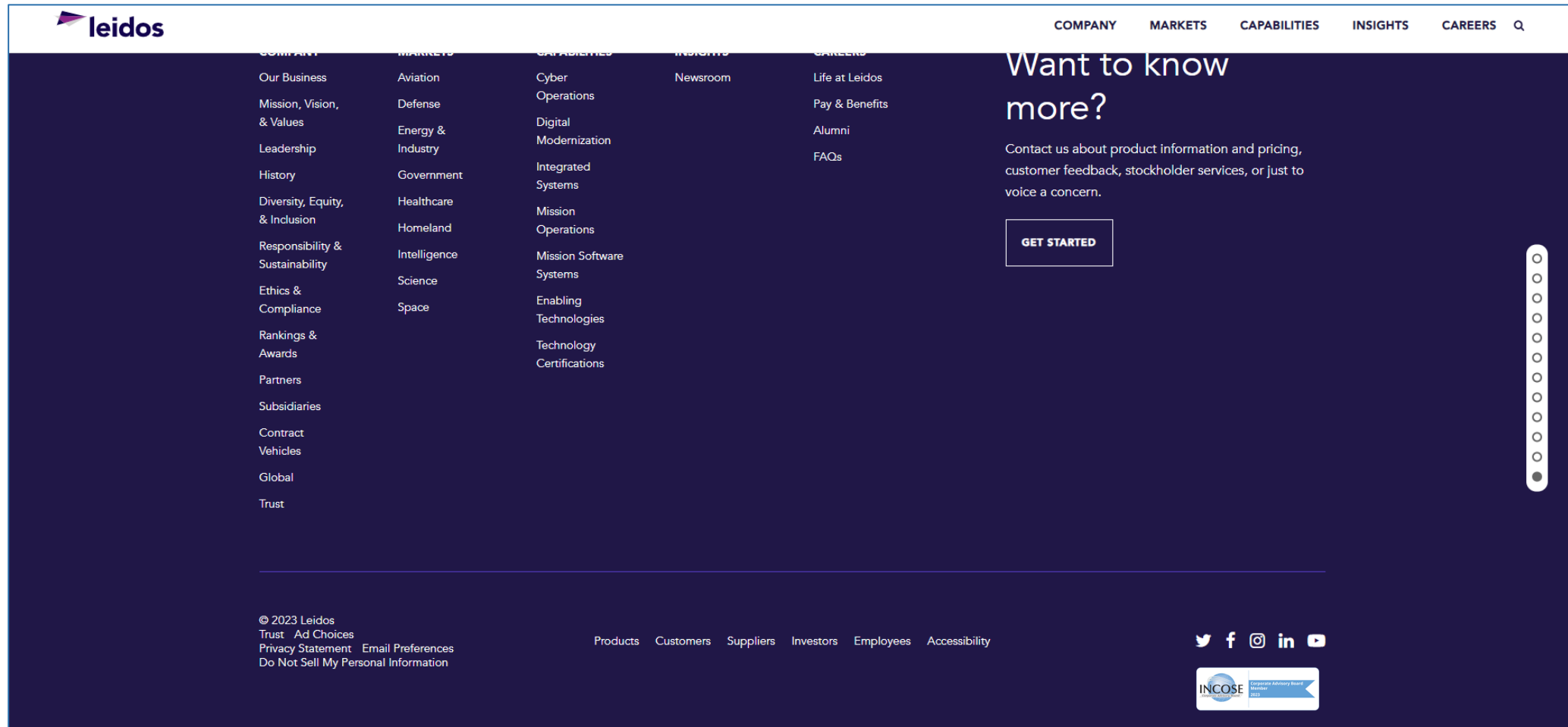
To be used by CAB Organizations on their website, letterhead, and email signatures.

## CAB Representative Badge



To be used by CAB Representatives in their email signatures.

# Badges (Example of use)



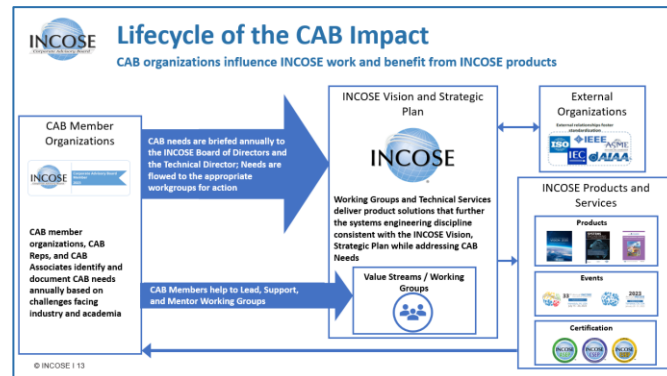
# Certificate



Design in progress. Not approved for use.

# Why CAB Slides

We have been working on a slide deck that can be utilized to promote the CAB. The slide deck is now complete and ready for use will be made available on Teams.

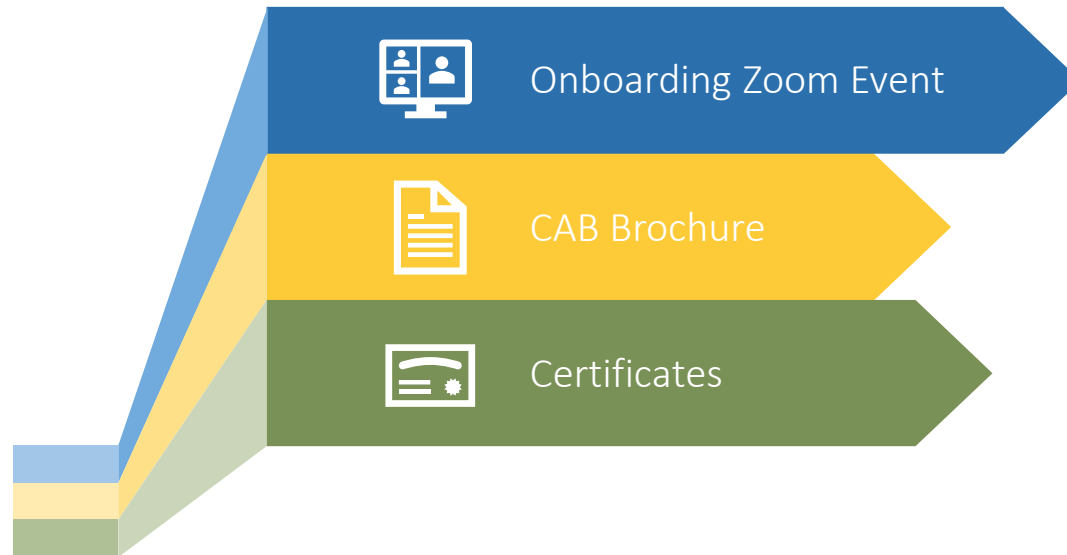


View the slides:





# To be delivered



# Follow INCOSE



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[www.incose.org/symp2023](http://www.incose.org/symp2023)  
**#INCOSEIS**