

# **INCOSE Value Proposition Project**

**IW18 Closing Plenary Session** 

Project POC:

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# Project Initiated at IW17

- CAB organizations identified 6 areas of importance leading up to IW17:
  - Professional Development
  - Agile Systems Engineering
  - MBSE Application and Migration
  - Value Proposition
  - Integration of Software and Systems Engineering
  - Systems of Systems Engineering
- Each area was discussed in preliminary meetings and break out sessions were conducted at IW17
  - The Value Proposition Project was initiated as a result of a breakout session panel
  - Juan Amenabar (Leidos Chief Systems Engineer) was nominated as Project Manager

Purpose of this project is to provide membership and general public a testimonial of the value of SE, INCOSE and the CAB



# Product Targeted to Community at Large

Target Audience

|   | Audience             | SE<br>Value | INCOSE<br>Value | CAB<br>Value | Rationale                                    |
|---|----------------------|-------------|-----------------|--------------|--|
|   | General Public       | <b>\</b>    |                 |              | Increase interest in STEM and SE             |
| \ | Systems Engineers    | 1           | 1               |              | Promote SE and INCOSE membership             |
|   | INCOSE Membership    |             | 1               | 1            | Provide value proposition for technical use  |
|   | Corporate Management |             | 1               | 1            | Provide value proposition for management use |
|   |                      |             |                 |              |  |

### **PRODUCT**

- 1. Video outlining benefits of Systems Engineering
- 2. Video outlining benefits of INCOSE membership and organization as a whole
- 3. Video outlining benefits of INCOSE CAB membership



Project will create a set of videos outlining value of SE, INCOSE and CAB.

Videos based on membership inputs which are voted on for final INCOSE integration



## **INCOSE Needs Your Participation!**

- We are looking for your video input on: value of Systems Engineering, INCOSE, or Corporate involvement in INCOSE (CAB membership)
- Video entries must be less than 2 minutes, without corporate logos or references unless approved for release, MP4 or MOV format. In English or with English subtitles.
- Upload your video inputs to the INCOSE Connect site at (https://connect.incose.org)
  - look for the "Value Proposition Project" link
  - Select the "now" link in explanation paragraph
  - Enter your information and upload your file
- Submission deadline March 15 2018!

Selected video entries will be announced and recognized





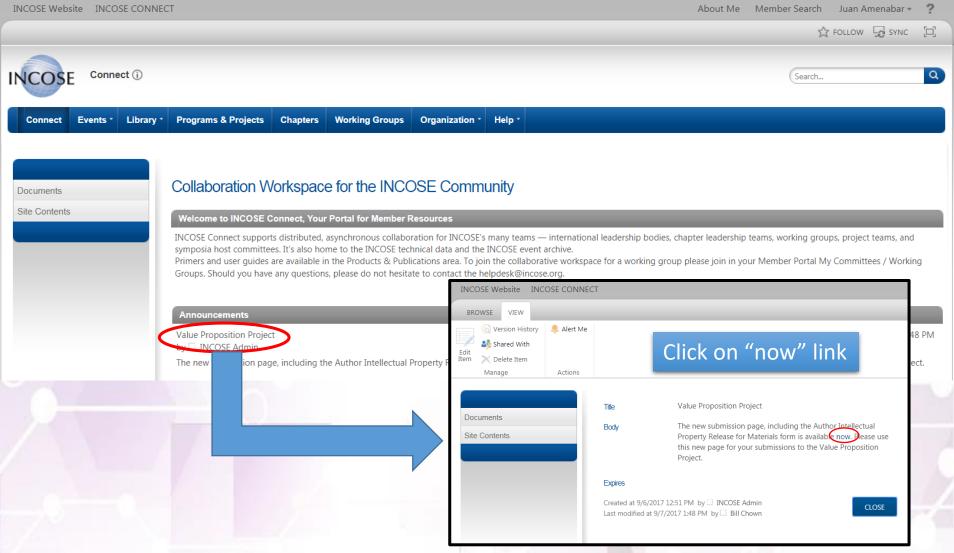


# Sample Scripts You Can Utilize

- My name is [] and I have been working as a systems engineer for [] years in the area of [HW/SW/test/...]. Systems Engineering is a valuable discipline in my projects because [...]. My organization has a [strong] background in SE and [fully] promotes it as a science
- My name is [] and I [represent] [organization] as part of the Corporate Advisory Group. [Corporation] uses the CAB to ...
- My name is [] and when someone asks me what I do as a systems engineer I say []. I went into systems engineering because []
- Define the value of SE/INCOSE/CAB in your own words
- Don't use corporate/customer descriptors unless you have public release



# INCOSE Value Proposition Project Link





# **INCOSE** Value Proposition Project Entry Form

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I certify the information above is true 

No Yes 
No

UPLOAD

Help us get the word out!