



INCOSE Value Proposition Project

IW18 Closing Plenary Session

Project POC:

Juan P. Amenabar, INCOSE ESEP

Leidos Chief Systems Engineer



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 Value	INCOSE Value	CAB Value	Rationale
General Public	✓			• Increase interest in STEM and SE
Systems Engineers	✓	✓		• Promote SE and INCOSE membership
INCOSE Membership		✓	✓	• Provide value proposition for technical use
Corporate Management		✓	✓	• 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

Final product targeted
for IS18 in DC

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



I WANT YOU





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



Value Proposition Project Link

INCOSE Website INCOSE CONNECT

About Me Member Search Juan Amenabar ?

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Documents

Site Contents

Collaboration Workspace for the INCOSE Community

Welcome to INCOSE Connect, Your Portal for Member Resources

INCOSE Connect supports distributed, asynchronous collaboration for INCOSE's many teams — international leadership bodies, chapter leadership teams, working groups, project teams, and symposia host committees. It's also home to the INCOSE technical data and the INCOSE event archive. Primers and user guides are available in the Products & Publications area. To join the collaborative workspace for a working group please join in your Member Portal My Committees / Working Groups. Should you have any questions, please do not hesitate to contact the helpdesk@incose.org.

Announcements

Value Proposition Project

by INCOSE Admin

The new submission page, including the Author Intellectual Property

INCOSE Website INCOSE CONNECT

BROWSE VIEW

Edit Item
Delete Item
Manage

Version History
Shared With
Alert Me

Actions

Click on "now" link

Documents
Site Contents

Title Value Proposition Project

Body The new submission page, including the Author Intellectual Property Release for Materials form is available **now**. Please use this new page for your submissions to the Value Proposition Project.

Expires

Created at 9/6/2017 12:51 PM by INCOSE Admin
Last modified at 9/7/2017 1:48 PM by Bill Chown

CLOSE



Value Proposition Project Entry Form

Author Intellectual Property Release for Materials

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