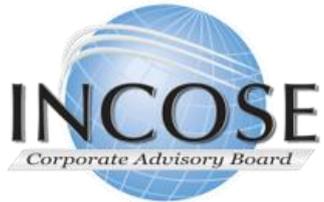




**2023**  
Annual **INCOSE**  
international workshop  
**HYBRID EVENT**  
Torrance, CA, USA  
January 28 - 31, 2023



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# CAB MarCom Value Proposition Initiative Update

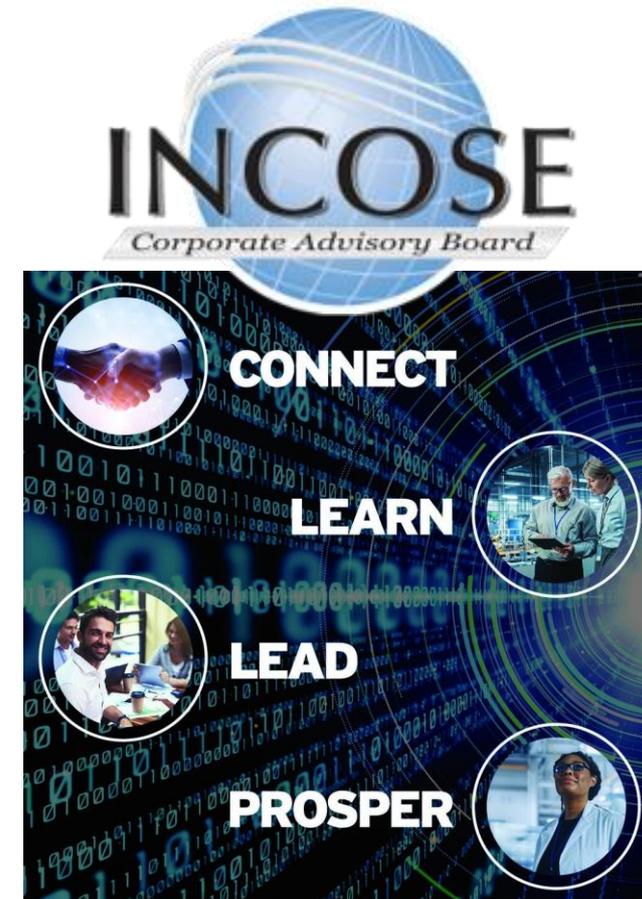
Honor Lind, INCOSE Director Marketing and Communications  
Juan P. Amenabar, Leidos CAB Rep, ESEP

[www.incose.org/IW2023](http://www.incose.org/IW2023)



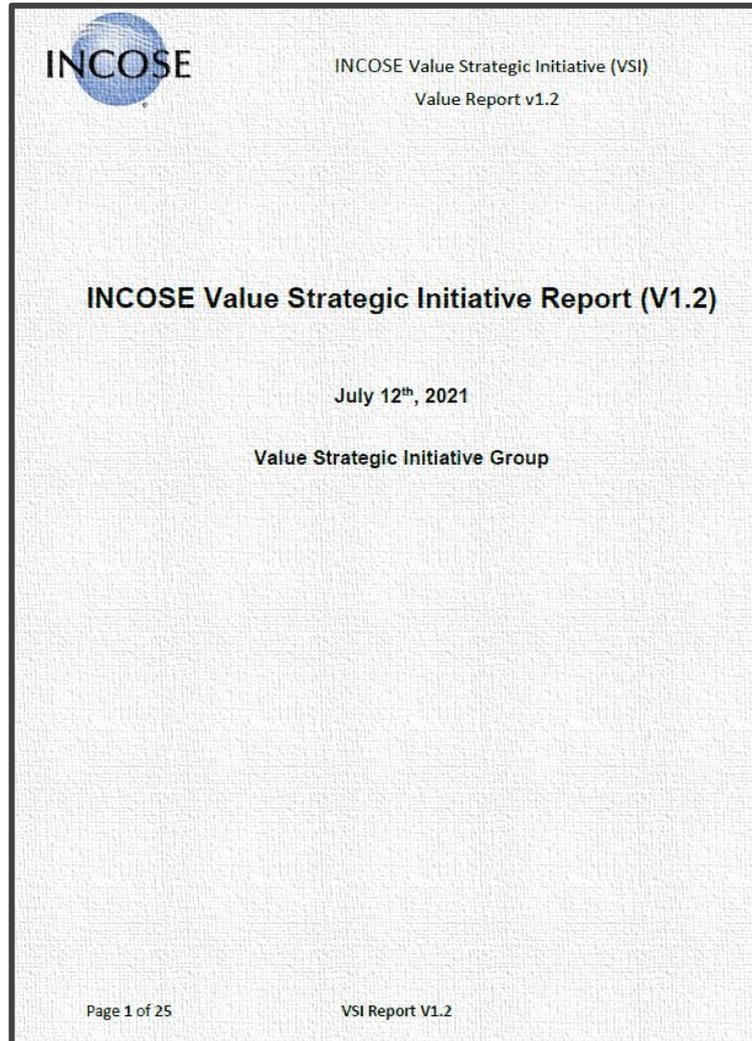
# Value Proposition Initiative (VPI)

- VPI Background & Timeline
- Marketing Campaign
- Branding Initiatives
- Summary





# VPI Background

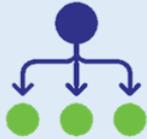


- Value Proposition study established at IW17 in response to CAB identified need
- Study became INCOSE Initiative at IS18 in Washington DC
- Last CAB update presented at IS22 in Detroit MI
- Continue working with MARCOM to implement recommendations and transfer activity
- VPI final report, dated July 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

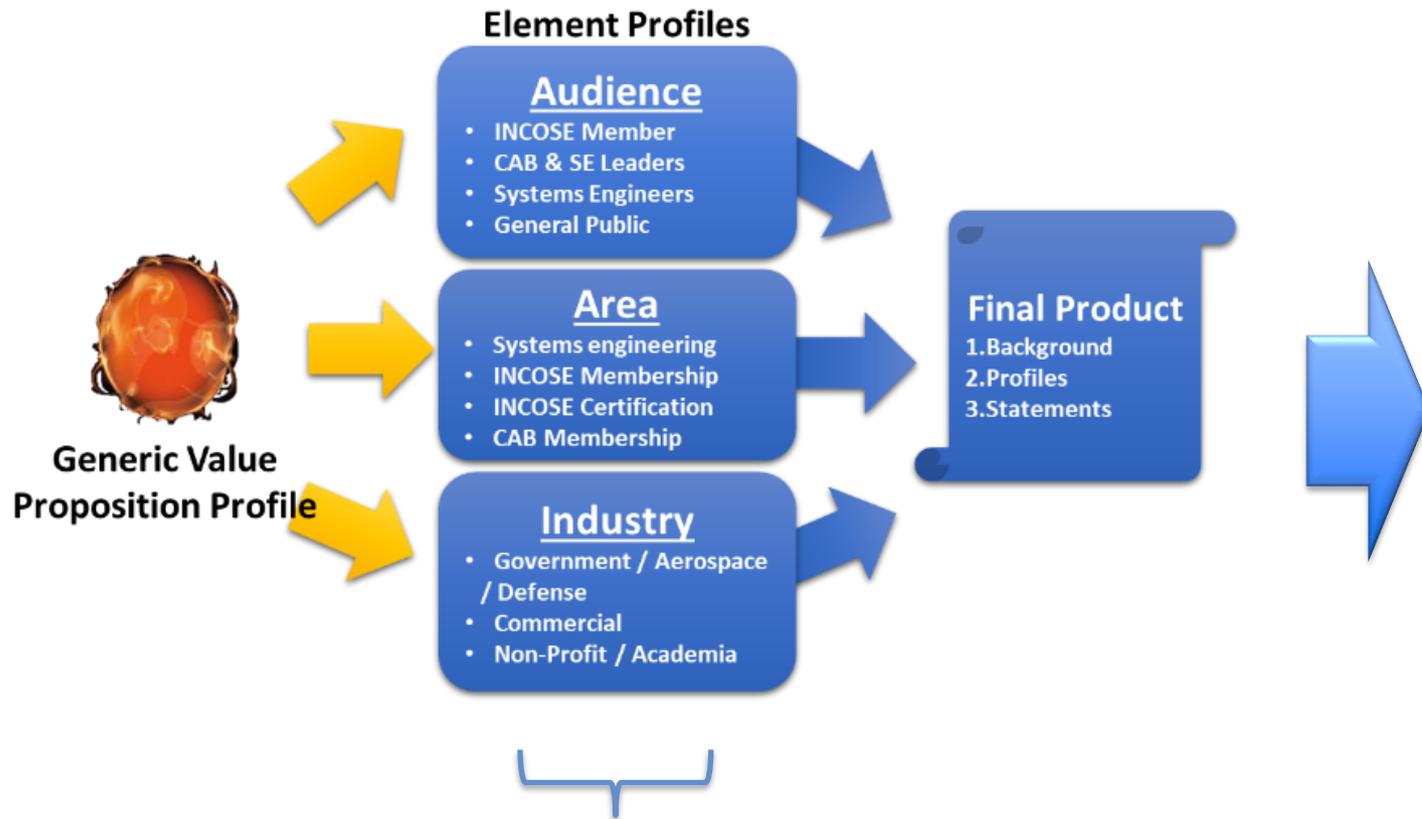
<p><b>1A</b></p> <h2>Taxonomy of Needs</h2>  <ul style="list-style-type: none"> <li>• Define areas of need and industries</li> <li>• create taxonomy that spans the need areas and minimizes taxonomy composition elements</li> <li>• Prioritize elements by need</li> </ul>	<p><b>2</b></p> <h2>Taxonomy Profiles</h2>  <ul style="list-style-type: none"> <li>• Develop independent element profiles containing key characteristics of each element including core value proposition</li> <li>• Core profile identifies the main attributes of a value proposition</li> <li>• Other element profiles identify characteristics and main value needs for that element area and industry.</li> </ul>	<p><b>3</b></p> <h2>Filters</h2>  <ul style="list-style-type: none"> <li>• Group element profiles to filter value individual characteristics</li> <li>• Example profile grouping: SE Organization Leader / INCOSE Membership</li> </ul>
<p><b>1B</b></p> <h2>Generic Value Statement Profile</h2>  <ul style="list-style-type: none"> <li>• Define salient characteristics of a generic value proposition</li> <li>• What makes a value proposition good?</li> <li>• What methods / experiences exist to create one?</li> </ul>		<p><b>4</b></p> <h2>Value Statements</h2>  <ul style="list-style-type: none"> <li>• Apply core value proposition profile to selected profile groups to create tailored value proposition statements</li> </ul>

## 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

**5 Publish results and transfer to INCOSE**

# VPI Process Now Implemented



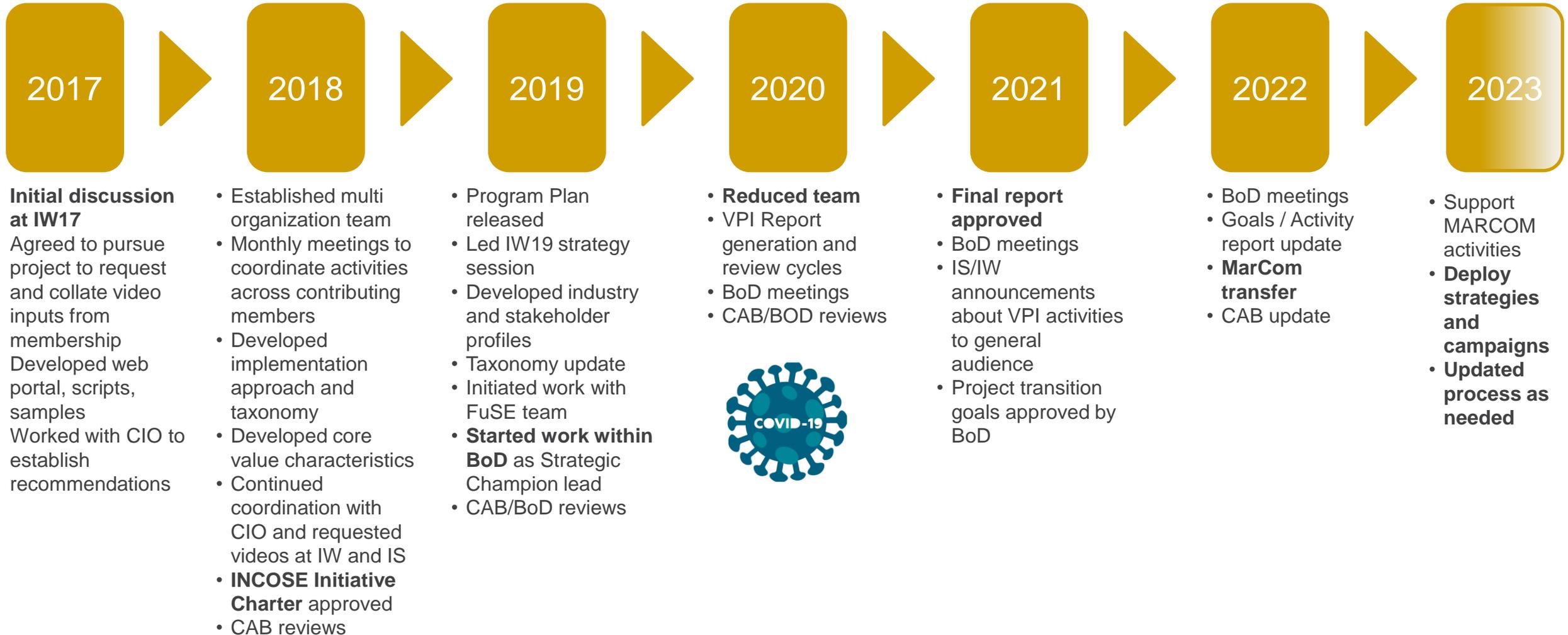
**Taxonomy Completed  
Process Documented in Report**

		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
						<b>5</b>
		Industry				
		Government / Infrastructure / Aerospace / Defense	Commercial	Non-Profit / Research		
Systems Engineering	Common Across Audiences But Tailored to 3 Industry Categories				3	
						<b>3</b>

**8 Value Statements Produced**



# VPI Activity Timeline





# Marketing to INCOSE Internal and External Cycle



## External Target:

Systems Engineers (outside the organization = 305,000 - INCOSE)  
 Engineers (2m)  
 Universities  
 Global markets  
 Partners  
 Consultants / Contractors  
 Freelancers  
 Corporations



## Internal Target:

Members  
 CAB Organizations  
 CAB Associates  
 Chapters  
 Working Groups  
 Sectors



## Member Types:

Associate: 8350  
 Regular: 5992  
 MOA Member: 4160  
 Student: 399  
 Senior Member: 278  
 MOA Student Member: 152  
 MOA Senior Member: 145  
 Nonmember: 34  
 Lifetime: 26



## Certification:

Regular members: 11,152  
 (cab associates are not included)  
 Not certified 6496  
 CSEP 2418  
 ASEP 1858  
 ESEP 380





# Branding of INCOSE / Value Streams

- SE Vision 2035
- Connect Learn Lead Prosper
- Certification
- Volunteerism
- Professional Development Portal (PDP)
- Spotlight Leaders
- Welcome Center Cafés
- Products – SE Principles, LTYMS, Yearbook
- Technical Leadership Institute (TLI)
- SySTEAM
- Requirements
- PM-SE
- Academic
- Outreach Partners
- Events, KMD

Content Description	Content Deadline	Publish Date	Content Needed	Theme	Proposed Taglines and Captions	Recommended Image (In PDP MARICOM / Images Folder)	Progress	POC	Notes
eNote - launch reminder still image	15-Sep	25-Sep	short tagline and image with web link	Initial Announcement	TAGLINE: The Professional Development Portal (PDP) is your comprehensive solution to enhance systems engineering knowledge and skills. CAPTION: The PDP is your resource center for professional development.	PDP Overview	Completed and scheduled	Jorge	Jorge will create this
Social Media - 1 week until PDP launch announcement still image or video	21-Sep	26-Sep	A 30 second to 1 minute video to introduce PDP and a short caption to accompany the video (120 characters)	High-Level Overview	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	PDP Hi-Lvl	Video edited and scheduled		Jorge to create Zoom backgrounds
Social Media PDP Launch Day still image	28-Sep	3-Oct	A short caption to describe the PDP and why people should access it	Reminder Announcement	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	PDP Taxonomy	Completed and scheduled		
Send Press Release (to media)		3-Oct					Sent	Emma Jane	
Send Share and Release (to members)		3-Oct					Sent	Emma Jane	
Social Media - PDP launch reminder 30 second video	5-Oct	11-Oct	A 30 second to 1 minute video to introduce PDP and a short caption to accompany the video (120 characters)	PDP Competency Self-Assessment	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	Self-Assess	Scheduled		Vimeo video used: https://vimeo.com/717858114
eNote - launch reminder still image	15-Oct	25-Oct	Short tagline and image with web link	Reminder Announcement	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	PDP Taxonomy	Scheduled	Jorge	Jorge will create this
Social Media - PDP launch reminder 30 second video	10-Oct	26-Oct	A 30 second to 1 minute video to introduce PDP and a short caption to accompany the video (120 characters)	PDP Taxonomy Areas	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	PDP Taxonomy	Scheduled		
Social Media - PDP general announcement 30 second video	3-Nov	8-Nov	A 30 second to 1 minute video to introduce PDP and a short caption to accompany the video (120 characters)	PDP Browsing Capability	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	PDP Browsing	Scheduled		
Social Media - PDP general announcement	17-Nov	22-Nov	A 30 second to 1 minute video to introduce PDP and a short caption to accompany the video (120 characters)	PDP Searching Capability	TAGLINE: Improve your systems engineering professional development with the PDP. CAPTION: INCOSE Products used to "tagged" learning resources to be discoverable.	PDP Searching	Not created		

Example of campaign plan for PDP



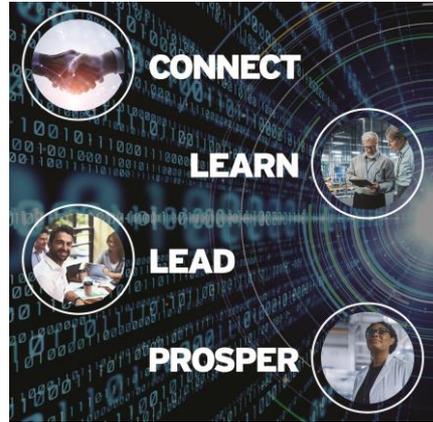
[blog.inkforall.com/integrated-marketing-communications](http://blog.inkforall.com/integrated-marketing-communications)



# Branding Examples of the Value Streams



SE Vision 2035



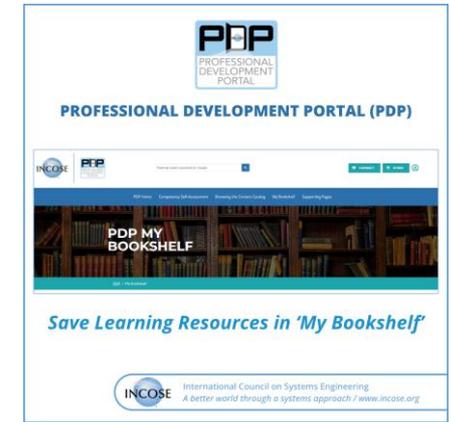
Connect, Learn, Lead Prosper



FuSE



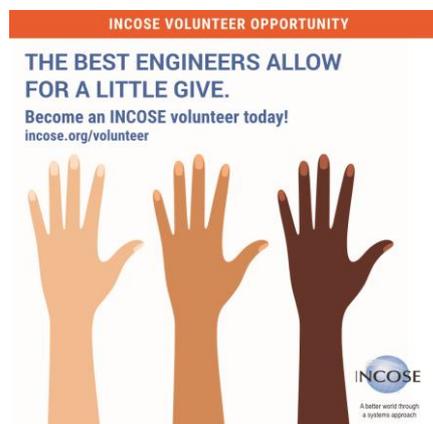
New Member Engagement



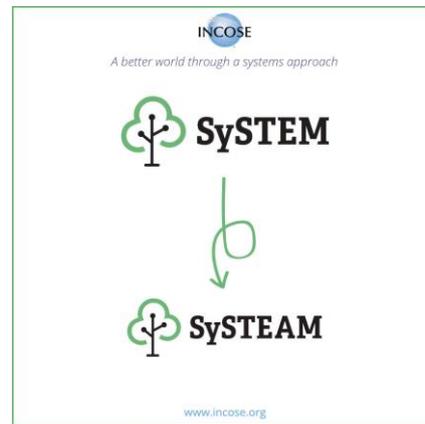
PDP



Mentoring



Volunteerism



SySTEAM



Certification



INCOSE Awards



# MarCom CAB Activities Since IW2022



## Newsletter

Announcement of new  
CAB Members  
Why join CAB Ads



## Social Media

Announcement on new  
CAB Members  
Why join CAB



## eNote

Announcement of new  
CAB Members  
Why Join Cab



## Impact Statement

Overview of CAB  
achievements



# INCOSE Members Newsletter

**DIVERSITY, EQUITY & INCLUSION**

- Left align text, without justification.
- Be concise; avoid using long, dense paragraphs.
- Consider using bullet points and numbering rather than continuous prose.
- Avoid abbreviations where possible; always provide the expanded form when first used.
- Give instructions clearly.

The list above is a snapshot from the British Dyslexia Association's *Dyslexia Style Guide 2018: Creating Dyslexia Friendly*.

Being dyslexia-friendly in our communication makes good business sense, not only for our members but also for the good of Systems Engineering across the world.

**CORPORATE ADVISORY BOARD (CAB)**

## Why Join the INCOSE Corporate Advisory Board (CAB)

Ron Giachetti, CAB Chair, [ron.giachetti@incose.net](mailto:ron.giachetti@incose.net)

The Corporate Advisory Board (CAB) is the voice of the customer to the INCOSE leadership. The Cab provides strategic guidance to technical leadership, leading to the development of Systems Engineering products and standards to meet their needs. There are many benefits to joining the INCOSE CAB.

1. CAB membership allows your company to guide the direction of the discipline.
2. Employees can gain access to the state-of-the-art products.
3. Align with peers and fellow industry leaders, grow your global footprint, and learn about how other industry leaders are applying Systems Engineering to solve business problems.
4. Gain better access to talent - find and hire competent, certified Systems Engineers through your INCOSE connection.

INCOSE would like to welcome all the new CAB Members

INCOSE Newsletter Q2 2022 16 [www.incose.org](http://www.incose.org)

Q2 2022

**CORPORATE ADVISORY BOARD (CAB)**

## Welcome to the new Corporate Advisory Board Members

JOHN DEERE Mahindra University  
Global Thinkers, Engaged Leaders

NORTHROP GRUMMAN Roche

**STEVENS**  
INSTITUTE OF TECHNOLOGY  
1870

**School of Systems and Enterprises**

The School of Systems and Enterprises (SSE) at Stevens Institute of Technology is seeking a pool of qualified adjuncts for a range of part-time teaching assignments in the areas of software engineering, systems analytics, industrial and systems engineering and engineering management, with openings beginning in **Summer 2022**.

Visit [stevens.edu/careers](http://stevens.edu/careers) to apply.

INCOSE Newsletter Q3 2022 28 [www.incose.org](http://www.incose.org)

Q3 2022

# Social Media running on LinkedIn, Facebook, Instagram, Twitter



Social Media posts to promote CAB Membership:

CONNECT LEARN LEAD PROSPER INCOSE  
Corporate Advisory Board

**Why join the Corporate Advisory Board?**

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

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

INCOSE International Council on Systems Engineering  
A better world through a systems approach / [www.incose.org](http://www.incose.org)

CONNECT LEARN LEAD PROSPER INCOSE  
Corporate Advisory Board

**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)

INCOSE International Council on Systems Engineering  
A better world through a systems approach / [www.incose.org](http://www.incose.org)

CONNECT LEARN LEAD PROSPER INCOSE  
Corporate Advisory Board

**Why join the Corporate Advisory Board?**

Network with industry leaders and see how they apply systems engineering to solve business problems.

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

INCOSE International Council on Systems Engineering  
A better world through a systems approach / [www.incose.org](http://www.incose.org)

Social Media posts to welcome new CAB Members:

INCOSE  
A better world through a systems approach

**STRATEGIC**  
TECHNICAL SERVICES

**Corporate Advisory Board Member**  
Strategic Technical Services LLC

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

INCOSE  
A better world through a systems approach

**NATIONAL RECONNAISSANCE OFFICE**  
CONFEDERATES OF AMERICA

**Corporate Advisory Board (CAB) Member**  
National Reconnaissance Office

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

INCOSE  
A better world through a systems approach

**V O L V O**

**Corporate Advisory Board (CAB) Member**  
Volvo Cars Corporation

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



CONNECT LEARN LEAD PROSPER

EMEA WSEC 2023  
European, Middle East, Africa  
Workshop and Conference  
March 14-16, 2023

www.incose.org/emeawsec2023

Engineering a Sustainable World

Key Dates: Full Papers: January 16, 2023; Abstracts/Proposals: January 19, 2023; Paper Presentations: End of January, 2023; Registration/Check-in: End of March, 2023

CALL FOR CONTENT DEADLINE EXTENSION

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)

Award Winning Requirements Tool Now Available for Systems Engineering

- Visualize End-to-End Traceability
- Build SysML and UML Models
- Build Components and Assemblies
- Manage Product Variants
- Reuse Requirements
- Conduct Reviews and Approvals
- Regulatory Compliance with Digital Signatures & Logs

TopTeam Requirements SE  
View Live Demo! Free Trial!

### 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)

January 2023

### New Corporate Advisory Board (CAB) Members

National Reconnaissance Office (NRO)

Volvo Cars Corporation

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

December 2022



# Impact Statement

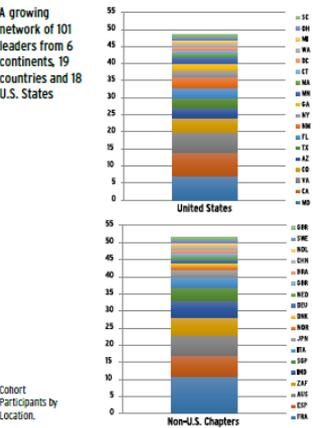
## Premier Choice of Systems Engineers for Professional Development

### Institute for Technical Leadership

- A program for active INCOSE members seeking to improve their leadership skills in an open, collaborative environment.
- This program is a blend of online synchronous learning and asynchronous team collaboration to deliver all content and learn together. The IW and IS provide the opportunity to learn and interact.
- We started in 2015 and are now working with our 7th Cohort!



A growing network of 101 leaders from 6 continents, 19 countries and 18 U.S. States



Cohort Participants by Location.

### Corporate Advisory Board (CAB)

**"Voice of the Corporate Customer" for INCOSE**

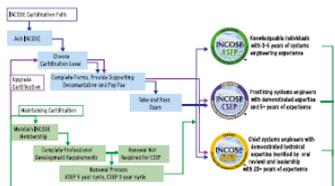
- Provides advice on overall direction, focus, and priorities.
- Brings diverse perspectives on industry, government, and academia.
- Includes the Academic Council – currently 20 Universities.
- Acts as a conduit between INCOSE and CAB organizations.
- Provides additional resources for INCOSE and support for chapters.
- Enables corporations to influence the direction of Systems Engineering.
- Allows CAB members to meet with industry leaders, grow their global footprint, and see how other industries apply Systems Engineering to solve business problems.
- Encourages connections and networking with competent certified Systems Engineers at all levels through INCOSE events.
- Enables CAB employees, faculty members and students to access INCOSE products as recognized CAB Associates of their respective organizations.

The purpose of the PDP is to assist individuals to develop their career in systems engineering, or to extend their knowledge in Systems Engineering. This is initially through self-assessment tools, product and course recommendations. More information will be available in 2022 at the launch of the PDP.

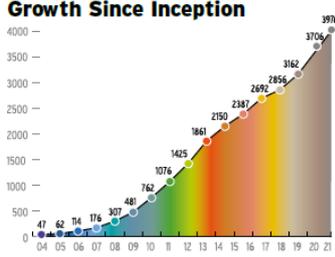


### Certification

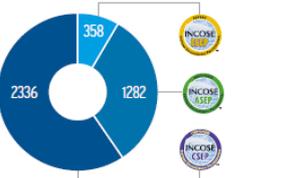
The Certification Programs offers an internationally recognized Systems Engineering qualification at three levels; confirming an individual's competency through demonstrated knowledge, education and experience.



### Growth Since Inception



3768 Current Active Certifications



## GUIDING THE FUTURE OF SYSTEMS ENGINEERING

### SySTEAM

**“Improving education for all students, everywhere”**

INCOSE SYSTEM has changed its name to INCOSE SySTEAM. The new SySTEAM name, which stands for ‘Systems, Science, Technology, Engineering, Arts, and Mathematics’ reflects the group’s dedication to including the arts and humanities, not just STEM fields, in our efforts. Here are some of the initiative’s aims:

- Open-access group that welcomes any and all interested volunteers.
- Developing a framework for putting systems skills in every classroom - from primary school to postgraduate.
- Fostering face-to-face and asynchronous discussion and collaboration through regular online working sessions and an interactive Discord hub.

Join the INCOSE SySTEAM Discord Hub

SySTEAM is on the lookout for new community members, and welcome any interested individuals to join the free Discord community hub (Join link: [bit.ly/3oy1GmF](https://bit.ly/3oy1GmF)) or scan QR Code. Regardless of your professional background, location, or level of commitment, there’s likely something you can contribute to SySTEAM.



SCAN ME

[www.incose.org/system](http://www.incose.org/system)

### Women Leaders in Systems Engineering

**“Imagine a world where women and men are equally represented as leaders in systems engineering.”**

EWLSE is pleased to welcome two new sector leads. As of April 2022, Erika Palmer is the EWLSE Americas Sector lead, Anabel Fraga is the EWLSE EMEA Sector lead, and Stueti Gupta continues as the EWLSE Asia Oceania Sector lead.



Stueti Gupta  
Asia & Oceania Sector Lead

Erika Palmer  
Americas Sector Lead

Anabel Fraga  
EMEA Sector Lead

Upcoming publications by EWLSE



**“Letters to My Younger Self: How Systems Engineering Changed My Life”** (sponsored by Spec Innovations)

**“Emerging Trends in Systems Engineering Leadership: Practical Research from Women Leaders”**

EWLSE would like to thank Spec Innovations and Caltech for their sponsorship and support.

[www.incose.org/ewlse](http://www.incose.org/ewlse)

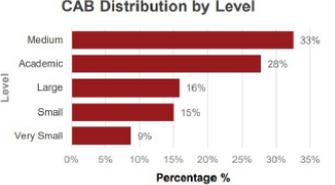
### Corporate Advisory Board (CAB)

**“Voice of the Corporate Customer for INCOSE”**

The CAB advises INCOSE on technical challenges facing industry as well as workforce development so as to strengthen the systems engineering community. The INCOSE CAB is the voice of the customer to the INCOSE Leadership.

There are currently 126 CAB members. New additions since January 2022 are: AVIAGE Systems (China), The REUSE Company (Spain), Toshiba Corporation (Japan), Lawrence Livermore National Laboratory (USA) and Loyola Marymount University (USA).

### CAB Distribution by Level



For more information on how to join the Corporate Advisory Board please contact Ron Giachetti, CAB Chair and Mike Dahlberg, CAB Co-Chair at [cab@incose.net](mailto:cab@incose.net)

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



# Digital Badges and Certificate



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



To be used by CAB Representatives, in their email signature

The design of the badges and certificates is currently in progress and not approved for use.



# To be Delivered



CAB Brochure



Certificate



Orientation Zoom event



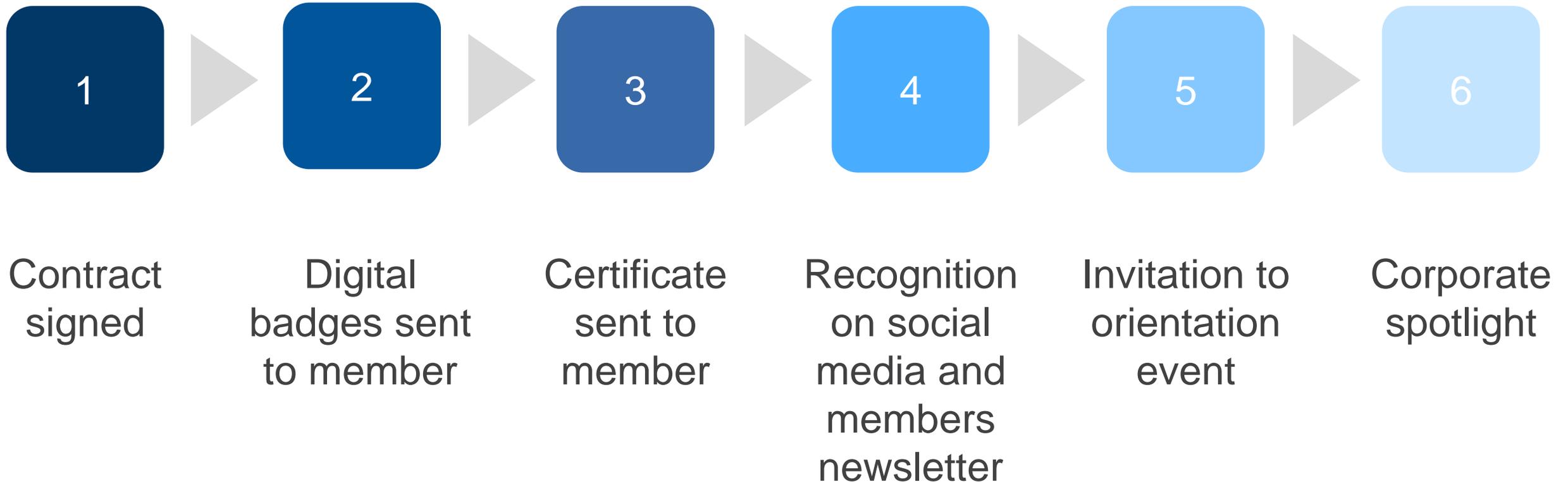
Welcome package with badge usage instructions



CAB Presentation Slide Deck



# Onboarding Journey – Welcome Aboard Process





# Support Required



Spotlight videos & interviews with CAB Members and Representatives



Updates from the CAB for each on the Members Newsletter (quarterly)



CAB organizations to share and comment on posts



# Next Step recruit marcom

Value proposition campaigns and deliverables in progress

Now we need your input

Need to assign a member of the CAB to work with MarCom as a POC



**2023**

Annual **INCOSE**  
international workshop

**HYBRID EVENT**

**Torrance, CA, USA**

January 28 - 31, 2023

[www.incose.org/IW2023](http://www.incose.org/IW2023)