



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



CAB MarCom Value Proposition Initiative Update

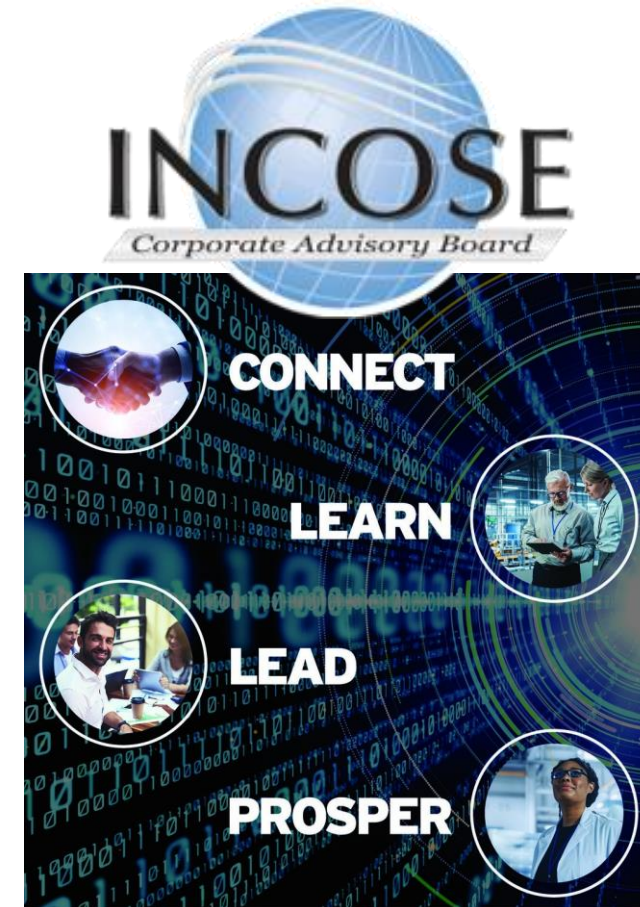
Honor Lind, INCOSE Director Marketing and Communications
Juan P. Amenabar, Leidos CAB Rep, ESEP

www.incose.org/IW2023



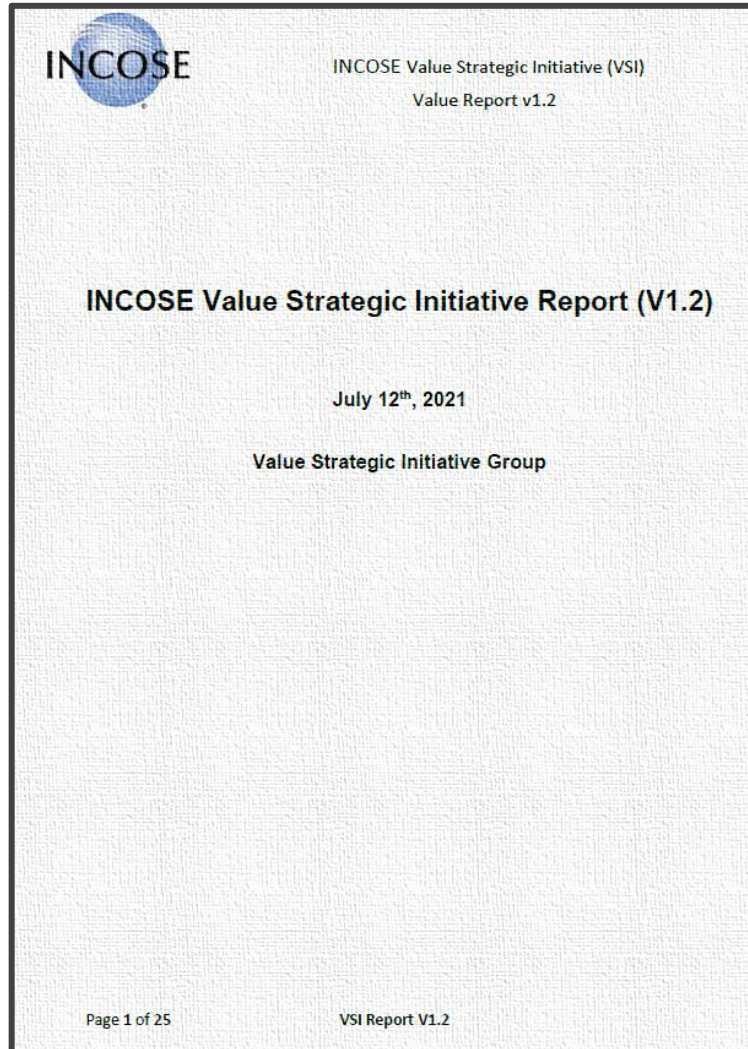
Value Proposition Initiative (VPI)

- 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

1A

Taxonomy of Needs



- Define areas of need and industries
- create taxonomy that spans the need areas and minimizes taxonomy composition elements
- Prioritize elements by need

1B

Generic Value Statement Profile



- Define salient characteristics of a generic value proposition
- What makes a value proposition good?
- What methods / experiences exist to create one?

2

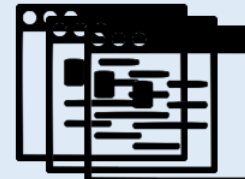
Taxonomy Profiles



- Develop independent element profiles containing key characteristics of each element including core value proposition
- Core profile identifies the main attributes of a value proposition
- Other element profiles identify characteristics and main value needs for that element area and industry.

3

Filters



- Group element profiles to filter value individual characteristics
- Example profile grouping: SE Organization Leader / INCOSE Membership

4

Value Statements



- Apply core value proposition profile to selected profile groups to create tailored value proposition statements

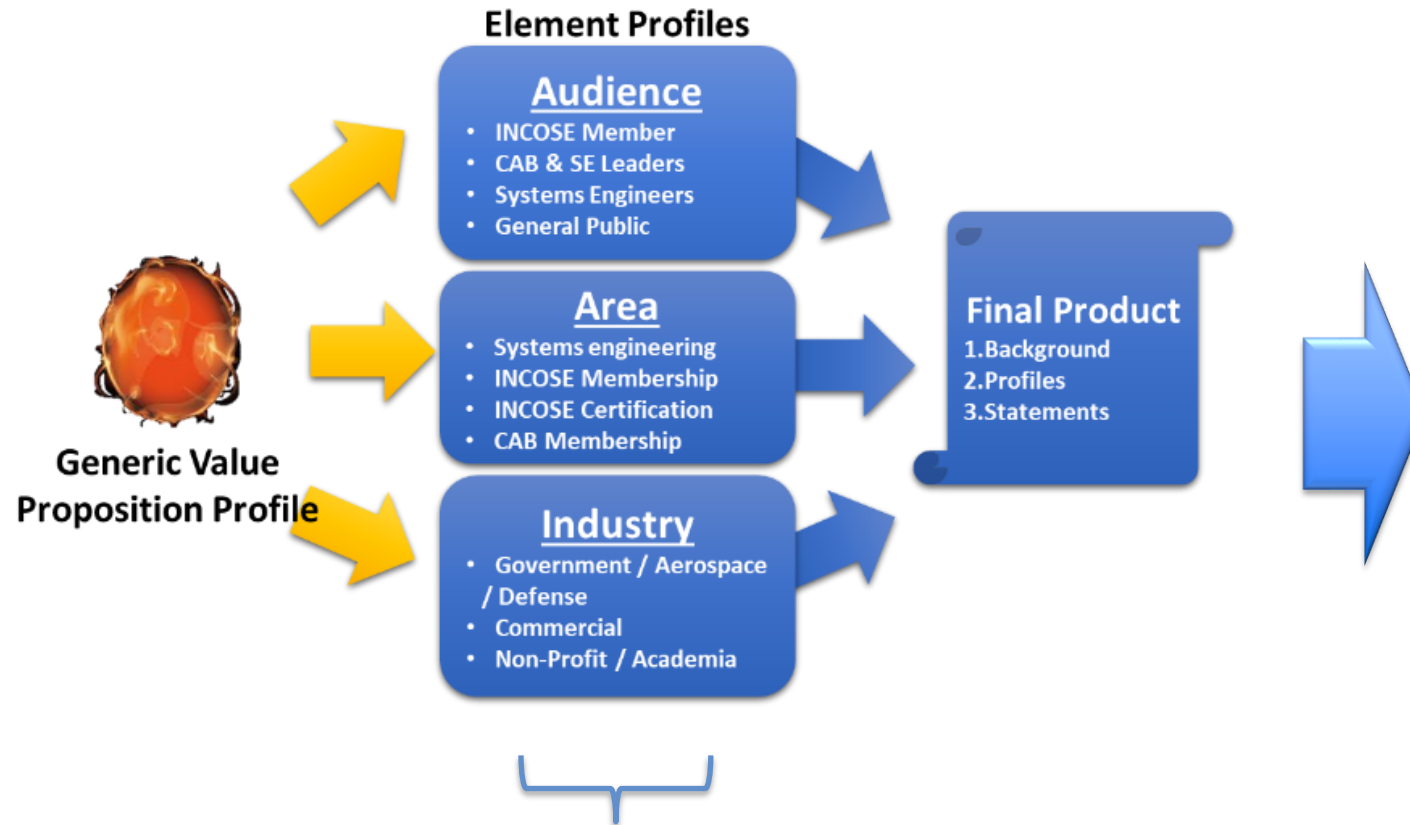
5

Publish results and transfer to INCOSE

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 Completed
Process Documented in Report**

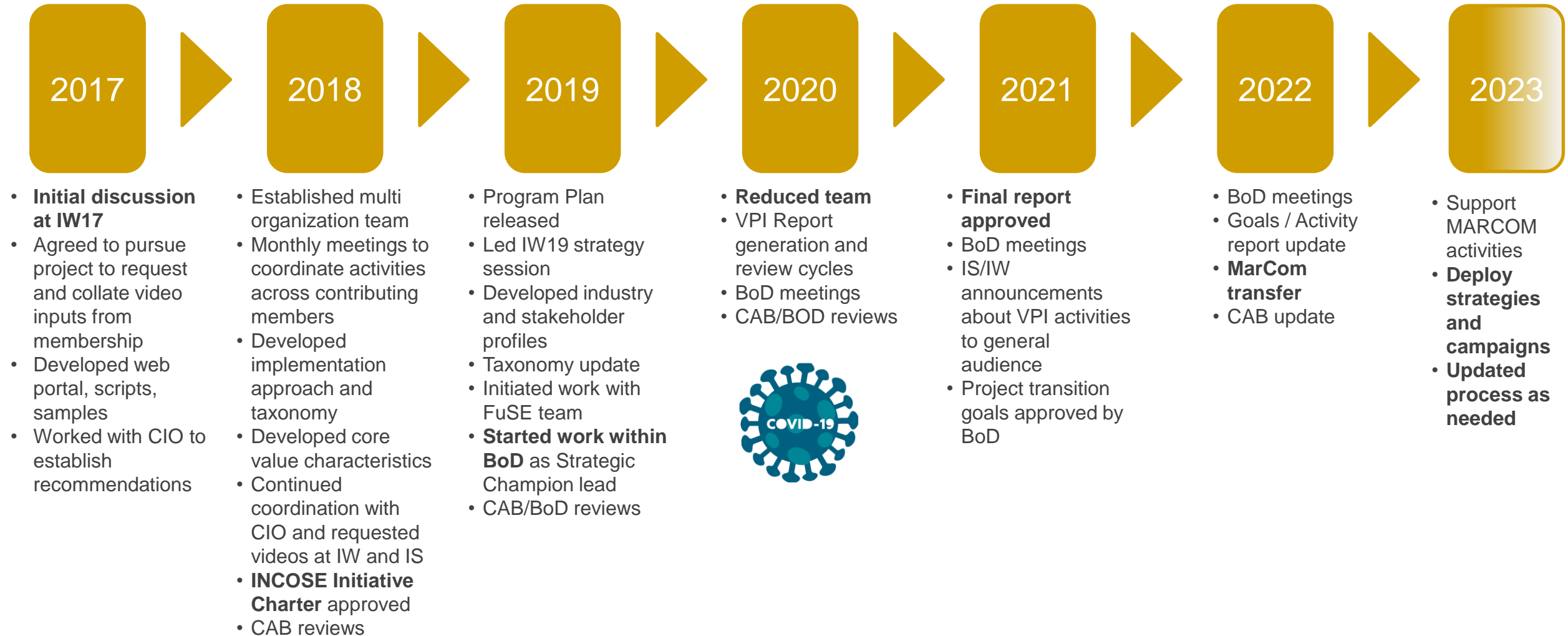
		Audience				
		Individual Member	Organizational Member	SE Leadership / Community	Non-SE community / General Public	
Value Statements	Individual Membership	X	X	X	Same as Ind.	3
	Organizational Membership		Common			1
	INCOSE Certification	Common across Audience				1
						5

		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 Produced



VPI Activity Timeline



Marketing to INCOSSE Internal and External Cycle



External Target:

Systems Engineers (outside the organization = 305,000 - INCOSSE)
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.	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	CAPTION: The PDP is your resource center for professional development.		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	CAPTION: Your source for systems engineering professional development.	PDP Reminder	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	CAPTION: Assess your competency proficiency level for professional development.	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.	PDP Hi-Lvl	Scheduled	Jorge	Jorge will create this
Social Media - PDP launch reminder 30 second video	20-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	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	CAPTION: Browse learning resources using the PDP Taxonomy Area filters.	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	CAPTION: Search within the PDP and within incose.org overall.	PDP Searching	Not created		

Example of campaign plan for PDP



blog.inkforall.com/integrated-marketing-communications



Branding Examples of the Value Streams



SE Vision 2035



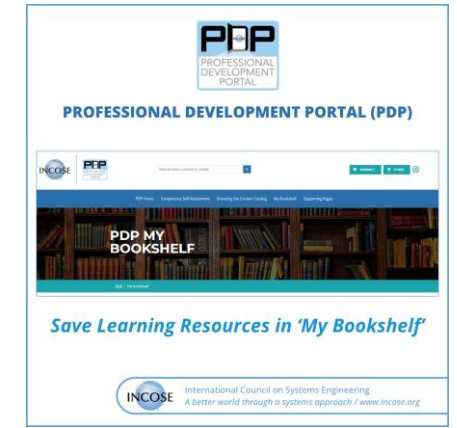
Connect, Learn, Lead
Prosper



FuSE



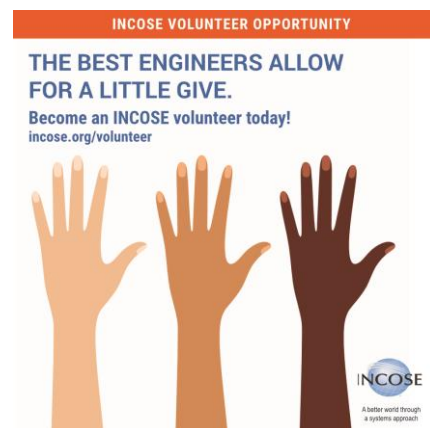
New Member
Engagement



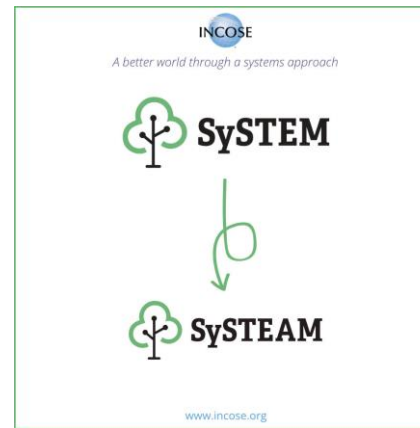
PDP



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

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



Q2 2022

CORPORATE ADVISORY BOARD (CAB)

Welcome to the new Corporate Advisory Board Members







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 to apply.

INCOSE Newsletter Q3 2022 28 www.incose.org

Q3 2022

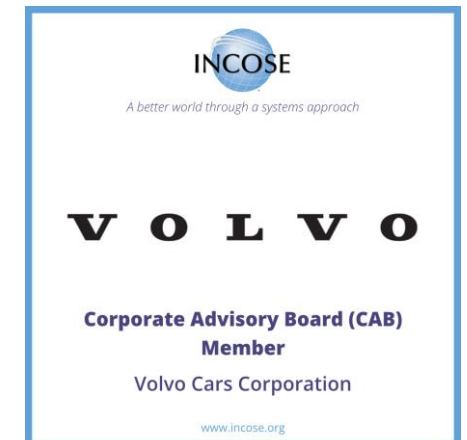
Social Media running on LinkedIn, Facebook, Instagram, Twitter



Social Media posts to promote CAB Membership:



Social Media posts to welcome new CAB Members:





CONNECT LEARN LEAD PROSPER

EMEA WSEC 2023
Europe, Middle East, Africa
Workshop and Conference
14-15 April 2023

INCOSE

www.incose.org/emeawsec2023

Engineering a Sustainable World

Key Dates

Full Papers: January 14, 2023
Abstracts/Proposals: January 14, 2023
Paper/Presentation Registration: End of January, 2023
Registration Fee/Buyer Information: End of March, 2023

CALL FOR CONTENT DEADLINE EXTENSION

INCOSE 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

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
- Manage Requirements
- Conduct Reviews and Approvals
- Regulatory Compliance with Digital Signatures & Logs

TopTeam Requirements SE

[View Live Demo!](#) [Free Trial!](#)

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Visit incose.org/cab

January 2023

New Corporate Advisory Board (CAB) Members

National Reconnaissance Office (NRO)

Volvo Cars Corporation

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 SySTEAM has changed its name to INCOSE SYSTEM. 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) or scan QR Code. Regardless of your professional background, location, or level of commitment, there's likely something you can contribute to SySTEAM.

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

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

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



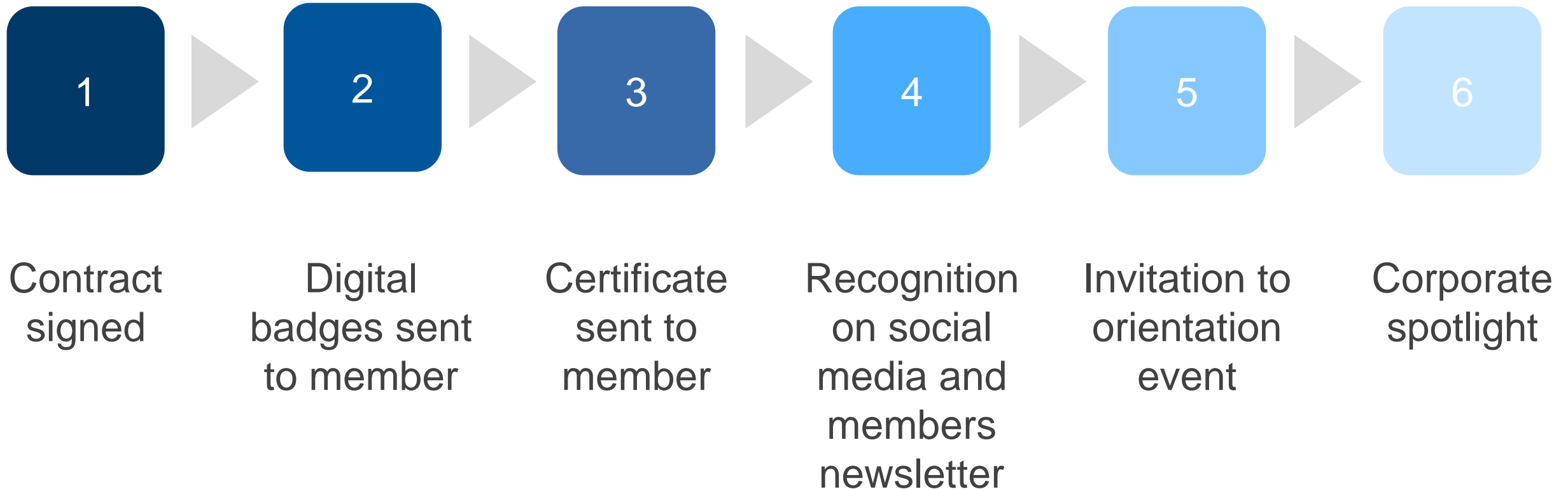
Welcome package with badge usage instructions



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



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