



**32<sup>nd</sup>** Annual **INCOSYMP**  
international symposium

hybrid event

Detroit, MI, USA  
June 25 - 30, 2022

Randall Iliff

# What Force is More Powerful than Profit?

---



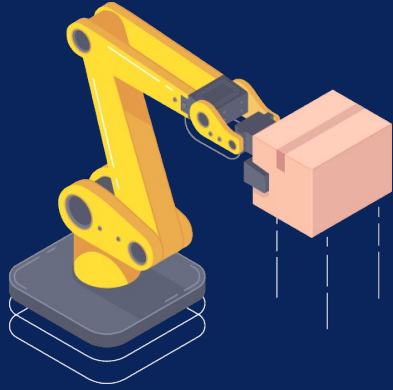


# Profit





**Profit**

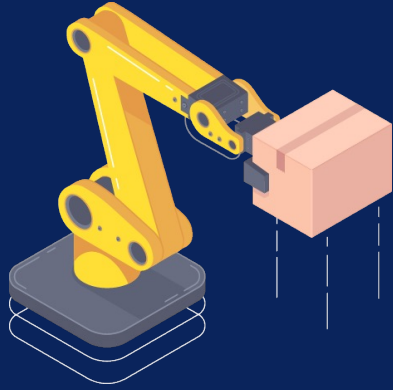


**Faster  
Cycle Time**





**Profit**



**Faster  
Cycle Time**

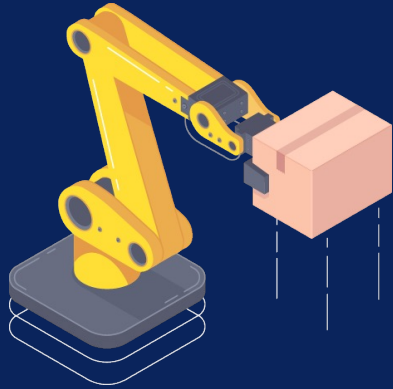


**Further  
Reach**





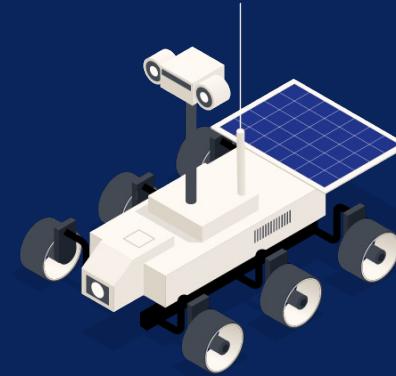
**Profit**



**Faster  
Cycle Time**



**Further  
Reach**



**Finer  
Solutions**



**Profit**

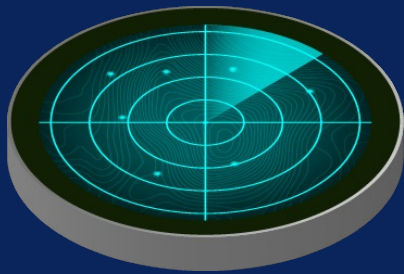


# Barriers





# Barriers

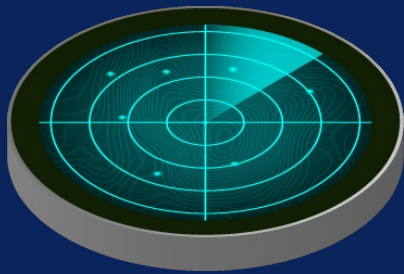


# Awareness





# Barriers



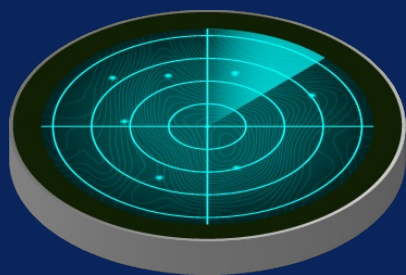
**Awareness**



**Misunderstanding**



# Barriers



**Awareness**



**Misunderstanding**



**Ego**



**Profit**



**Barriers**



# Actions





# Actions



## Pitch Benefits



# Actions



**Pitch  
Benefits**



**Speak  
Investment**



# Actions



**Pitch  
Benefits**



**Speak  
Investment**



**Target  
Entrepreneurs**



**Profit**



**Barriers**



**Actions**



# References and Contact Information



## INCOSE Resources

- **SE Handbook Fourth Edition Section 2.8 “Use and Value of Systems Engineering”**
- **A Survey of Systems Engineering Effectiveness.** Elm, Joseph & Goldenson, Dennis & Emam, Khaled & Donatelli, Nicole & Neisa, Angelica. (2007).
- **Systems Engineering Return on Investment.** Honour (2013) PhD Thesis

## Award Winning Publications

- **The Guide to Lean Enablers for Managing Engineering Programs,** Oehmen et al. (2012).
- **Integrating Program Management and Systems Engineering,** Rebentisch, Eric. (2017).

## Project Performance International

- Randall Iliff – [riliff@ppi-int.com](mailto:riliff@ppi-int.com)
- PPI Website – [www.ppi-int.com](http://www.ppi-int.com)
- “What Force Is More Powerful Than Profit?” - [www.ppi-int.com/Profit](http://www.ppi-int.com/Profit)



**32<sup>nd</sup>** Annual **INCOSE**  
international symposium

hybrid event

**Detroit, MI, USA**  
June 25 - 30, 2022

[www.incose.org/symp2022](http://www.incose.org/symp2022)