



Opening positions

Do we need a new title for a social systems engineering profession?

JB – Yes (or change perceptions....)

Science, Technology, Engineering, Maths



ICEBERG MODEL



PATTERNS
Temporal Trends

STRUCTURES
Parts & Interactions

MENTAL-MODELS
Values & Beliefs

Systematic
Perceived “Technical” Purpose

Systematic

SYSTEMS

ENGINEER

Purpose / Intent

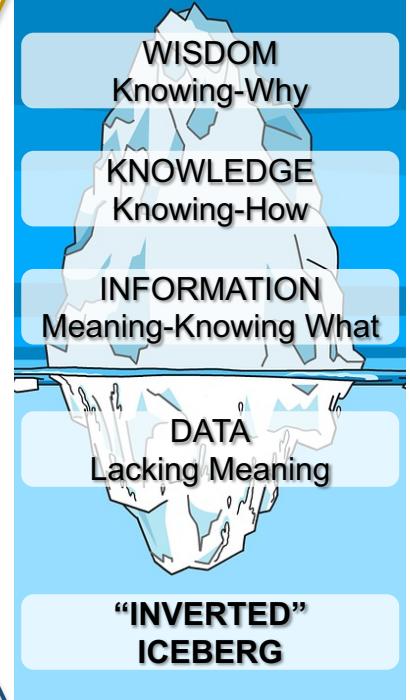
A MODEL IS

Abstraction / Representation

Sensed / Perceived

Desired “Socio-Technical” Intent

Systemic & Systematic



Increasing Leverage

Increasing Efficiency & Effect'ns



33rd Annual **INCOSE**
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