

7th Annual INCOSE Great Lakes Regional Conference

Leadership Through Systems Engineering

Aerospace | Commercial | Defense | Health Care | Manufacturing | Academia

Randy Iliff, *The Innovation Engine That Drives SE*

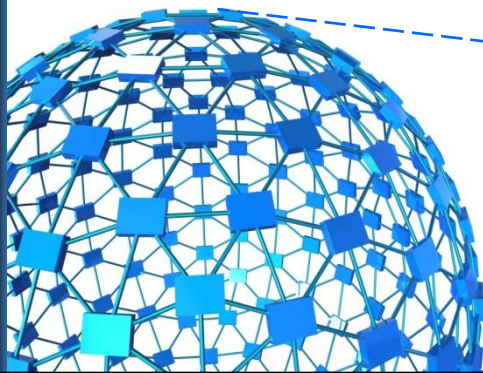
Abstract: Businesses worldwide are desperately seeking ways to sustain product lines and build future opportunity. That desperation is nowhere more vividly evident than in the constant series of “seminar of the month club” fads that move into and out of the limelight. Nearly all are well intentioned, most have at least something of value, and yet none deliver even a fraction of the manageable, predictable “innovation on demand” performance industry is seeking.

SE professionals have known for decades that our body of methods includes a powerful capacity to bring complex systems to life – systems tuned precisely to a set of articulated needs and defensibly optimized given available options for implementation. We’ve also known that our practice is a tough sell to those who see only apparent complexity and up-front cost – the same audience desperately searching for innovation solutions.

Join us at GLRC to learn not only how to extract and tune the SE Innovation Engine, but also how to make that engine irresistible to the business community!

Author:

Abstract



**GLRC 2013: *Leadership
Through Systems Engineering***

