

INCOSE Chicagoland July Meeting



Topic: *The Development Difference (Essential Insight for Understanding and Mastering Innovation Effort)*

Presenter: Randy Iliff



Date: Thursday, July 21, 2016

**Agenda: 6:00-6:30 p.m. CT – Dinner & Networking
6:30-6:45 p.m. CT – Introductions & Announcements
6:45-8:00 p.m. CT – Presentation and Q&A**

Locations:

- 1. Schaumburg, IL – IBM, 10 N Martingale Rd, Schaumburg, IL 60193 (3rd Floor Conference Room)**
- 2. Madison, WI – bb7, 7 Fen Oak Ct., Madison, WI 53718 (Mendota Conference Room)**
- 3. Milwaukee, WI – Johnson Controls Inc., 5757 N. Green Bay Avenue, Glendale, WI 53209 (MPR Conference Room)**

Abstract

All projects are challenging, but projects that contain developmental effort are much more likely to encounter cost, schedule and technical issues. Part of this challenge is inevitable due to the creative aspect of development. The other (and often far larger) portion of the challenge is self inflicted and arises whenever imposed methods are inconsistent with true task needs. This deceptively simple workshop activity, to date experienced by over 5,000 participants worldwide, is filled with "aha!" moments that will leave you with a much richer understanding of how to master development effort. Whether you are a PM, an Engineer, a Senior Manager, an Entrepreneur or an Investor the ability to improve development outcomes is of critical interest. Don't miss this chance to have fun and gain valuable insight into the origin and solution of common development challenges! "The Development Difference" is a unique professional learning opportunity. No giant power point deck, no boring lecture. Instead, this two-hour session consists of a brief introduction, participation in a fun fast-paced team activity, and facilitated discussion of observations/implications. Because participants "discover" key insights during the activity, those insights are retained and applied in practice far more effectively than if simply memorized.

About Our Speaker

Mr. Iliff has over 30 years' experience with developmental programs ranging from a few thousand to over a billion dollars, and has participated in all phases of project execution from proposal to close out. He is a seasoned large-project PM, and has managed a wide variety of developmental efforts in aerospace and commercial settings. That experience, as well as individual research, has resulted in unique insight on improving commercial sector developmental results. Mr. Iliff is the originator of the "Zen2" relationship analysis tool, a highly accessible variant of a powerful Apollo-era engineering design tool. Mr. Iliff was VP at the award-winning design firm bb7, where he was Director of Strategy, Methods and Learning. Prior to that he worked for Motorola, Martin Marietta, and McDonnell Douglas. In 2016, he left bb7 and founded Eclectic Intellect. Mr. Iliff holds a BS in Engineering / Industrial Design from Michigan State University, an MS in Systems Management, Research and Development from the University of Southern California. Mr. Iliff is a charter member of the International Council On Systems Engineering (INCOSE), prior Chairman of the INCOSE Commercial Practices Working Group, and a member of PMI and IEEE. He currently serves as the INCOSE representative on an alliance between INCOSE, PMI, and the MIT Center for Program Excellence. A frequent speaker, Mr. Iliff has developed and conducted thousands of hours of training covering all aspects of product development, particularly systems engineering and project management excellence. He is the developer, subject matter expert and master instructor for several PMI accredited courses conducted by Motorola. He has spoken before groups as large as 1,200 and delivered the keynote address at numerous conferences and professional events.

Questions?: For more information, go to <http://www.incose.org/Chicagoland/>.