



Systems Engineers Я Us

(The Oldest Profession in the World)

Teacher Institute Week
AFRL La Luz Academy
Rick Dove, dove@parshift.com
Keynote, July 19, 2010

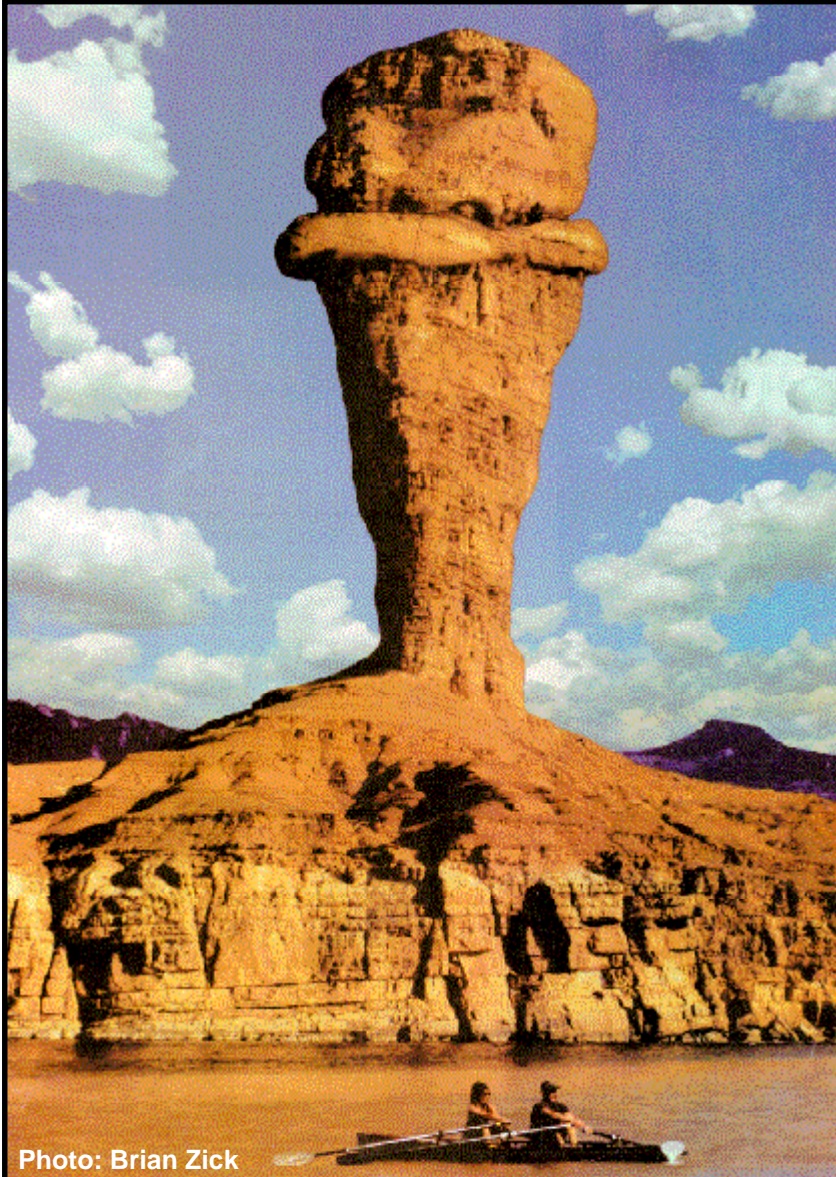


Photo: Brian Zick

Rick Dove

- Adjunct Professor, Stevens Inst. of Tech.
- Partner, Kennen Technologies
- Chairman, Paradigm Shift International

**35+ years of start-ups, turnarounds
and interim executive management**

Carnegie Mellon: BSEE

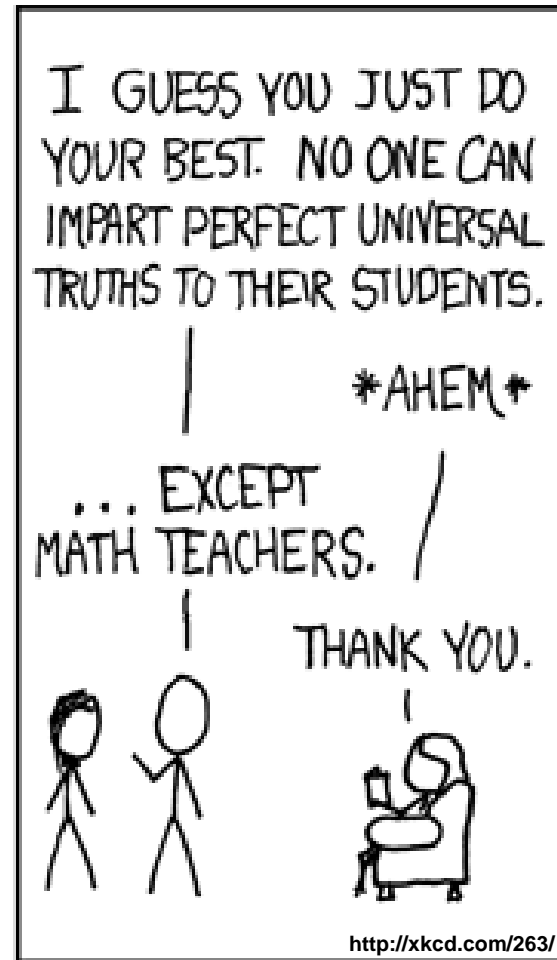
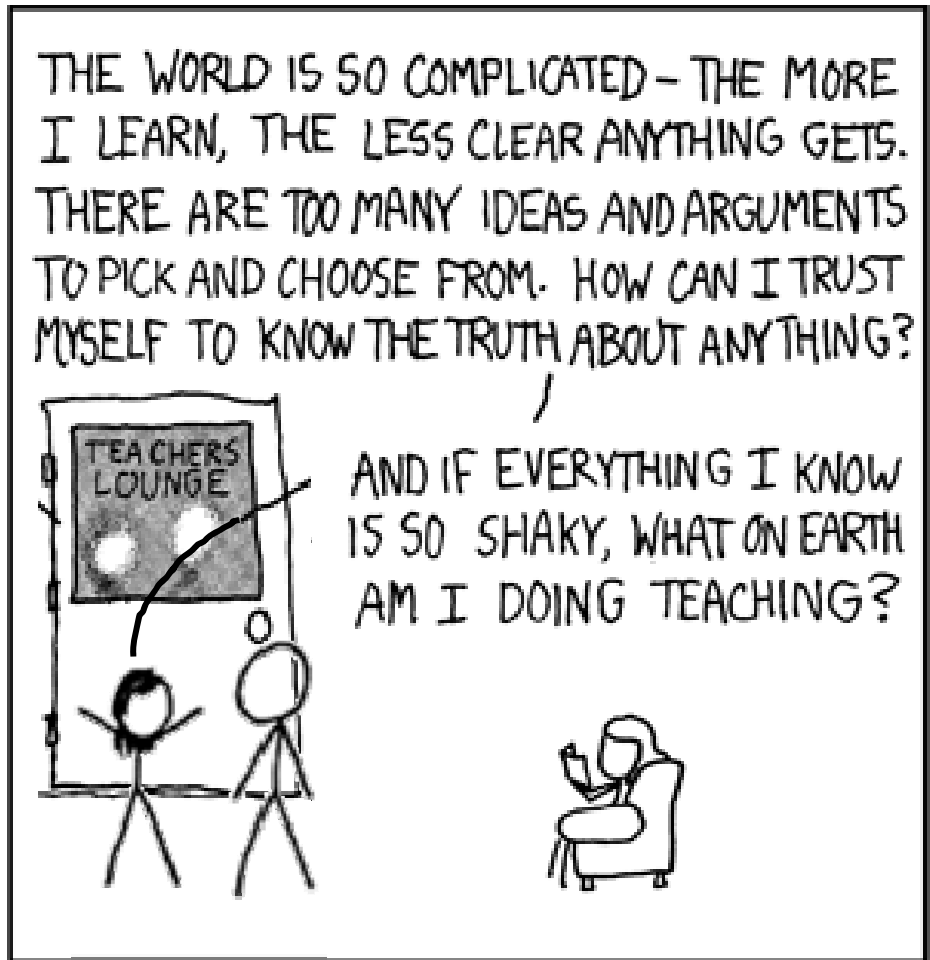
UC Berkeley: graduate work in CompSci

**Co-founder of *Agile Enterprise* concept
in '91 at Lehigh University**

**Director of Strategy/Research, Sr. Fellow,
Agility Forum, Lehigh University**

**Author: "*Response Ability: The Language,
Structure, and Culture of Agile Enterprise*"**

**Lives in Taos County, NM, at 8200 feet
.....Land of Enchantment (and thin air).**



<http://xkcd.com/263/>

(One should remember that life is pointless w/o geometry)

Topics Covered

Context – time marches on

What is a system?

What is sySTEM engineering and What do SysEs do?

Being a sySTEMs Engineer

Systems with Large Effects – Happening Faster

**Knowledge
builds on
knowledge**

**The more
you have
the more
you get**

**The knee
of the curve
is passed**

Nuclear physics
Personal computer
Semiconductors in everything
Internet
Globalization
Genetic engineering
Cloning
Nano-technology
Space travel

Quantum computing
Hydrogen economy
Fusion energy
Genetic engineering

**Decisions
must be made
faster...**

**...and
implemented
immediately**

**Knowledge
Explosion**

Who is concerned about Unintended Consequence?

Change and Uncertainty

100 years later – one life time

The Paris edition of the *New York Herald* summed up Europe's opinion of the Wright brothers in an editorial on February 10, 1906: "The Wright have flown or they have not flown. They possess a machine or they do not possess one. They are in fact either fliers or liars. It is difficult to fly. It's easy to say, 'We have flown.'"

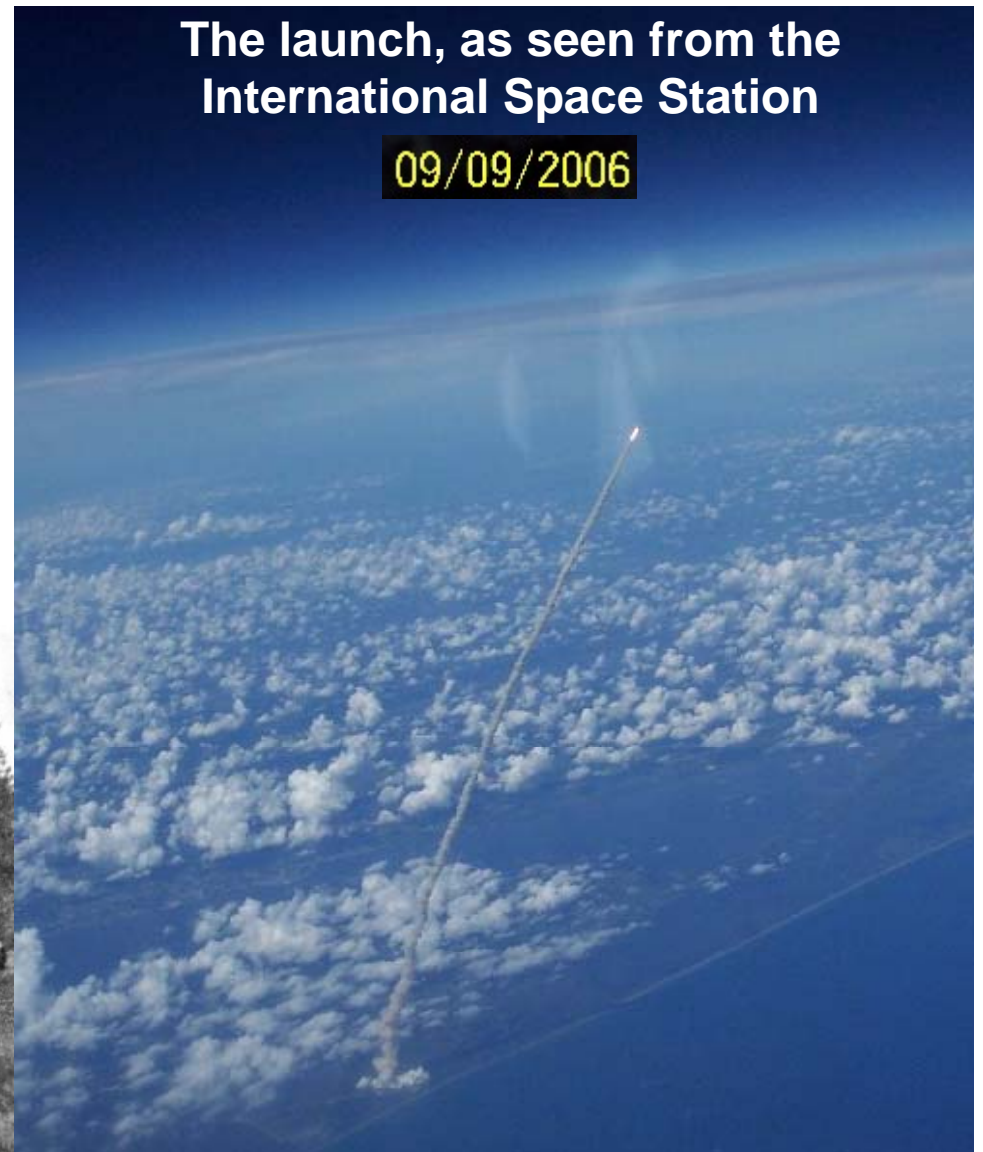
On November 12, 1906, Alberto Santos-Dumont flew 220 meters (726 feet), capturing the 1500 franc Aero-Club de France prize from the Aero-Club for the first 100-meter flight.



www.first-to-fly.com/History/Wright%20Story/prizepatrol.htm

The launch, as seen from the
International Space Station

09/09/2006



**Entrance to
Croydon Aerodrome,
1920**



**Imperial Airways
airliner 'Hannibal'
flying over Croydon
Airport, early 1930s**



Opened 29 March 1920.

**Regular scheduled flights
were introduced,**

**carrying passengers,
mail and freight**

**to Paris,
Amsterdam and
Rotterdam.**

**90 Years Later ... Las Cruces, New Mexico
Spaceport Completion targeted end of 2010**



**Virgin Galactic's
commercial space
operation**

**Paying passengers
going up in 2011**

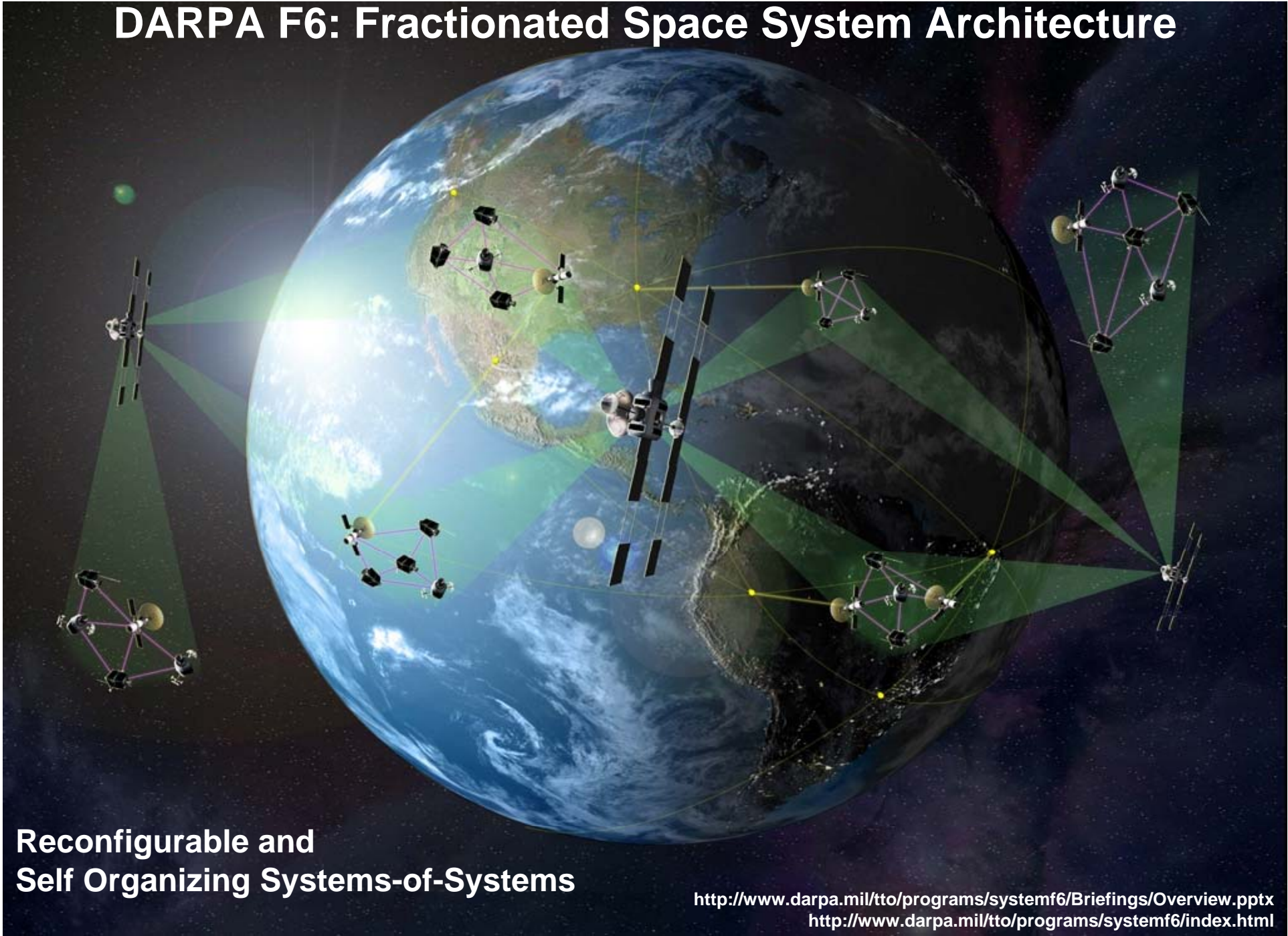
**\$40 million in deposits
collected by June 2009**

**Five spaceships ordered
to meet the demand**



What is a system?

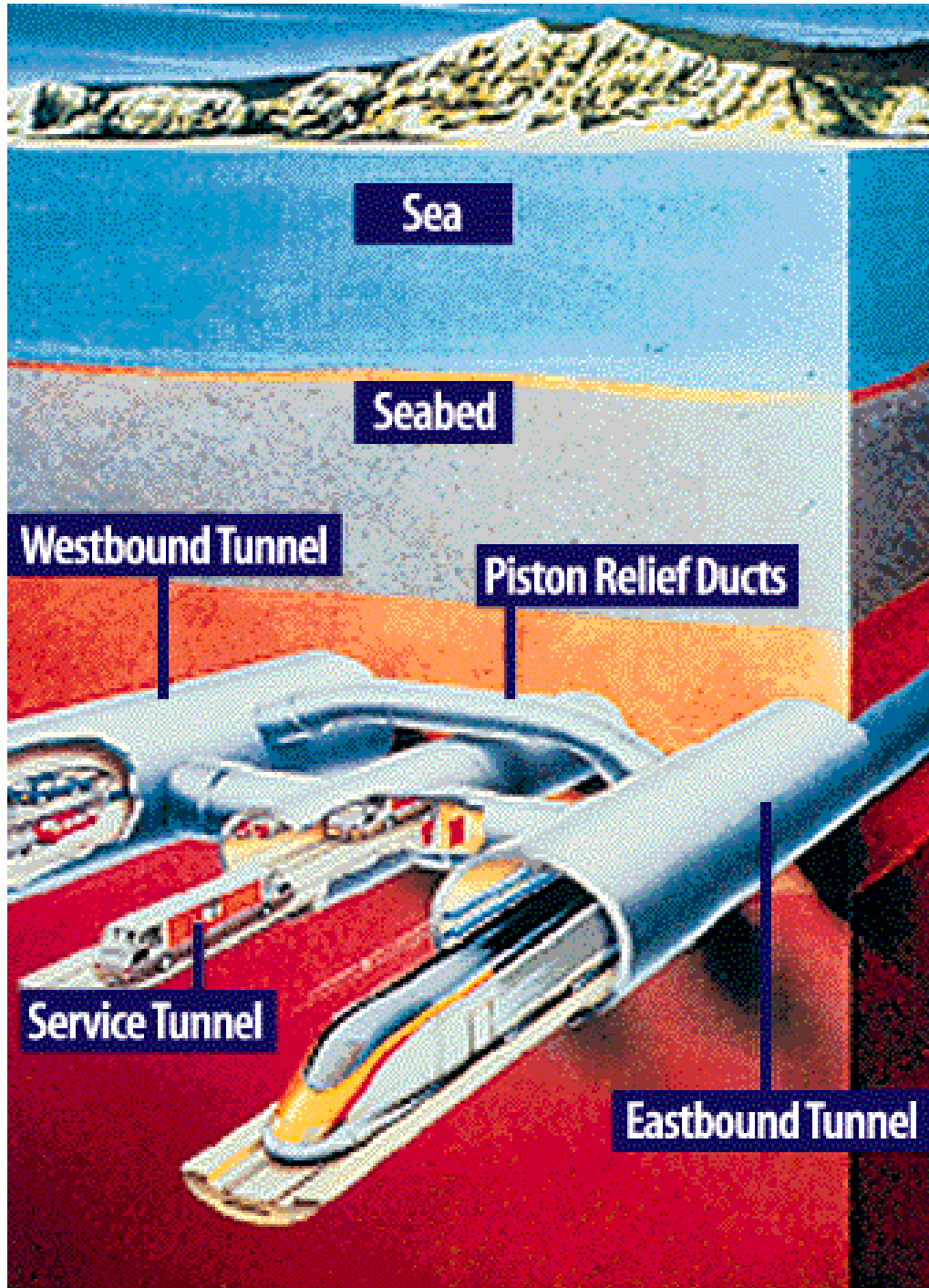
DARPA F6: Fractionated Space System Architecture



**Reconfigurable and
Self Organizing Systems-of-Systems**

<http://www.darpa.mil/tto/programs/systemf6/Briefings/Overview.pptx>
<http://www.darpa.mil/tto/programs/systemf6/index.html>

Big Systems



Thinking (a conscious activity) about your engineering tools and your engineering processes and the goals of your piece of the project is necessary – but not sufficient .

You must also think about the context – its intent and its values.

“We are not constructing a tunnel – we are creating a transportation system.” [Allen Fairbairn, System Engineer on the Chunnel Project]

The world's reactors
No. 68

SNUPPS

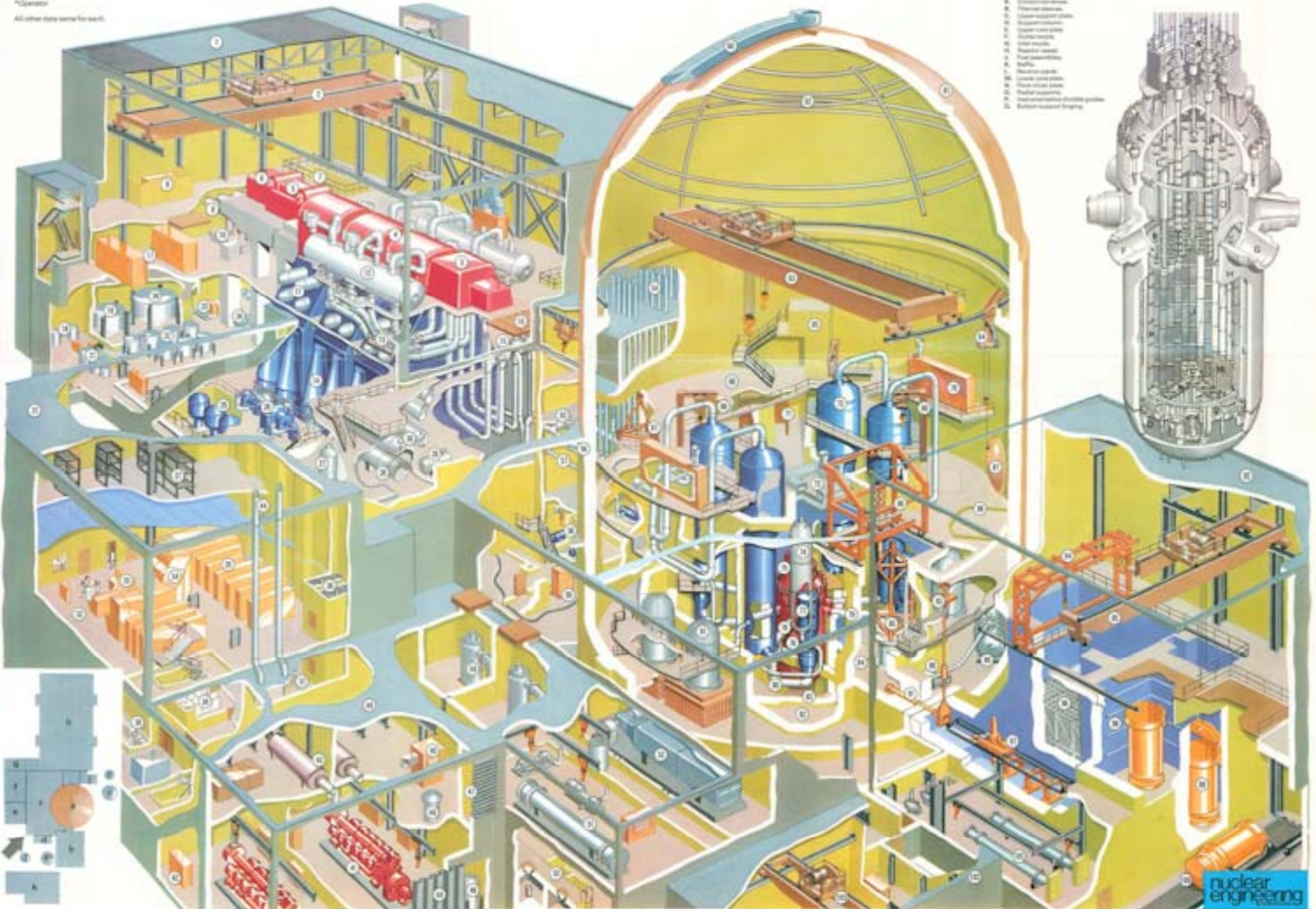
Standardized Nuclear Unit Power Plant System

Owner-operator: Kansas City Power & Light Co. Kansas General Electric Co.	Northern States Power Co.	Richman Gas and Electric Corp.	Union Electric Co.
Station name: Wolf Creek Unit 1	Texas Energy	Stirling Unit 1	Colleges Units 1 & 2
Location: Burlington, Kan.	Deward, Wyo.	Stirling, N.Y.	Kuban, Mo.
Commercial operation: April 1982	April 1984	1 - December 1981 2 - April 1982	
Constructor: Dexter International			Dexter International
Site architect-engineer: Sargent & Lundy	Commonwealth Associates, Inc.	Barnes Associates Professional Corp.	Stanley & Parcell and Associates, Inc.

1. Control building	24. High TDS tank	41. Steam generator	58. Steam generator	75. Steam generator	92. Steam generator
2. Control building	25. High TDS tank	42. Steam generator	59. Steam generator	76. Steam generator	93. Steam generator
3. Control building	26. High TDS tank	43. Steam generator	60. Steam generator	77. Steam generator	94. Steam generator
4. Control building	27. High TDS tank	44. Steam generator	61. Steam generator	78. Steam generator	95. Steam generator
5. Control building	28. High TDS tank	45. Steam generator	62. Steam generator	79. Steam generator	96. Steam generator
6. Control building	29. High TDS tank	46. Steam generator	63. Steam generator	80. Steam generator	97. Steam generator
7. Control building	30. High TDS tank	47. Steam generator	64. Steam generator	81. Steam generator	98. Steam generator
8. Control building	31. High TDS tank	48. Steam generator	65. Steam generator	82. Steam generator	99. Steam generator
9. Control building	32. High TDS tank	49. Steam generator	66. Steam generator	83. Steam generator	100. Steam generator
10. Control building	33. High TDS tank	50. Steam generator	67. Steam generator	84. Steam generator	101. Steam generator
11. Control building	34. High TDS tank	51. Steam generator	68. Steam generator	85. Steam generator	102. Steam generator
12. Control building	35. High TDS tank	52. Steam generator	69. Steam generator	86. Steam generator	103. Steam generator
13. Control building	36. High TDS tank	53. Steam generator	70. Steam generator	87. Steam generator	104. Steam generator
14. Control building	37. High TDS tank	54. Steam generator	71. Steam generator	88. Steam generator	105. Steam generator
15. Control building	38. High TDS tank	55. Steam generator	72. Steam generator	89. Steam generator	106. Steam generator
16. Control building	39. High TDS tank	56. Steam generator	73. Steam generator	90. Steam generator	107. Steam generator
17. Control building	40. High TDS tank	57. Steam generator	74. Steam generator	91. Steam generator	108. Steam generator
18. Control building	41. High TDS tank	58. Steam generator	75. Steam generator	92. Steam generator	109. Steam generator
19. Control building	42. High TDS tank	59. Steam generator	76. Steam generator	93. Steam generator	110. Steam generator
20. Control building	43. High TDS tank	60. Steam generator	77. Steam generator	94. Steam generator	111. Steam generator
21. Control building	44. High TDS tank	61. Steam generator	78. Steam generator	95. Steam generator	112. Steam generator
22. Control building	45. High TDS tank	62. Steam generator	79. Steam generator	96. Steam generator	113. Steam generator
23. Control building	46. High TDS tank	63. Steam generator	80. Steam generator	97. Steam generator	114. Steam generator

Contractor: Lead architect-engineer: Project management: Architect-engineer-contractor: General contractor: Civilian contractor	Bechtel Power Corp. Nuclear Projects, Inc. Nuclear Projects, Inc. Nuclear Projects, Inc. General Electric Company
Power: Net electrical output: Gross electrical output: Gross thermal output	1130 MW(e) net 1380 MW(e) gross 3430 MW(t) gross
Reactor core: Fuel element: Core diameter (outside): Core diameter (inside): Core length: Core weight: Fuel element weight: Fuel element length: Fuel element diameter	Cylindrical (UO₂) fuel 1.8 m (5.9 ft) 1.2 m (3.9 ft) 8.5 m (27.9 ft) 2400 t 2400 t 2400 t 2400 t 2400 t
Reactivity control: Control rod: Control rod length: Control rod diameter: Control rod weight	32 4.6 m (15 ft) 2.5 cm (1 in) 2.5 cm (1 in)
Fuel: Material: Enrichment: Fuel element: Fuel element length: Fuel element diameter: Fuel element weight	UO₂ 5% U-235 2.5 cm (1 in) 2.5 cm (1 in) 2.5 cm (1 in) 2.5 cm (1 in)
Primary coolant system: Type: Operating pressure: Reactor inlet temperature: Reactor outlet temperature: Condenser inlet temperature: Condenser outlet temperature	Pressurized water 15.5 MPa (225 psi) 287°C (549°F) 311°C (592°F) 121°C (250°F) 104°C (219°F)
Reactor pressure vessel: Type: Operating pressure: Reactor inlet temperature: Reactor outlet temperature: Design pressure: Design temperature: Design stress	Pressurized water 15.5 MPa (225 psi) 287°C (549°F) 311°C (592°F) 121°C (250°F) 104°C (219°F) 15.5 MPa (225 psi)
Containment: Type: Operating pressure: Reactor inlet temperature: Reactor outlet temperature: Design pressure: Design temperature: Design stress	Pressurized water 15.5 MPa (225 psi) 287°C (549°F) 311°C (592°F) 121°C (250°F) 104°C (219°F) 15.5 MPa (225 psi)
Steam generators: Type: Operating pressure: Reactor inlet temperature: Reactor outlet temperature: Design pressure: Design temperature: Design stress	Pressurized water 15.5 MPa (225 psi) 287°C (549°F) 311°C (592°F) 121°C (250°F) 104°C (219°F) 15.5 MPa (225 psi)
Turbine generator sets: Type: Operating pressure: Reactor inlet temperature: Reactor outlet temperature: Design pressure: Design temperature: Design stress	Pressurized water 15.5 MPa (225 psi) 287°C (549°F) 311°C (592°F) 121°C (250°F) 104°C (219°F) 15.5 MPa (225 psi)

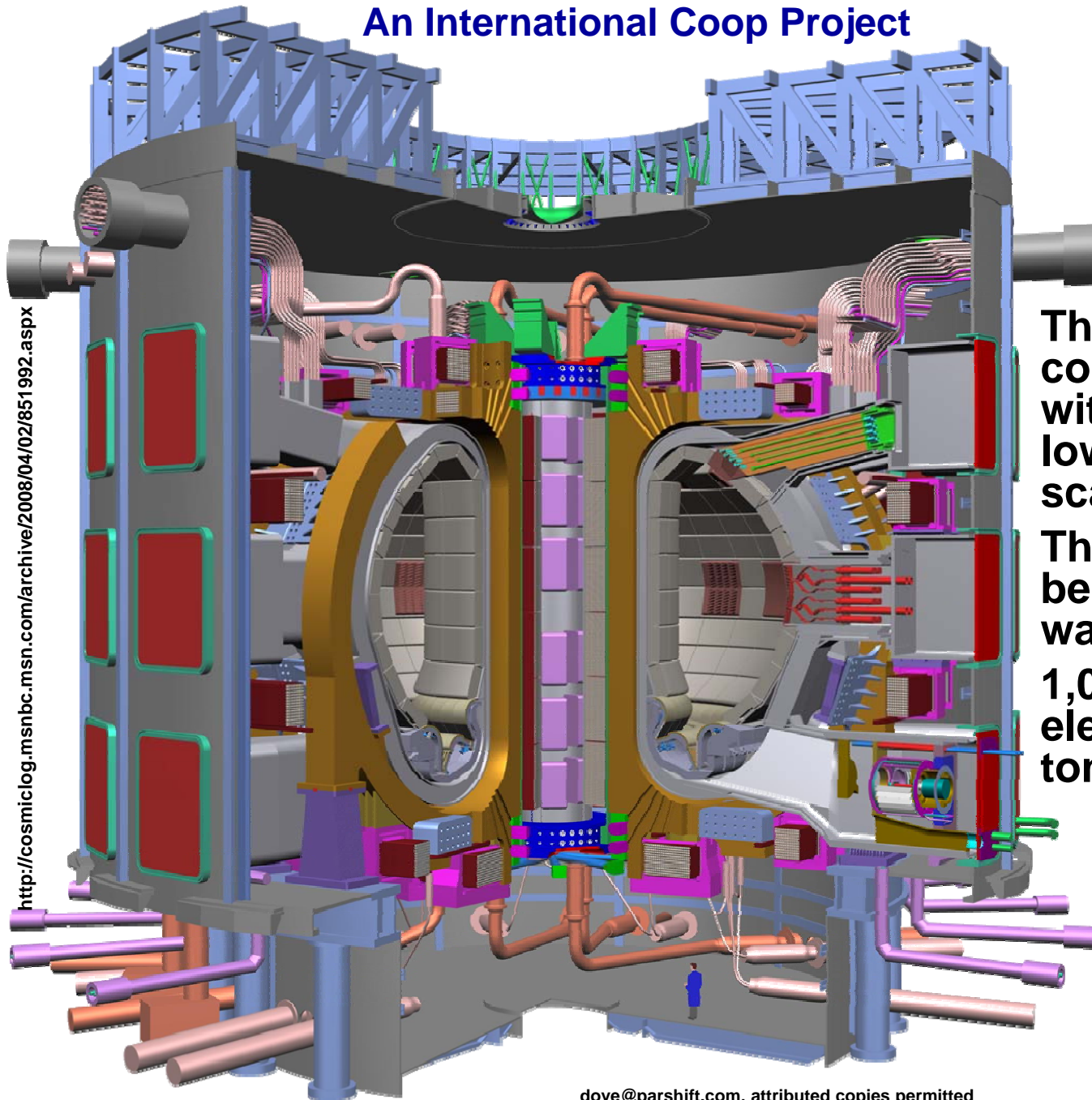
NUCLEAR ENGINEERING INTERNATIONAL SCANDIA 100
© 1975, Nuclear Engineering International
Nuclear Engineering International
Scandia House, Scandia Street,
London SE7 3JL, England



Snupps: Standardized Nuclear Unit Power Plant System. Creator: Nuclear Engineering International. Kansas City Power & Light Co., Burlington, Kansas. Original: 1975-11. <http://econtent.unm.edu/cgi-bin/showfile.exe?CISOROOT=/nuceng&CISOPTR=5&filename=8.pdf>

Fusion Power in 2016

An International Coop Project



<http://cosmiclog.msnbc.msn.com/archive/2008/04/02/851992.aspx>

The ITER plasma containment vessel, with a human figure, lower right, providing scale.

The fuel for fusion can be isolated from sea water.

1,000 megawatts of electricity burns 9,000 tons of coal.

Energy of the Future: Igniting a Star With Laser Light

Dave Bullock, 04May09, www.wired.com/science/discoveries/news/2009/05/gallery_nif



Like a scene out of *Half-Life*, the exterior of the NIF facility belies the history-making science conducted within.

Using 192 separate lasers and a 400-foot-long series of amplifiers and filters, scientists at Lawrence Livermore's National Ignition Facility (NIF) hope to create a self-sustaining fusion reaction like the ones in the sun or the explosion of a nuclear bomb — only on a much smaller scale.

"We are well on our way to achieving what we set out to do — controlled nuclear fusion and energy gain for the first time ever in a laboratory setting."

The hope is that this reaction will release more energy than the lasers put into the target isotopes and perhaps redefine the global energy crisis in the process.

prototype that flew to Africa



projected commercial version



Flying Car Flies From London To Africa

Slashdot 25Feb09: *“It may not be exactly what people have envisioned or tried over the years, but the BBC reports that a flying car has flown from London across into Africa.”*

www.parajet.com/index.php?id=138

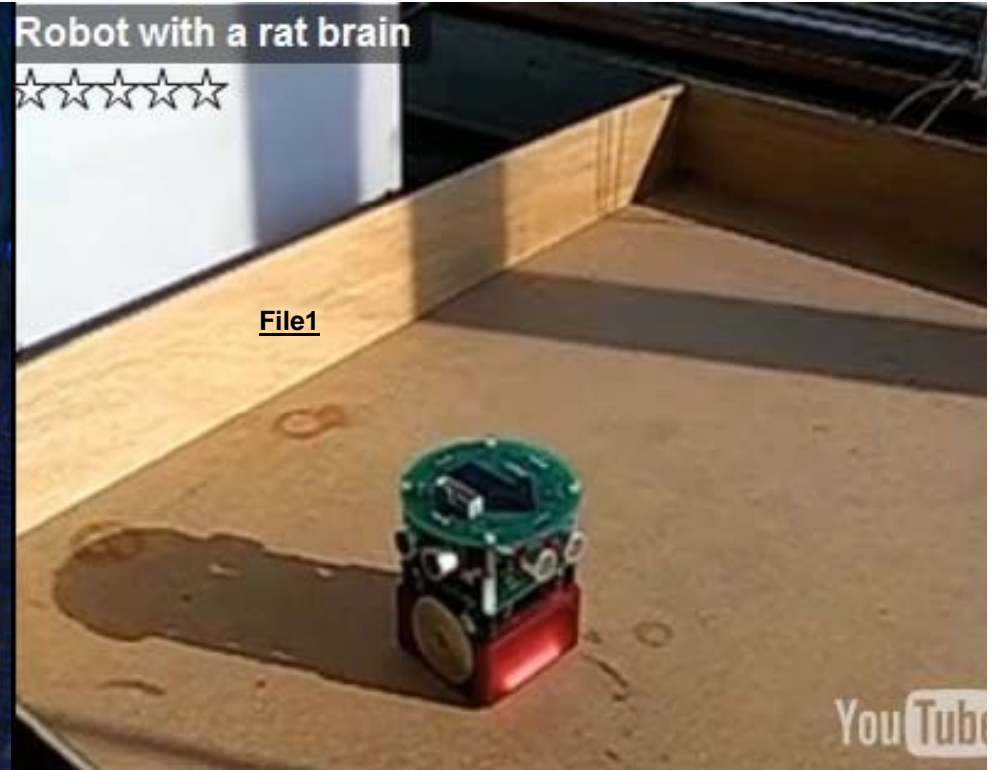


Inside a Predator Operation

File-2

Two people can control several drones from an air conditioned trailer 2,000 miles away — or 100 miles away.

The ability for the operators to distinguish targets, coordinate with controllers in theater and speak with spotters on the ground is a systems engineering feat.



Professor Warwick (who incidentally has a device implanted in his left arm that enables his nervous system to be connected to a computer) and his colleague Ben Whalley from the School of Pharmacy recently created a robot that is controlled by cultured rat neurons.

**Rat Brain Robot Now...
Human Brain Cells Next**

**Fusion of
Biology and Technology**

Surfdaddy Orca, 16Oct09, www.hplusmagazine.com/articles/robotics/using-human-%E2%80%9Cwetware%E2%80%9D-control-robots

DIY Life-Forming

www.huffingtonpost.com/2008/12/25/do-it-yourself-dna-amateu_n_153489.html

Meredith L. Patterson, a computer programmer by day, conducts an experiment in the dining room of her San Francisco apartment.

She ordered jellyfish DNA for a green fluorescent protein from a biological supply company for less than \$100...

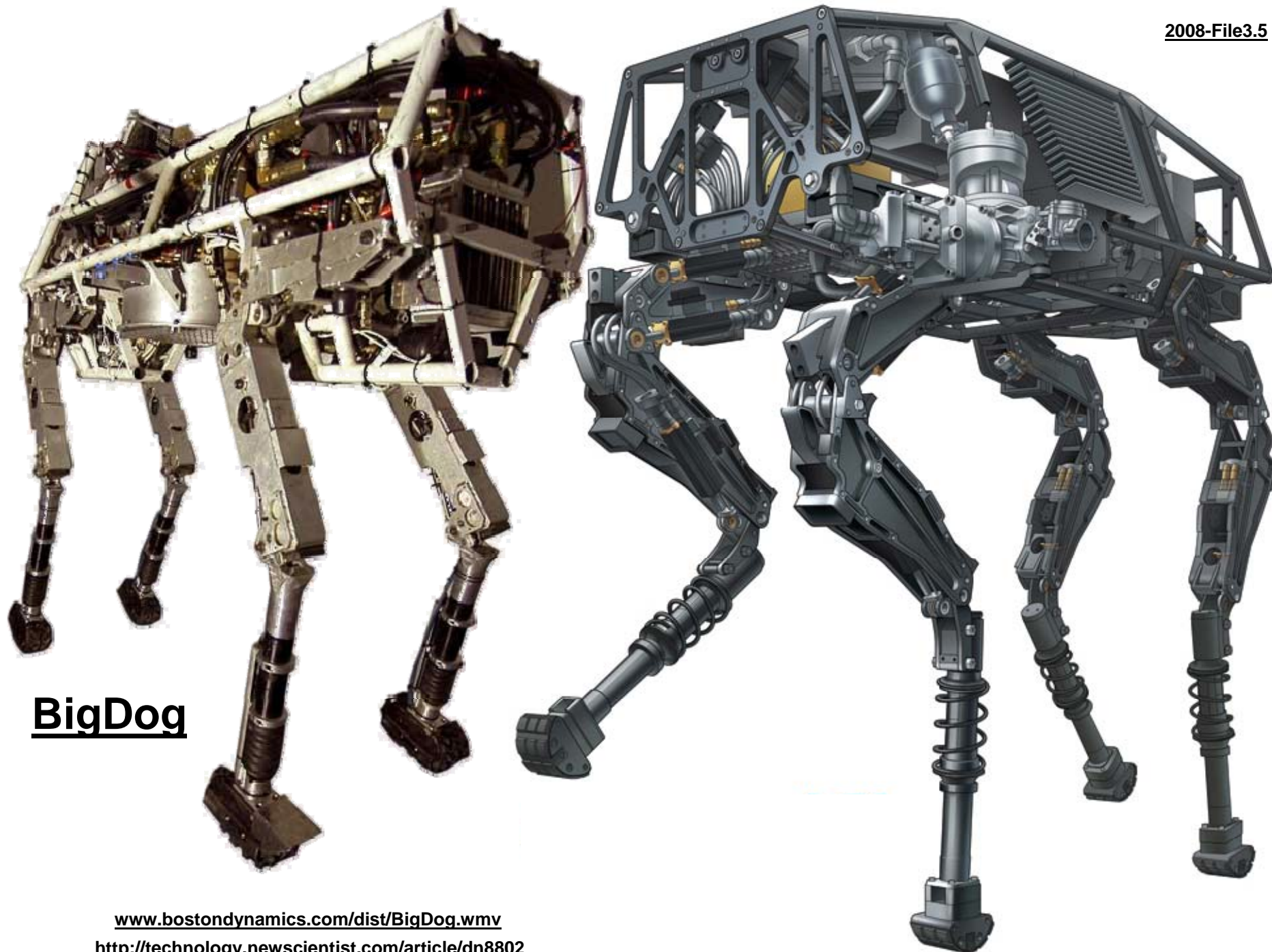
...to develop genetically altered yogurt bacteria that will glow green to signal the presence of melamine, the chemical that turned Chinese-made baby formula and pet food deadly.

And she built her own lab equipment, including a gel electrophoresis chamber, or DNA analyzer, which she constructed for less than \$25.



Unmanned (Autonomous) Systems





BigDog

www.bostondynamics.com/dist/BigDog.wmv
<http://technology.newscientist.com/article/dn8802>

dove@parshift.com, attributed copies permitted

System Engineering Problems Looking for Solutions

Learning how things really work (you...every day from birth)

Baby's are the ultimate SEs, figuring out how it all works, and how to work/beat the system. That never stops.

You're a natural at it.

On the edge of systems engineering interests:

Systems of systems

Multi-agent systems

Gaming systems

Resilient systems

Autonomous systems

Adaptable systems

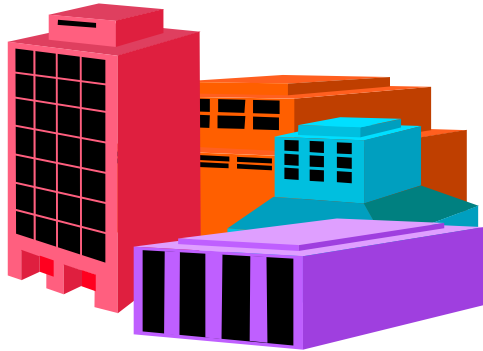
Evolving systems

Natural systems

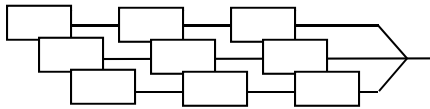
Emergent behaviors

Unintended consequences

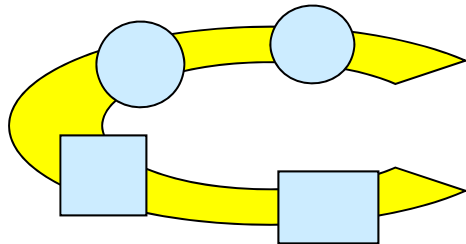
Basic Definitions



Company of Divisions



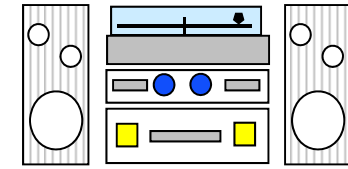
Chain of Suppliers



Cell of Workstations

System

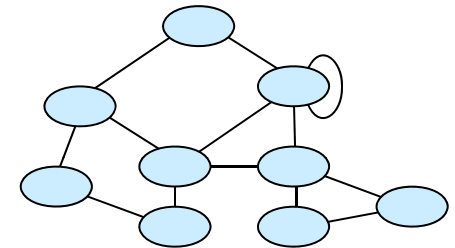
A group of modules sharing a common interaction framework and serving a common purpose.



Stereo System of Components

Framework

A set of standards constraining and enabling the interactions of compatible system modules.



Practice of Procedures

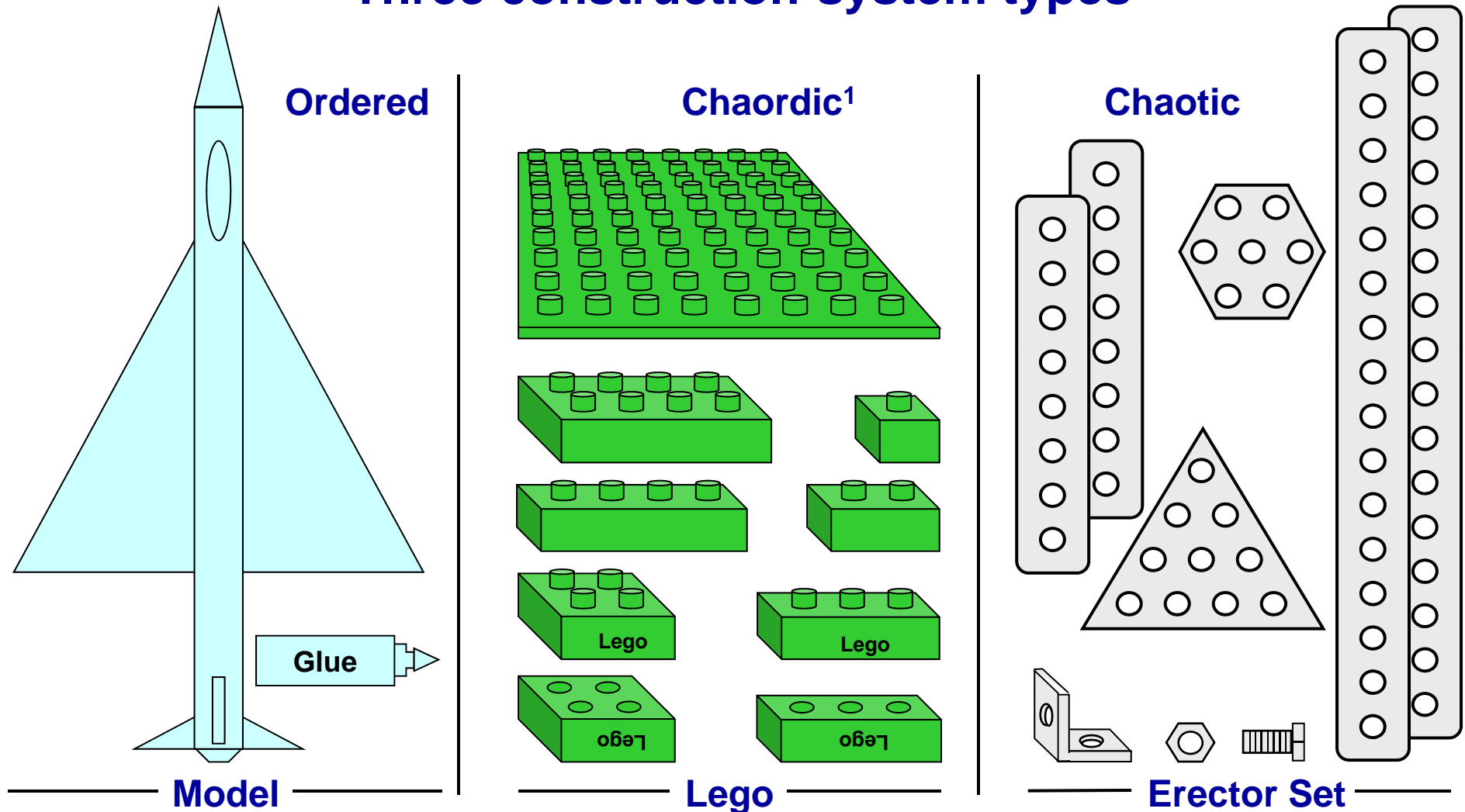
Module

A separable system sub-unit with a self-contained capability/purpose/identity, and capable of interaction with other modules.



Team of People

Frameworks/Infrastructures: Three construction-system types



¹ Dee Hock (Visa Corp) coined the word *chaord* for organisms, organizations, and systems which harmoniously exhibit characteristics of both order and chaos.

What is System Engineering and What do SysEs do?

Systems Engineering

Niches

- Embedded systems engineering (e.g., electronic on-chip controls)**
- Software systems engineering (e.g., OO and SOA)**
- Defense systems engineering (e.g., weapon systems, IED defeators)**
- Big systems engineering (e.g., aircraft, power plants, power grid)**
- Security Systems Engineering (e.g., usable secure systems)**
- Open systems engineering (e.g., Wikipedia)**
- Everyday systems engineering (e.g., wedding planning)**
- Open systems engineering & evolution (e.g., home entertainment)**
- Robotic systems engineering (safe functionality)**
- ... many more**

In the Large

- Architecture (structure and strategy)**
- Systems Thinking (how does/will/must it really work)**
- Trade-off Design Analysis (resolving design value conflicts)**
- Trade-off Implementation Management (real-time conflict resolution)**

In the Detail

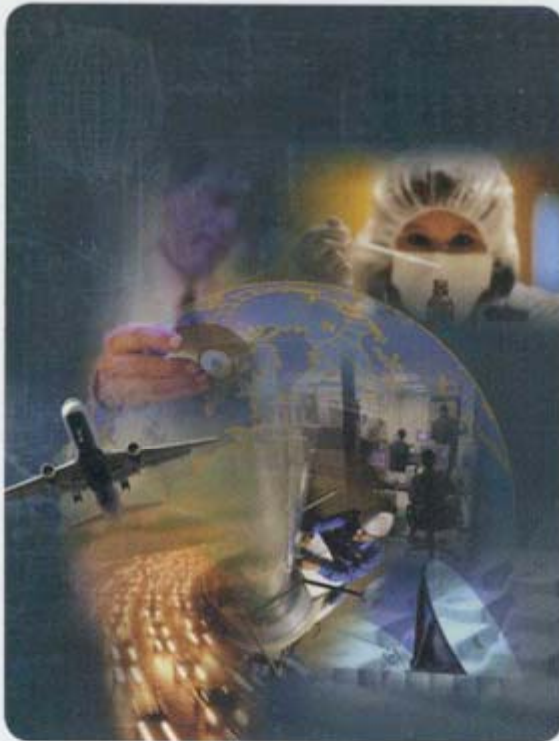
- Best-practice standard processes**

**Supports the CSEP exam
(Certified Systems Engineering Professional)**



SYSTEMS ENGINEERING HANDBOOK

A GUIDE FOR SYSTEM LIFE CYCLE PROCESSES AND ACTIVITIES



Version 3.1 August 2007

Members \$20, or free e-download

4. Technical Processes

- 4.1 Introduction.**
- 4.2 Requirements Definition Process**
- 4.3 Requirements Analysis Process**
- 4.4 Architectural Design Process**
- 4.5 Implementation Process**
- 4.6 Integration Process**
- 4.7 Verification Process**
- 4.8 Transition Process**
- 4.9 Validation Process**
- 4.10 Operation Process**
- 4.11 Maintenance Process**
- 4.12 Disposal Process**

Systems engineering is a discipline that concentrates on the design and application of the whole (system) as distinct from the parts. It involves looking at a problem in its entirety, taking into account all the facets and all the variables and relating the social to the technical aspect. (Ramo)

Systems engineering is an iterative process of top-down synthesis, development, and operation.

**Conforms to ISO/IEC 15288
System Engineering Standard**

70% of cost is committed during Concept Phase ...and you can't afford to go back and re-do it

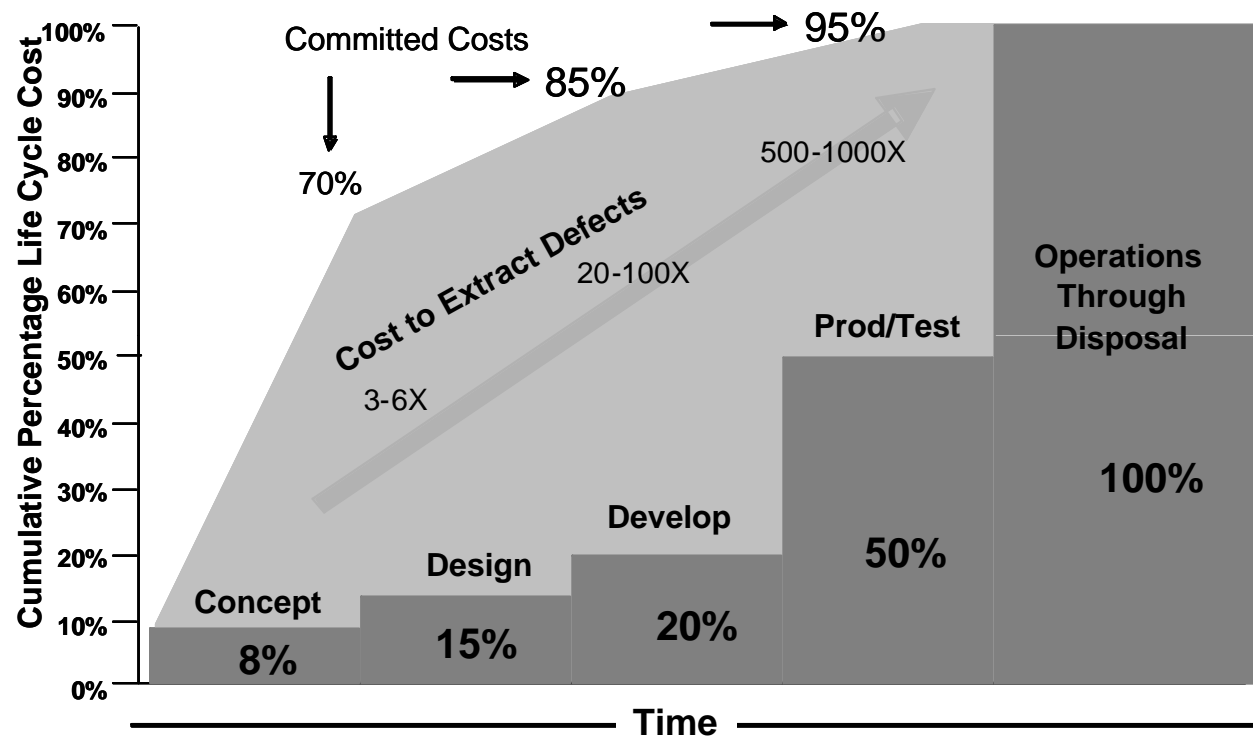


Figure 2-3 Committed Life Cycle Cost against Time

INCOSE Systems Engineering Handbook, V 3.1, p 2.6

From Defense Acquisition University 1993

Corollary: the hardest decisions to question are those made first

So: the most important work happens first

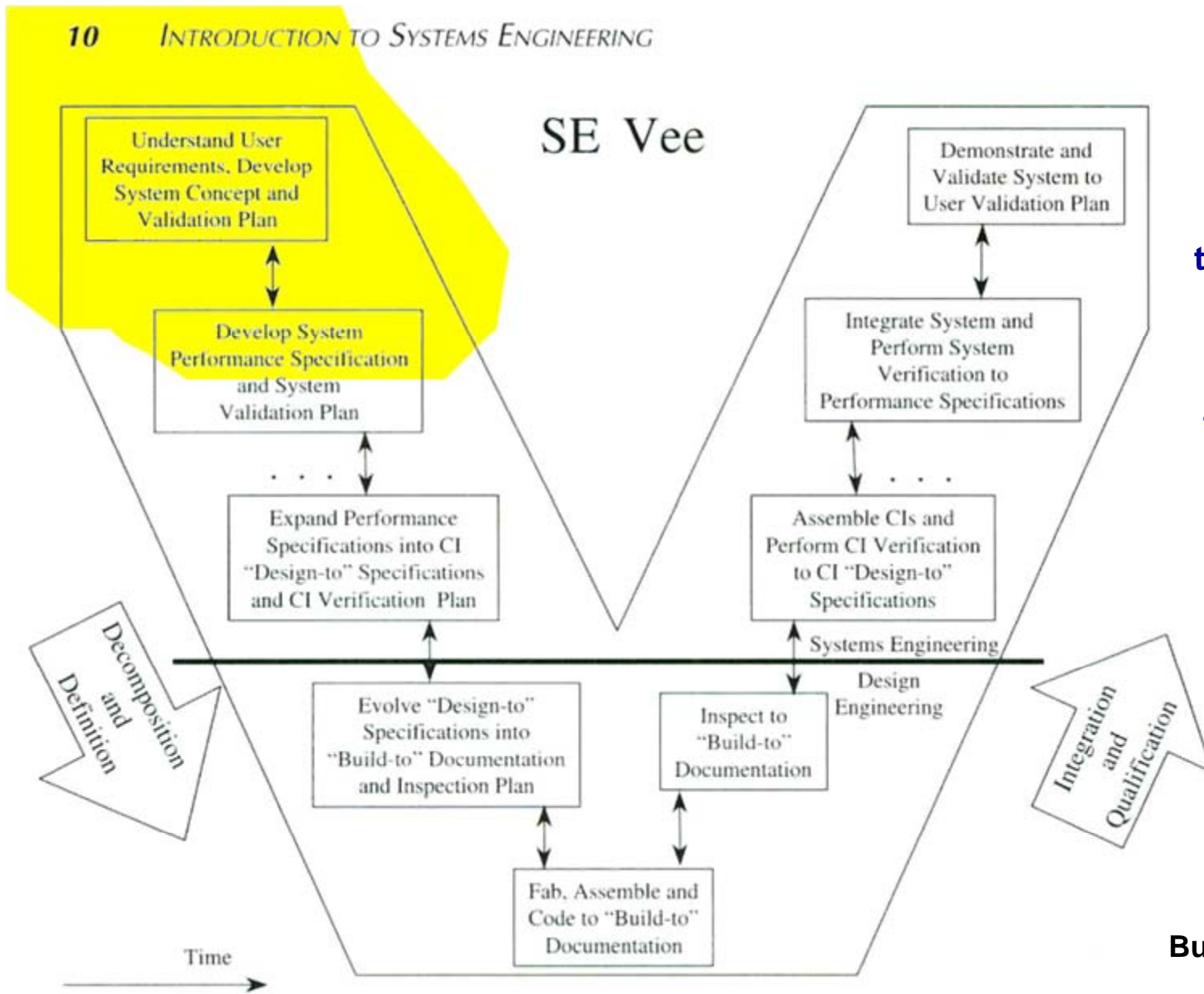
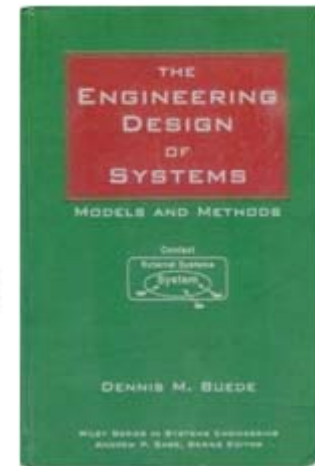


FIGURE 1.3 Systems engineering "Vee" (after Forsberg and Mooz, 1992).

"...the development of a basic idea and the first embodiment of the idea; these two initial activities are often called invention and are usually not part of the engineering of a system..."
Dennis Buede



Buede's book addresses the procedures and processes that turn concept into reality. That is the process part of Systems Engineering

Systems Engineering Life Cycle Models

INCOSE Systems Engineering Handbook, V 3.1, p 3.5

Typical High-Tech Commercial Systems Integrator

Study Period				Implementation Period			Operations Period		
User Requirements Definition Phase	Concept Definition Phase	System Specification Phase	Acq Prep Phase	Source Select. Phase	Development Phase	Verification Phase	Deployment Phase	Operations and Maintenance Phase	Deactivation Phase

Typical High-Tech Commercial Manufacturer

Study Period			Implementation Period			Operations Period		
Product Requirements Phase	Product Definition Phase	Product Development Phase	Engr Model Phase	Internal Test Phase	External Test Phase	Full-Scale Production Phase	Manufacturing Sales, and Support Phase	Deactivation Phase

ISO/IEC 15288

Concept Stage	Development Stage	Production Stage	Utilization Stage	Retirement Stage
			Support Stage	

US Department of Defense (DoD) 5000.2



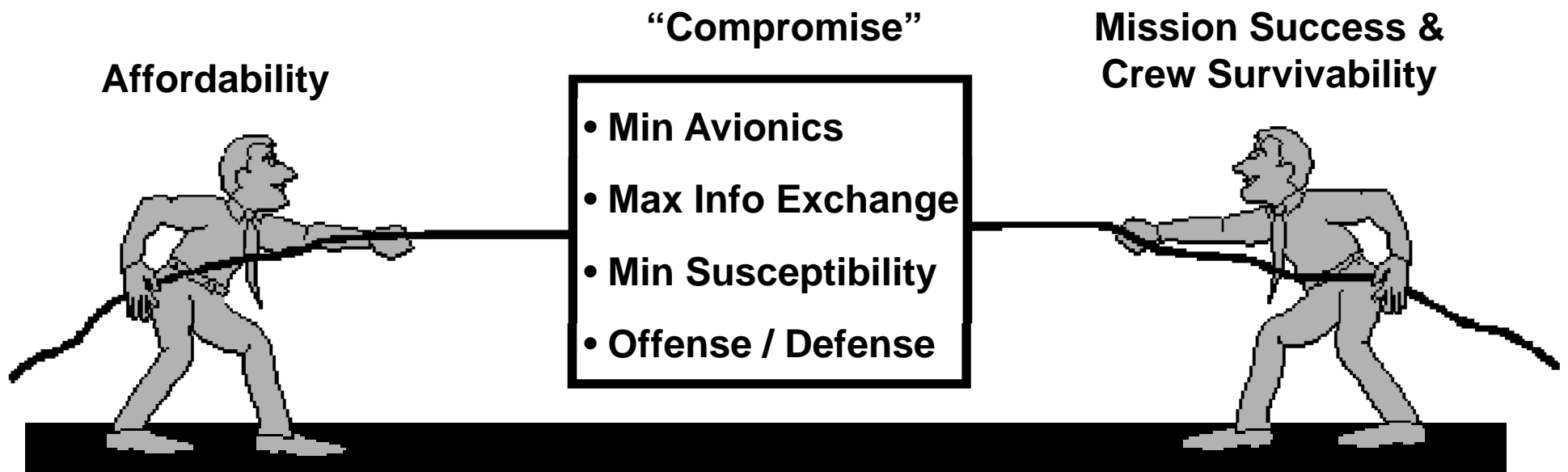
US Department of Energy (DoE)

Project Planning Period			Project Execution			Mission	
Pre-Project	Preconceptual Planning	Conceptual Design	Preliminary Design	Final Design	Construction	Acceptance	Operations

Typical Decision Gates

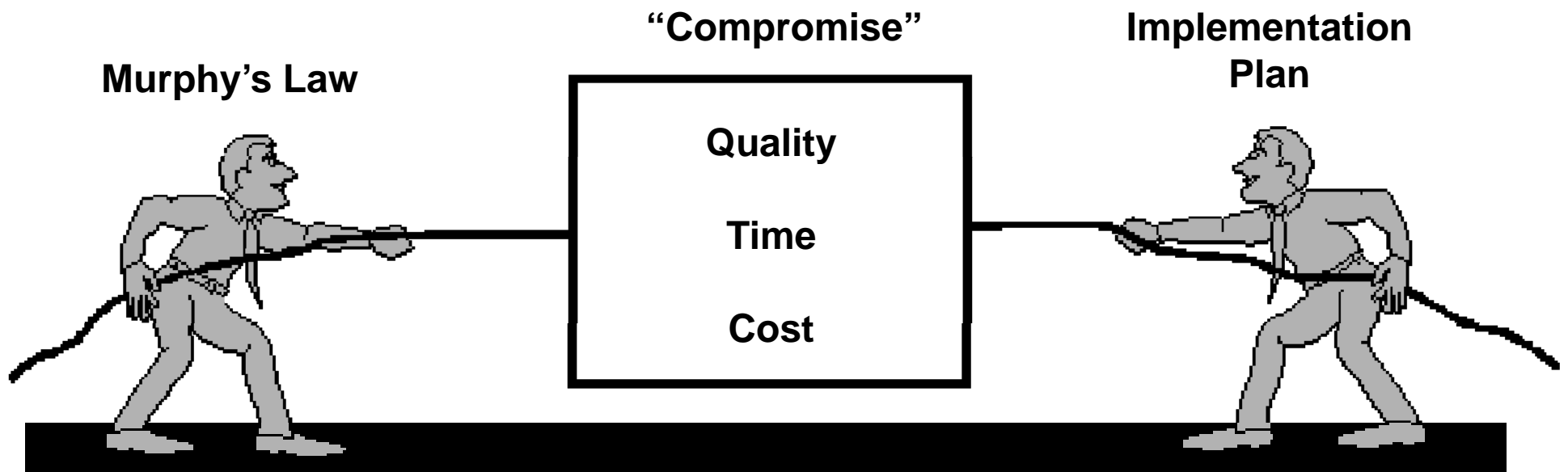


Design Trade-Offs – Conflicting Values



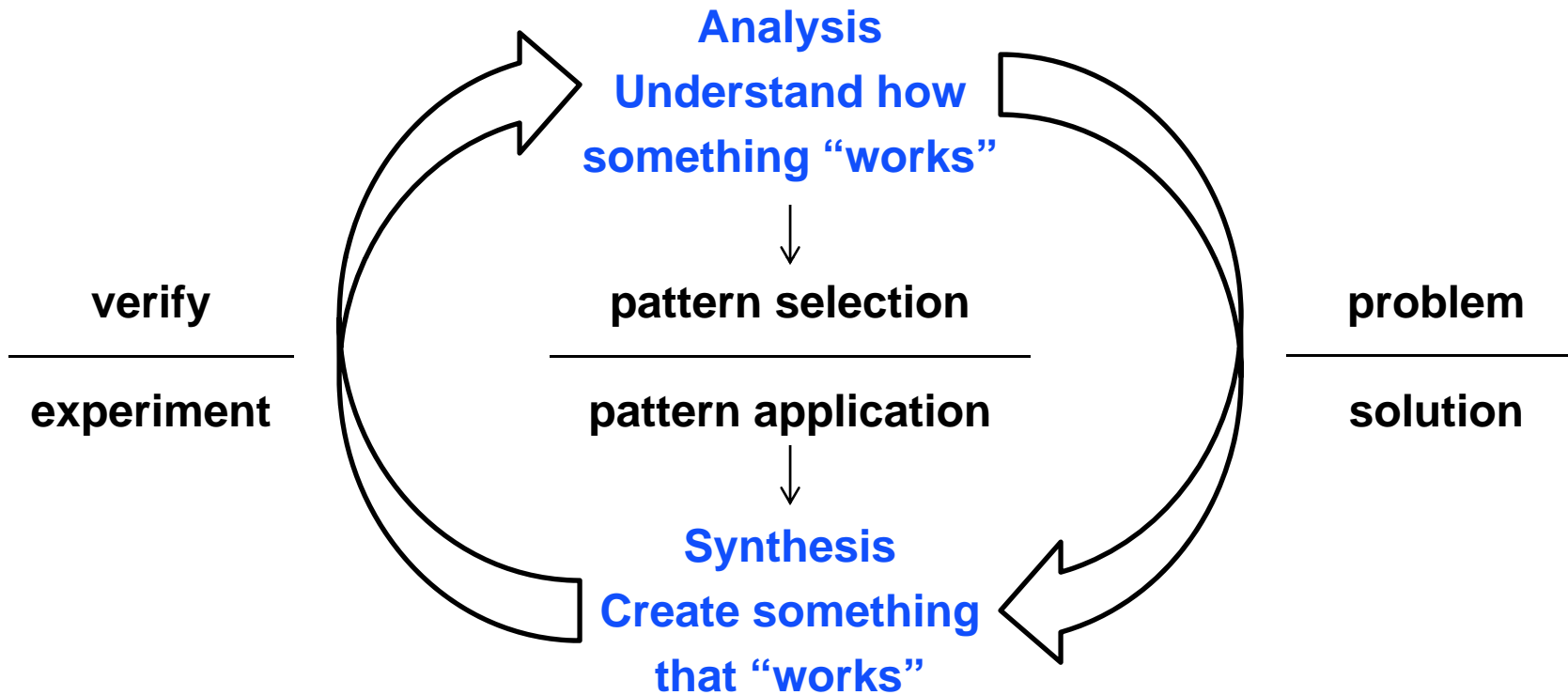
<http://www.megasociety.org/noesis/167/9.htm>

Real-Time Trade-Offs – Conflicting Events



<http://www.megasociety.org/noesis/167/9.htm>

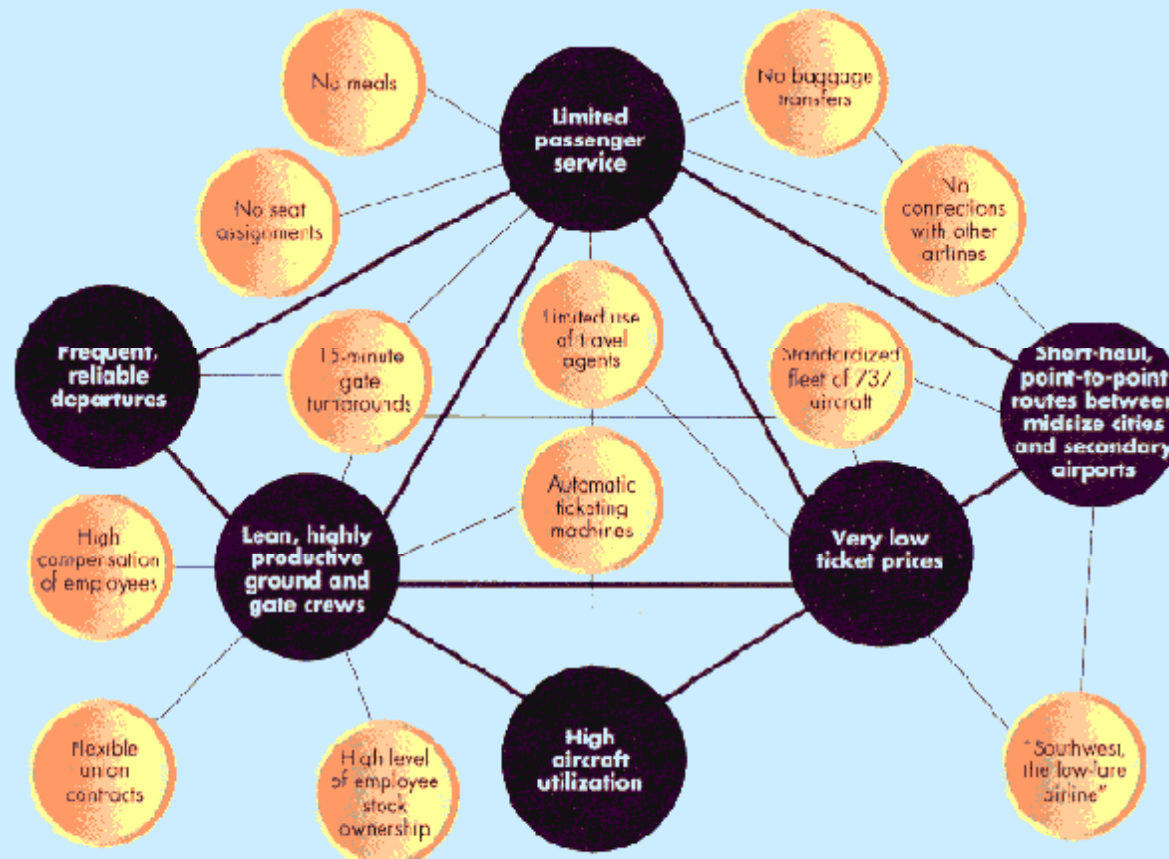
Two Sides of the Same Coin



Concept of Operations (conceptual)

"What is Strategy?", Michael Porter, Harvard Business Review, Nov-Dec '96

Southwest Airlines' Activity System



All differences in cost or price derive from hundreds of activities required to create, produce, sell, and deliver.

Activities are the basic units of competitive advantage.

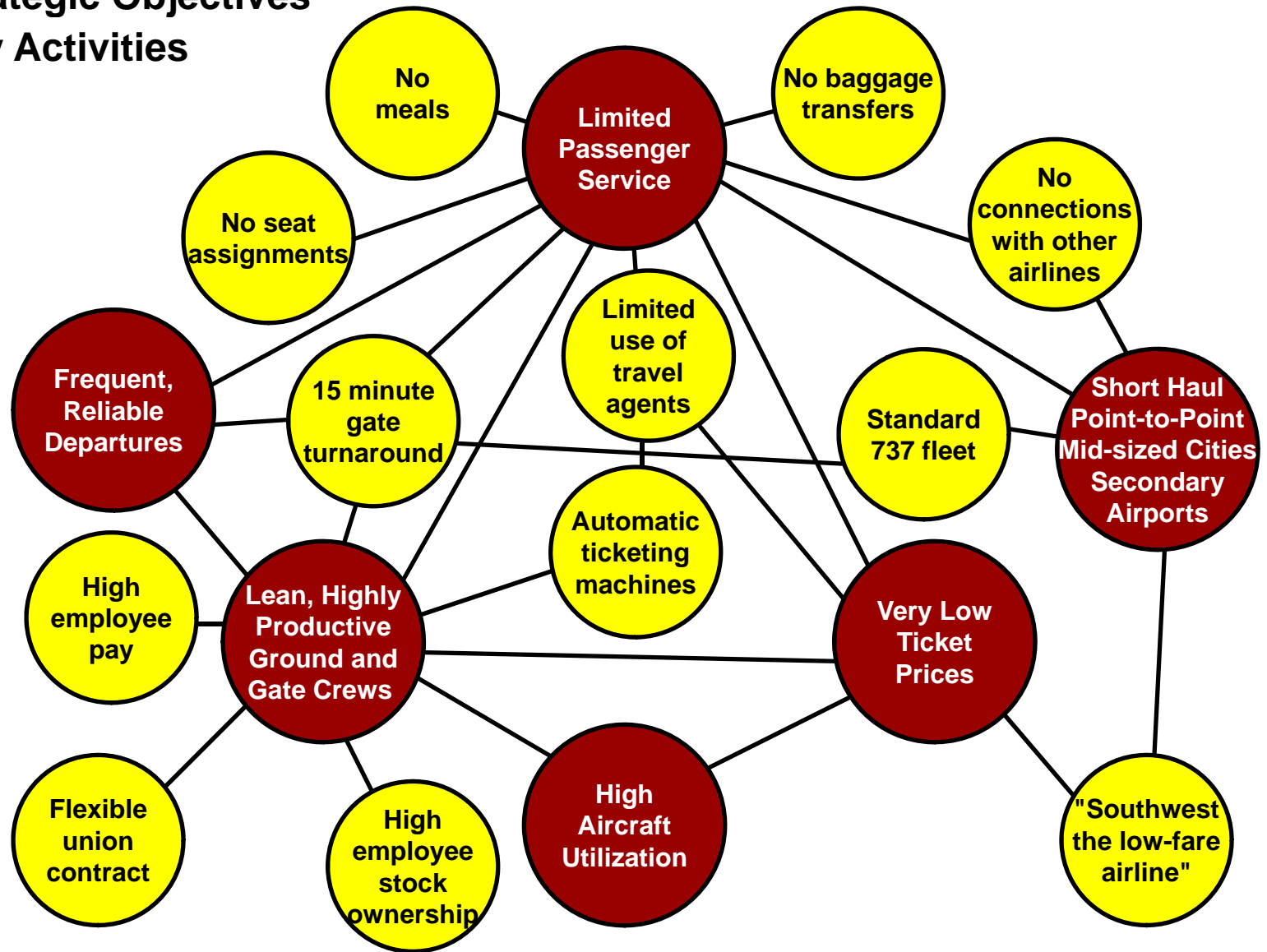
Overall advantage or disadvantage results from all of a company's activities, not only a few.

Strategic positioning means performing *different activities* from rivals' or performing similar activities in *different ways*.

Southwest Airlines

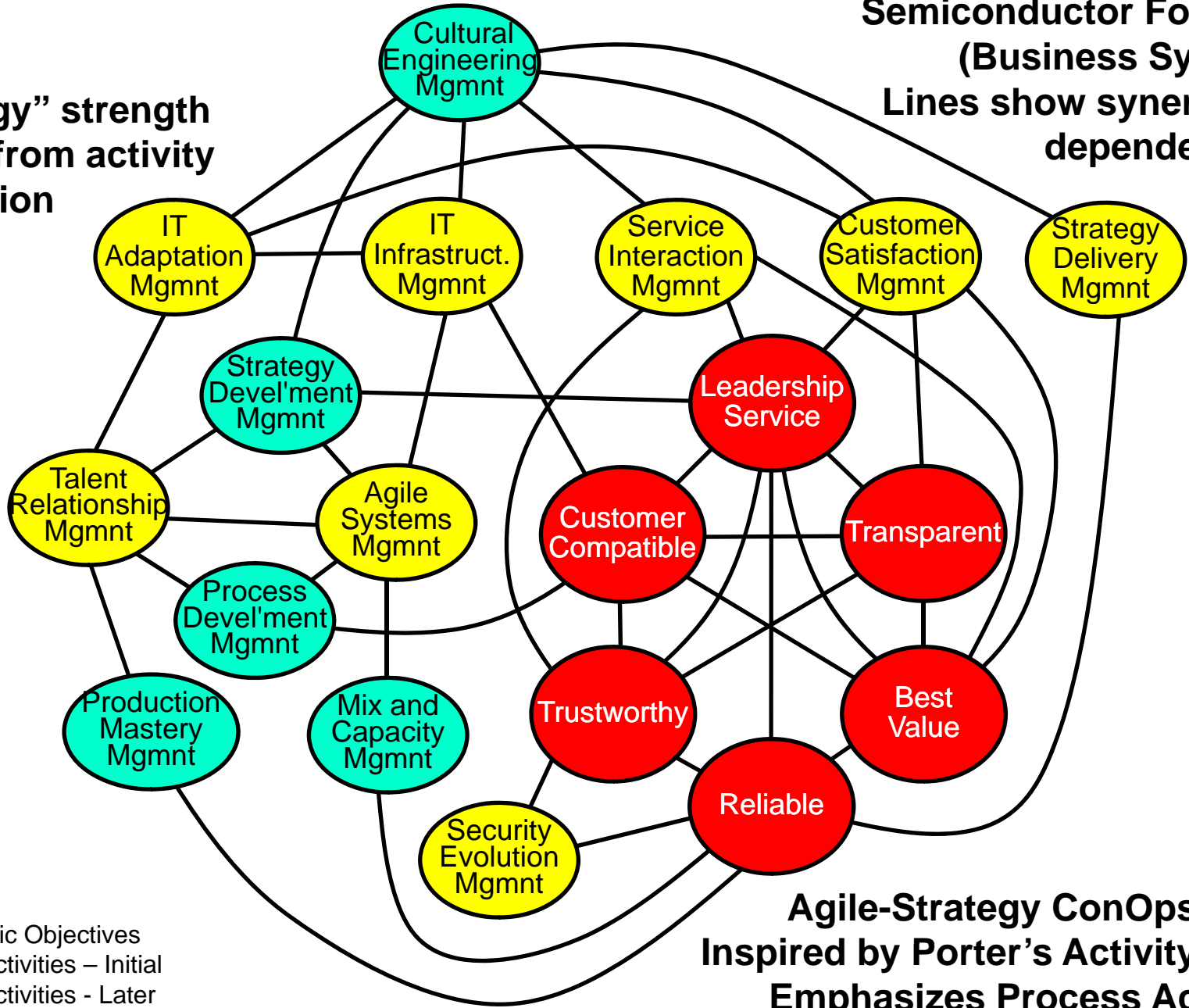
(Concept of Operations – Value Proposition Focus)

- Strategic Objectives
- Key Activities



**Semiconductor Foundry
(Business System)
Lines show synergistic dependencies**

“Strategy” strength comes from activity interaction



- - Strategic Objectives
- - Agile Activities – Initial
- - Agile Activities - Later

**Agile-Strategy ConOps Web
Inspired by Porter’s Activity Web
Emphasizes Process Activity
and Response Objectives**

On Design Patterns and Expertise

The work of Nobel Laureate Herbert Simon: central finding was that pattern recognition is critical in most human decision making tasks:

“The more relevant patterns at your disposal, the better your decisions will be. ... We need to pay much more explicit attention to teaching pattern recognition.

P.E. Ross, “Flash of Genius,” Forbes, pp. 98-104, Nov. 1998.
www.forbes.com//forbes/1998/1116/6211098a.html

Hawkins is a founder of two leading mobile computing companies—Palm Computing and Handspring—and also of the Redwood Neuroscience Institute in Menlo Park, Calif., which explores memory and cognition.

Systems Analysis: The Brain A Pattern Memory and Prediction System

The brain constantly compares new sensory information with stored memories and experiences and combines the information to anticipate the future. In essence, **as we wander around, we build a reserve of information from which we construct an internal model of the world.** But we constantly update that model.

The continuous interplay of sensory input, memory, prediction and feedback—which occurs instantly through parallel processing in the neocortex—ultimately gives rise to consciousness and intelligence.

Hawkins proffers a "comprehensive theory of how the brain works," of "what intelligence is," and of "how your brain creates it."

This book provides some provocative thoughts on how the brain and the mind may actually function.

Richard Lipkin, Scientific American





Photo: Ethan Hill
Scientific American. Aug 2006

The Expert Mind

Studies of the mental processes of chess grandmasters have revealed clues to how people become experts in other fields as well.

Effortful study is the key to achieving success in chess, classical music, soccer and many other fields. New research has indicated that *motivation* is a more important factor than innate ability.

**200,000 patterns,
10,000 hours**

Systems Evolution and Innovation

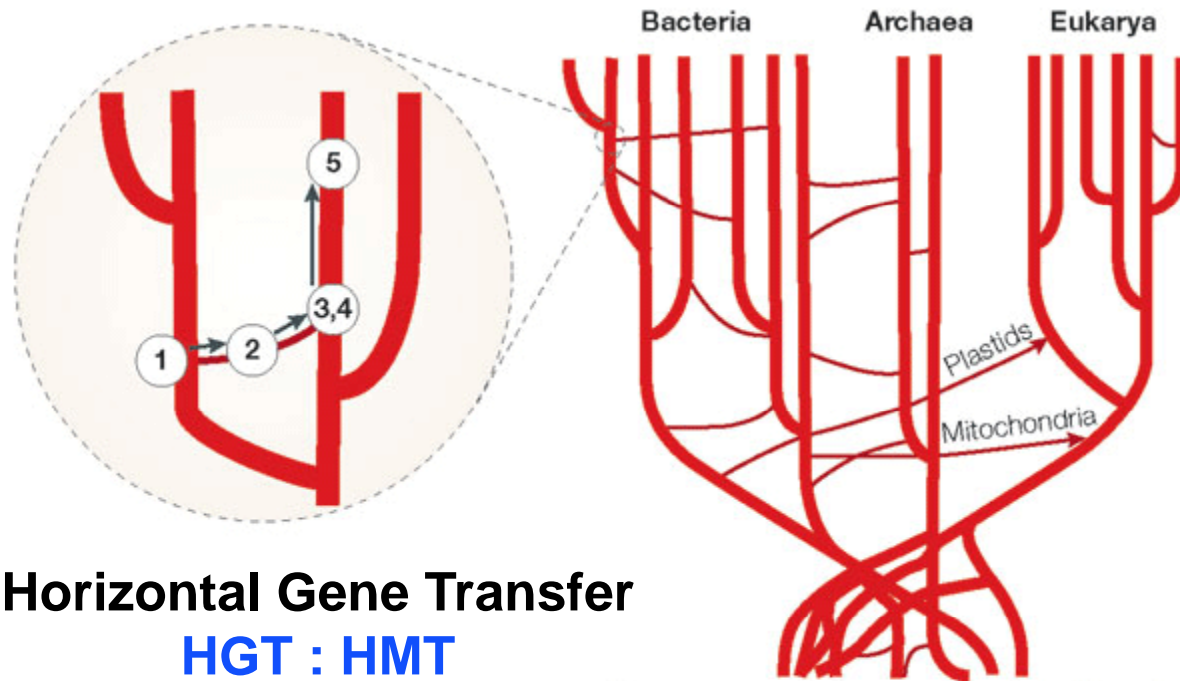
Woese, Carl. 2000. Interpreting the universal phylogenetic tree. PNAS. 97(15):8392-6. www.ncbi.nlm.nih.gov/pmc/articles/PMC26958/pdf/pq008392.pdf

“Vertically generated and horizontally acquired variation could be viewed as the yin and the yang of the evolutionary process.

Vertically generated variation is necessarily highly restricted in character; it amounts to variations on existing themes.

Horizontal transfer, on the other hand, can call on the diversity of the entire biosphere, molecules and systems that have evolved under all manner of conditions, in a great variety of different cellular environments.

Thus, horizontally derived variation is the major, if not the sole, evolutionary source of true innovation.”



Horizontal Gene Transfer

HGT : HMT

Horizontal Meme Transfer

A continuum of 5 steps leading to the stable inheritance of a transferred gene in a new host.

Figure from: Smets, Barth F. and Tamar Barkay. 2005. Horizontal gene transfer: perspectives at a crossroads of scientific disciplines. *Nature Reviews Microbiology* 3, 675-678 (September 2005).

Copyright © 2005 Nature Publishing Group

The Aircraft ISR Re-Fit Problem

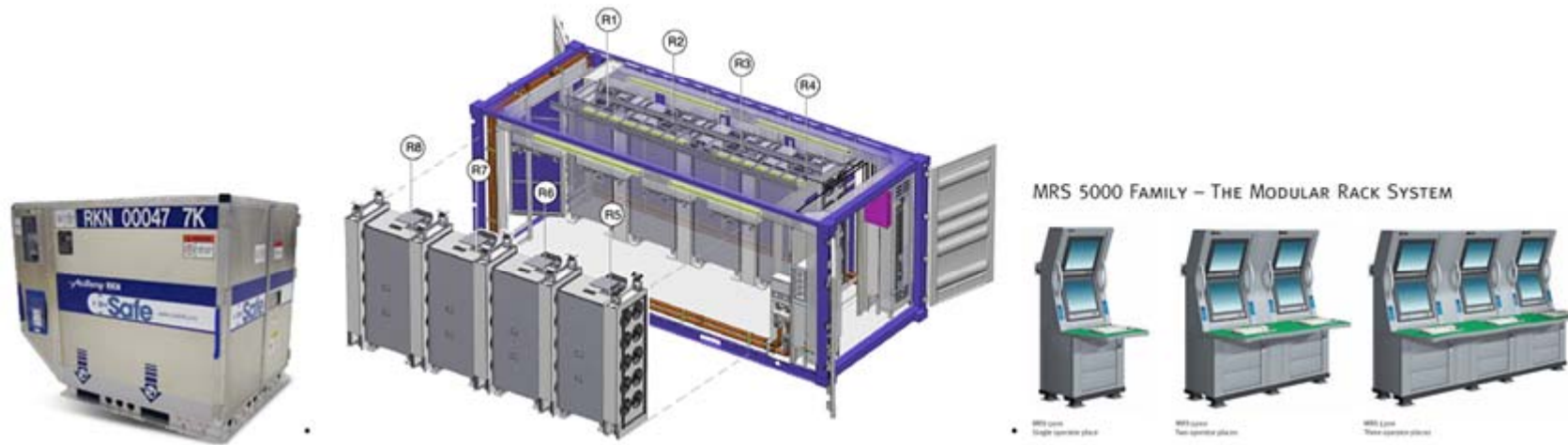
- ❑ Mission system installation in military acquisition context
- ❑ Customer's need for the latest technology
- ❑ Technology advances are creating new mission systems at an increasing rate, driving the demand for QRC.
- ❑ Goal is to shorten the completion time without compromising quality
- ❑ Mission requirements and “boxes” often change late
- ❑ Army wants QRC for intelligence surveillance reconnaissance (ISR) to be robust, scalable, tailorable
- ❑ Air Force wants QRC challenges continually met as success is measured by rapidly adapted EW

What is needed:

**Process Architecture for
Quick Reaction Capability (QRC)**

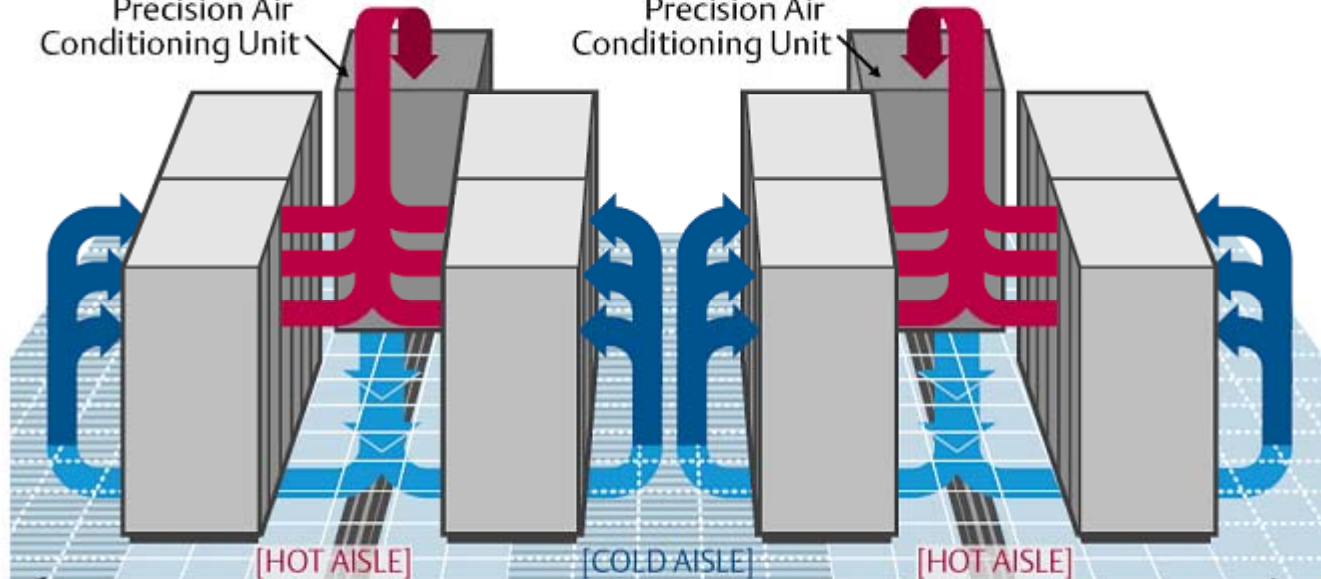
ISR: Intelligence, Surveillance, Reconnaissance

Using Modular Concept Patterns



Unit Load Devices (ULDs)

Precision Air Conditioning Unit



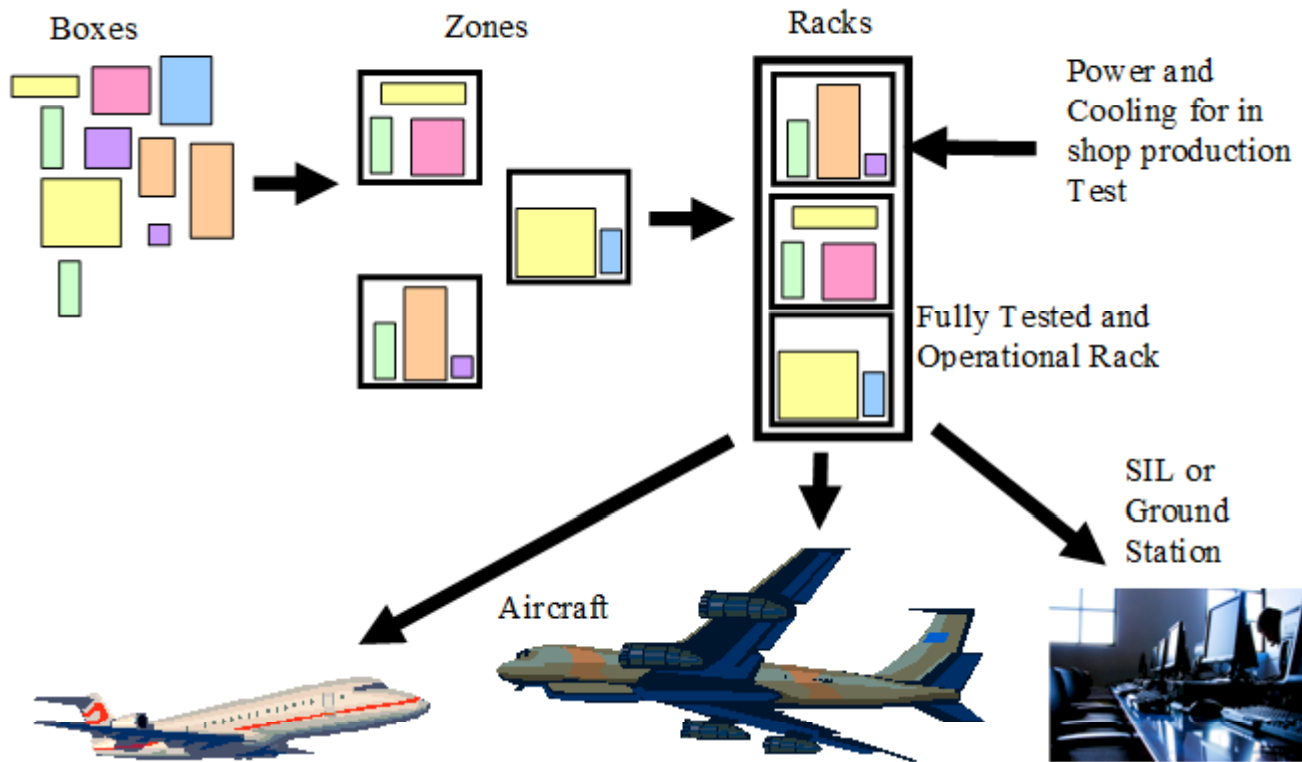
Data Centers

Precision Air Conditioning Unit

Navy Ship Modular Racks

Hot Aisle and Cold Aisle (Liebert Corporation 2006, 7)

Quick-Reaction Aircraft Installation Architecture



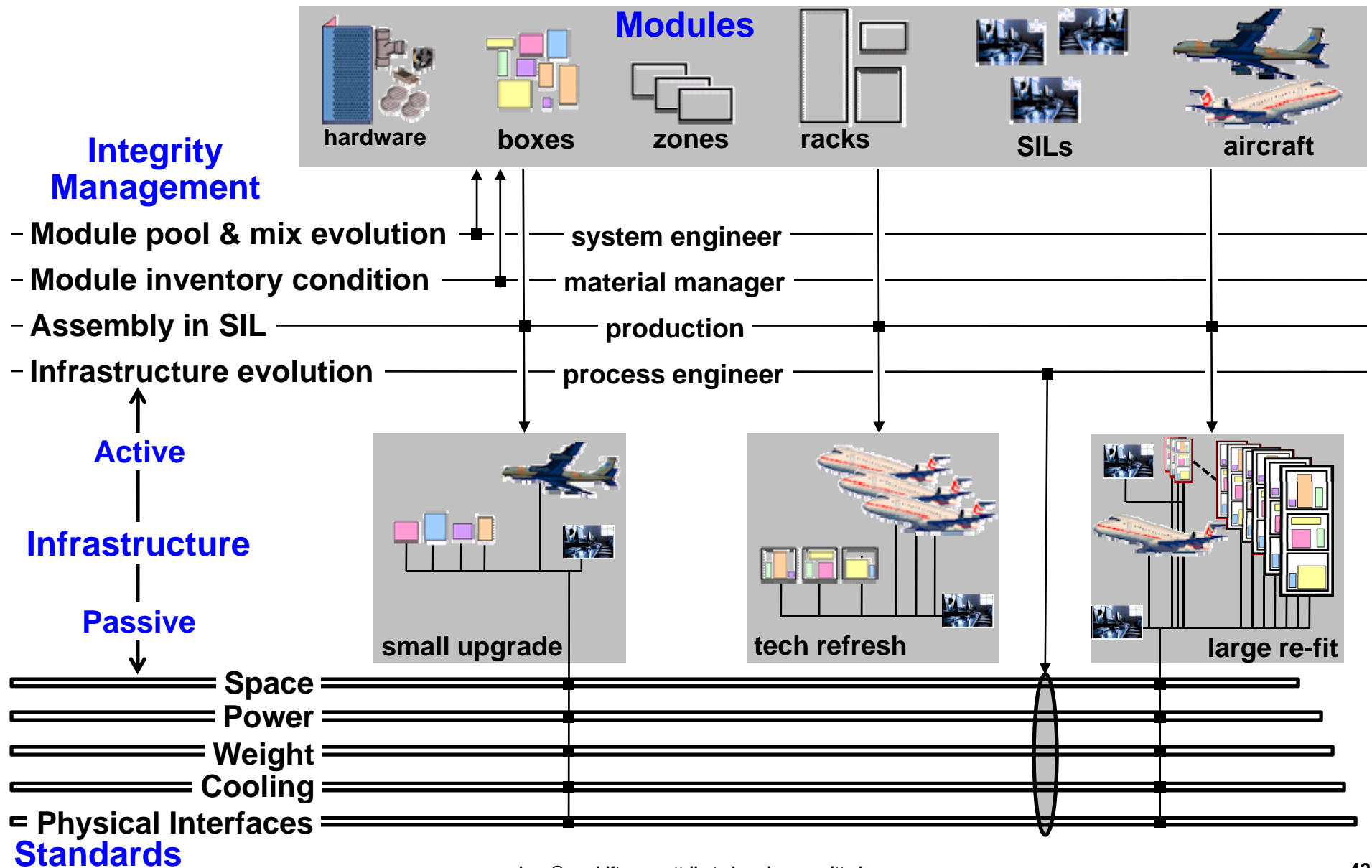
The aircraft installation infrastructure must be modified. A one time event during the original modification.

Once done, rack modules can be removed and re-connected on multiple platforms without further modifications.

SIL: Systems Integration Lab

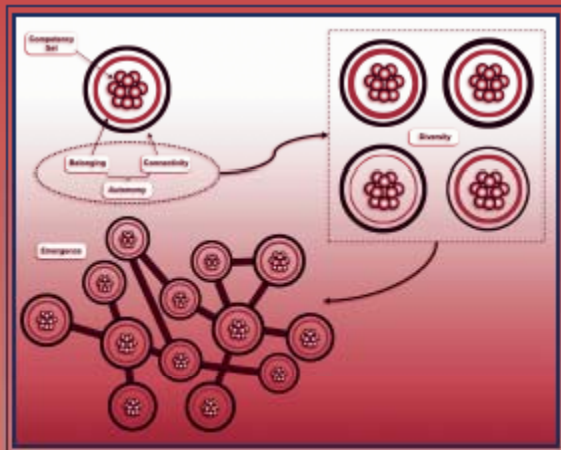
Parameter	Nature of Interoperability Standard
Space	Racks shall be designed in preset widths, depths and heights.
Power	Each rack shall have a maximum kW equipment load rating. Racks with multiple power types (e.g. 115 VAC 400 Hz and 28 VDC) limits should be set on each type.
Weight	Each rack shall have a maximum equipment weight rating.
Cooling	Each rack shall rate the kW cooling capacity at a specified exhaust temperature.
Physical Interfaces	Rack mounting provisions, cooling connections, and electrical connection interfaces shall have standard locations and configurations.

QRC Aircraft Installation Architecture



Systems Thinking

Coping with 21st Century Problems



John Boardman
Brian Sauser

 CRC Press
Taylor & Francis Group

Manufacturing & Industrial Engineering

Systems Thinking

Coping with 21st Century Problems

By examining the links and interactions between elements of a system, systems thinking is becoming increasingly relevant when dealing with global challenges, from terrorism to energy to healthcare. Addressing these seemingly intractable systems problems in our society, *Systems Thinking: Coping with 21st Century Problems* focuses on the inherent opportunities and difficulties of a systems approach. Taking an engineering systems view toward systems thinking, the authors place a high value on the thinking process and the things applied to this process.

In the hopes of initiating critical thinking and encouraging a systems response to problems, the book provides pragmatic mechanisms to understand and address co-evolving systems problems and solutions. It uses several contemporary and complex societal issues, such as the Iraq war, the Google phenomenon, and the C2 Constellation, to illustrate the concepts, methods, and tools of a system as well as the meaning of *synergism* in a system. The text also interweaves the meanings of *complexity*, *paradox*, and *system* to promote the improvement of difficult situations.

Featuring a holistic, nonlinear way of looking at systems, this book helps readers better organize and structure their thinking of systems in order to solve complex, real-world problems.

Features

- Incorporates systems concepts, patterns of thinking, and examples from a range of domains, including technology development, engineering, business management, the intelligence community, and policy
- Highlights the use of systemigrams, a unique form of system diagramming that aids companies in their thinking of major endeavors
- Discusses *system of systems* (SoS) in terms of the authors' original research on various defense and space projects
- Includes an extensive number of exercises as well as many case studies and results from collaborative research and development projects with leading corporations
- Offers a free software tool called SystemiTool, useful for creating, editing, and demonstrating systemigrams, on the authors' website

 CRC Press
Taylor & Francis Group
an informa business
www.taylorandfrancisgroup.com

6000 Broken Sound Parkway, NW
Suite 200, Boca Raton, FL 33432
New York, NY 10016
2 Park Square, Milton Park
Abingdon, Oxon OX14 4RN, UK

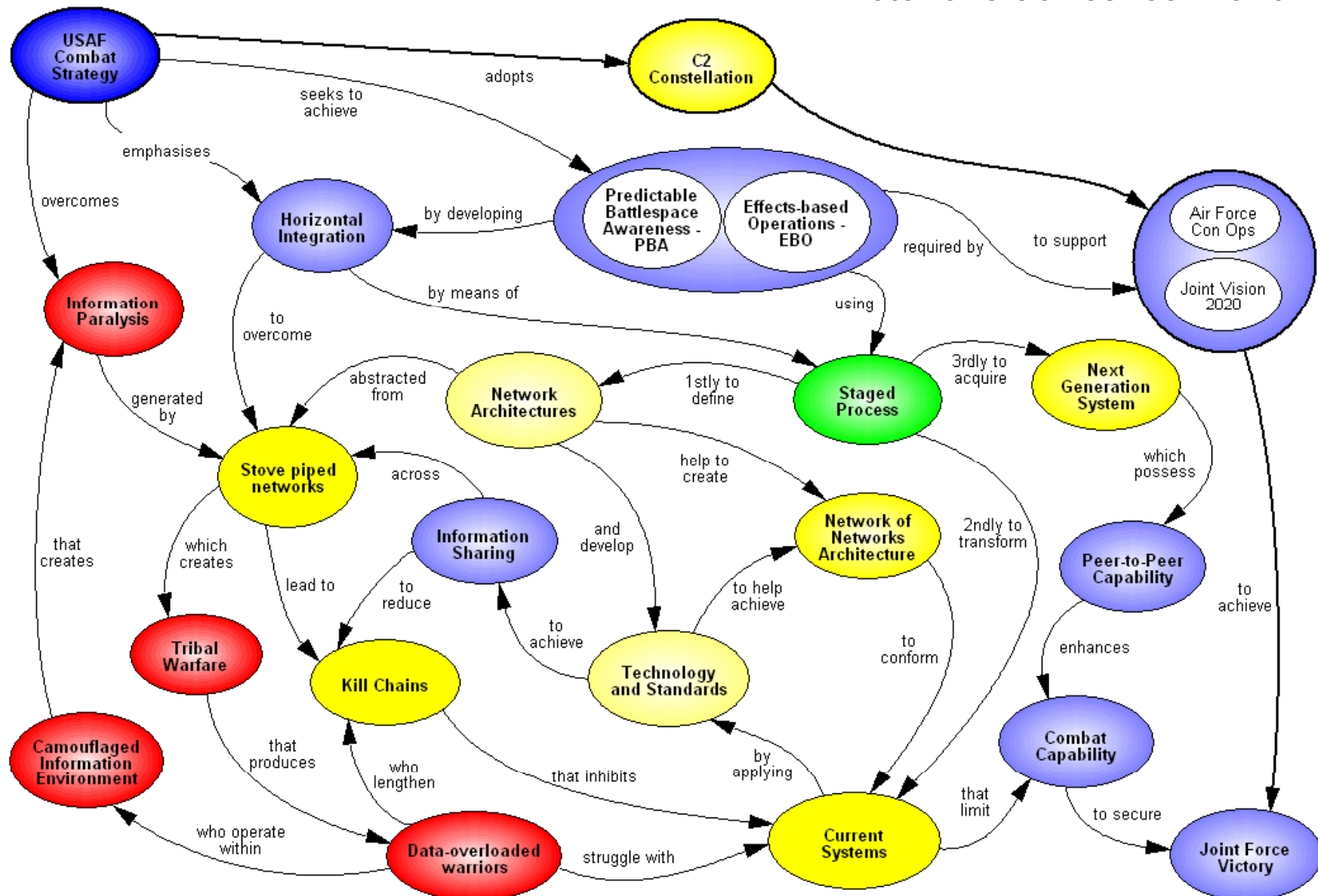


www.crcpress.com

SystemiTool

Buy the book, download free tool

A graphical technique for understanding and identifying the significant elements and their inter-relationships captured in multiple and diverse expressions of stakeholder concern and need



Becoming & Being a Systems Engineer

**Game developers are today's
ultimate complex systems engineers.**

Tomb Raider: Underworld

No success w/o comprehensive system thinking and deep user harmony.



Anders Drachen, Alessandro Canossa and Georgios N. Yannakakis,
IEEE Symposium on Computational Intelligence and Games, CIG2009, September 7-10, Milano, Italy, www.itu.dk/~yannakakis/CIG09_IOI.pdf

dove@parshift.com, attributed copies permitted

SPORE! Construction tools let you create the Spore universe. Choose how creatures evolve. Decide how they develop a civilization. Plot how they take over the universe.

<http://video.google.com/videoplay?docid=8372603330420559198>

The image is a collage of screenshots from the game SPORE!, illustrating the progression of a civilization through different stages of evolution. A central circular diagram with a globe at its core is surrounded by six stages, each with a corresponding screenshot and a set of construction tools:

- Cell:** Shows a simple green organism with a magnifying glass over its internal structure.
- Emergent Systems:** Shows a more complex organism with multiple limbs and a magnifying glass over its internal organs.
- Systems of Systems:** Shows a creature with a long neck and a magnifying glass over its internal structure.
- Solar System:** Shows a creature on a planet with a magnifying glass over its internal structure.
- Planet:** Shows a creature on a planet with a magnifying glass over its internal structure.
- Civilization:** Shows a creature on a planet with a magnifying glass over its internal structure.

Additional stages shown in the collage include:

- Tribe:** Shows a group of creatures in a tribal setting.
- City:** Shows a large, complex city with many structures.
- Galaxy:** Shows a creature on a planet with a magnifying glass over its internal structure.

In the top right corner, a black circle contains the text: **SPORE! The Creator of the SIMS takes evolution to next level.**

In the bottom right corner, there is a credit: **Wired Magazine 04/2006**

Battling Video-game Cheaters

<http://www.mmsend9.com/ls.cfm?r=193409740&sid=8695619&m=935085&u=IEEENY>
&s=<http://spectrum.ieee.org/consumer-electronics/gaming/steamed-valve-software-battles-videogame-cheaters>



Game developers build multi-agent systems with artificial intelligence, and try to outthink game hackers

You have spotted an enemy.

Finn @ Main Hall

\$ 800

100

4:49

20/120

**This is the face we need to see on millions of problem solvers all over the world
as we try to tackle the obstacles of the next century**



Jane McGonigal, video: www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world.html

**Here we see the face of classic gaming emotion...
a sense of urgency, a little fear, intense concentration
deep deep focus on tackling a really difficult problem
optimism, surprise...a gamer on the verge of an epic win.**



**Average WoW
player plays 22
hrs/week
= half time job...**

WoW: World of Warcraft

Average everywhere in the world.
10,080 hrs = US schooling 5th-12th grade.

10,000 hours gaming by age 21

80,000-article WoW
wiki is 2nd biggest
in world, 5 million
users a month.

Super-Empowered
Hopeful Individuals,
believing they are
individually capable of
changing the (virtual)
world.



- Urgent Optimism – extreme self motivation to act immediately tackling an obstacle.
- Social Fabric – virtuoso at weaving a tight social fabric. .
- Blissful Productivity – happier working hard than relaxing and hanging out.
- Epic Meaning – Love awe inspiring missions.

Jane McGonigal

Gaming can make a better world



Reality is broken, says Jane McGonigal, and we need to make it work more like a game. Her work shows us how. Games like World of Warcraft give players the means to save worlds, and incentive to learn the habits of heroes. What if we could harness this gamer power to solve real-world problems? Jane McGonigal says we can, and explains how.

In the best-designed games, our human experience is optimized: We have important work to do, we're surrounded by potential collaborators, and we learn quickly and in a low-risk environment. In her work as a game designer, she creates games that use mobile and digital technologies to turn everyday spaces into playing fields, and everyday people into teammates.

McGonigal directs game R&D at the Institute for the Future, a nonprofit forecasting firm where she developed *Superstruct*, a massively multiplayer game in which players organize society to solve issues that will confront the world in 2019. She masterminded *World Without Oil*, which simulated the beginning of a global oil crisis and inspired players to change their daily energy habits. McGonigal also works with global companies to develop games that build on our collective-intelligence infrastructure -- like *The Lost Ring*, a mystery game for McDonald's that became the world's biggest alternate reality game, played by more than 5 million people. (Not to mention the delightful *Top Secret Dance-Off*, which taps that space in our brains where embarrassment and joy mingle.) She's working on a book called *Reality Is Broken: Why Games Make Us Happy and How They Can Change the World*.

Video and text above at: www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world.html

A photograph of Anne O'Neil, a woman with curly brown hair, wearing a grey blazer over a blue ruffled blouse. She is standing in an office with large windows in the background showing a cityscape. In the foreground, there is a desk with a white hard hat, a computer monitor, and some papers.

Systems Engineer #1 Best American Job

Nov 2009 Money Magazine

<http://money.cnn.com/magazines/moneymag/bestjobs/2009/snapshots/1.html>

**“big think”
managers on large,
complex projects.**

**They figure out the
technical specifications
and coordinate the
efforts of lower-level
engineers working on
specific project aspects.**

**“The transit system I work on
really makes a tangible
difference to people,”**

**says Anne O'Neil,
chief systems engineer
for the New York City
Transit Authority.**

Chief Scientist Systems Engineering & Integration Pacific Northwest National Laboratory (DOE)

(Recruitment posting, June 2010)

This position provides senior technical leadership in the integration, testing and evaluation of complex technology systems for homeland security applications.

All systems are expected to include hardware and software components; most will be integrated in novel ways and applied to unique venues and scenarios.

This position will:

- **provide technical leadership,**
- **interact effectively with external clients,**
- **lead the development of systems that meet program objectives,**
- **interact effectively with internal program managers, and**
- **direct and mentor technical teams of scientists and engineers.**

This position will assemble and direct multidisciplinary teams in:

- **physics;**
- **electronics;**
- **computer hardware, software and systems operations;**
- **testing; and**
- **evaluation.**

The major challenges for the position will be design and development of novel technology systems to meet new threats across a spectrum of national risks and vulnerabilities.

Responsibilities & Accountabilities:

- * **Provide technical leadership** in the integration, testing and evaluation of technologies for national defense and homeland security.
- * **Develop creative solution/mitigation technologies** to the nation's security risks.
- * **Ensure that:**
 - the **risks** associated with new technologies are identified and mitigated;
 - that new technologies meet all **regulatory requirements**,
 - that new technologies are **acceptable to stakeholders and the public** as relevant and appropriate, and
 - that **costs** of the new technologies are acceptable.
- * **Prepare high-impact papers** and reports, to include publications in peer-reviewed literature as appropriate.
- * **Participate in systems engineering professional organizations**; represent PNNL as a technical contributor and/or an officer in such organizations.
- * **Communicate effectively** (written and oral) with internal PNNL project managers and staff; communicate effectively with clients and external colleagues.

Requirements:

- * This position requires **expertise in the integration, testing and evaluation** of non-IT hardware systems and the software that supports those systems.
- * A subject matter **expert in systems engineering** as applied to the integration, testing and evaluation of hardware systems for national defense and homeland security, e.g., radiological, explosives, chemical, and biological detection technologies.
- * A **working knowledge of software that supports the subject hardware systems.**
- * A **track record of relevant publications** in the peer-reviewed literature and/or high-impact, sensitive documents for national defense and/or homeland security clients.
- * Should be certified in systems engineering by a national/international professional organization (e.g., INCOSE), and should be **active in one or more systems engineering professional organizations.**
- * Should have **name recognition** among academics in systems engineering and/or federal agencies that sponsor systems engineering research and development.
- * **Desired level of experience is a Bachelors degree in engineering plus a PhD in systems engineering (exclusive of information technology or computer science).**



Intro to Systems Engineering Flight (Eighth Grade)



Fact Sheet

Video Clip

Recruiting Flyer

Online Forms



In AFRL La Luz Academy's Intro to Systems Engineering Flight, for eighth graders, students learn the basics of Systems Engineering and program small robots called Boe-Bots[®] to run a series of increasingly challenging obstacle courses, in a series of three non-consecutive instruction days. The curriculum also incorporates teamwork and Air Force Core Values (*Integrity First, Service Before Self, and Excellence in All We Do*).

Last modified 10 June 2009

File 3

High-Speed Robot Hand



We Don't Need You Anymore

August 3, 2009 by Travis Deyle,
<http://www.hizook.com/blog/2009/08/03/high-speed-robot-hand-demonstrates-dexterity-and-skillful-manipulation>



Dribbles a ping-pong ball,
spins a pen,
throws a ball,
ties knots,
tweezers a rice grain,
tosses/catches
a cellphone!

In Summary

Create

Model your Concept of Operations (Objectives enabled by Sub-Systems)

Model your Architectural Concept (Modules / Framework)

Model your Requirements

What the customer requires

What the problem space requires

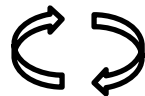
What the competition requires

What you require

Build

Development

Verification



Operate

Deploy / Run

Support / Improve

Exciting Jobs on the Edge of STEM

Robots

UAS (Unmanned Autonomous Systems)

Space systems

Open systems

Multi-agent systems

Anti-Terror systems

Security systems

Quick Reaction Capability systems

Self-evolving systems

Multi-user game environments

Biological systems

Soft systems (human systems)

Social systems

...many more

STEM: Science – Technology – Engineering – Math

47 US-Based SE-Centric University Programs

22Apr2010: http://www.incose.org/educationcareers/pdf/INCOSE_LISTofUS_Based_SE_Programs.pdf

School	BS	MS	PhD
Air Force Institute of Tech.		x	x
Boston University		x	x
Case Western Reserve Univ.	x		
Colorado School of Mines		x	x
Colorado State University		x	
Colorado Technical Univ.		x	
Cornell University		x	
Embry-Riddle Aeronautical U.		x	
Florida Institute of Tech			
George Mason University	x	x	
George Washington Univ.	x	x	x
Iowa State University		x	
Johns Hopkins University		x	
Loyola Marymount University		x	
MIT		x	
Missouri U. of Science and Tech		x	x
National University		x	
Naval Postgraduate School		x	x
Oakland University	x	x	x
Old Dominion University		x	
Penn State U. at Great Valley		x	
Portland State University		x	
Rochester Institute of Tech.		x	
Southern Methodist Univ.		x	
Southern Polytechnic State U.		x	

School	BS	MS	PhD
Stevens Institute of Tech.		x	x
Texas A &M		x	
Texas Tech University		x	
U. of Alabama, Tucson		x	x
U. of Arizona, Tucson	x	x	x
U. of Arkansas, Little Rock	x	x	
U. of Maryland		x	x
U. of Missouri – Rolla		x	x
U. of North Carolina, Charlotte	x		
U. of PA, Philadelphia	x	x	x
U. of Southern California, LA		x	
U.of Virginia	x	x	x
U. of Houston, Clear Lake		x	
U. of St. Thomas		x	
U. of Texas, Arlington		x	
U. of Texas at El Paso		x	
US Air Force Academy	x		
US Military Academy, West Point	x		
US Naval Academy, Anapolis	x		
U. of Maryland, Baltimore		x	
Washington Univ., St. Louis	x		
Walden University		x	