

## MBSE Lightning Round Submission

INCOSE International MBSE Workshop | Jan 29-31, 2022

### Title

**What's Your Problem? Spending time defining a problem is time well spent**

### Abstract

With over 20 years in the Telecommunications industry, mainly on leading large scale modernization initiatives, the one recurring theme is the lack of time and focus invested in understanding and defining the presented problem. I see the same challenge when introducing Model Based System Engineering (MBSE) into an organization. People tend to jump into a solution too soon, usually due to natural inclination to show progress and contribute. This often leads to solving the symptoms and by-products of the core problem, instead of the problem itself. As a result, we often create an inflexible, expensive, yet peripheral solution.

Understanding a complex problem, defining it, and deconstructing it takes a deep understanding, full mental engagement and application of domain experience and expertise. This process appears more passive and it often could (and should) take longer than proposing a solution.

Problem-focused approach allows us to capture the principles that underscore causation and it facilitates breakthrough solutions. Getting to the root of the problem is in fact an inseparable part of its solution. This lightning-round presentation will discuss my thoughts on how to seize the problem domain by embracing the unknown, striving for simplicity, and iterating through different lenses. It will show how by engaging both the logical and the intuitive parts of the brain, it is possible to circumvent the intermediate fix and leap into the aspired solution. Because, as Charles Kettering famously said "a problem well stated is half solved."

### Contact

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### Brief Bio

Ceca has 24 years of strategy consulting and IT experience in successful delivery of profit-driven technology and professional services solutions. She is a quality, value, and results driven executive with expertise in envisioning and leading cross-organizational technology initiatives. Fast-track management career marked by dynamic leadership, strategic planning, process design, and technology innovation, implementation, and change management. Valued member of senior executive teams, contributing broad vision and perspective toward creation and implementation of Business and Technology strategies via MBSE, designed for maximum value and investment return.

Ceca is also a certified life coach and helps women with cancer heal and transform their lives by using cancer as a powerful catalyst for change.



She holds a BA in Applied Mathematics, and is currently pursuing MS in Systems Engineering, mainly to formalize her experience and expertise in MBSE. For more details visit [Ceca's LinkedIn profile](#).