Being Effective as a ‘Covert’ ISE

Sean Genovese, IE Manager, Lockheed Martin
Russell Wooten, Chairman, Whole Earth Consulting and Engineering
Scott Sink, Senior Advisor, The Poirier Group
ISE and IISE for Life—how IISE supports you for your entire Career.....

Career Ladder vs. Career Lattice

Defined Steps – Moving Up
Multidirectional – In & out of fields

Another turning point, a fork stuck in the road. Time grabs you by the wrist, directs you where to go. So make the best of this test, and don’t ask why. It’s not a question, but a lesson learned in time. It’s something unpredictable, but in the end it’s right. I hope you had the time of your life.
- Green Day

You can get involved in Societies, Divisions and also ‘Affinity Groups’ like Young Professionals, Industry Advisory Board and the Council on Industrial and Systems Engineering
Webinar Line-up

13 June—Chapter #1 Annual Virtual Meeting
9 July—Operational Analytics: ideas on how to sustain visible measurement systems and the process improvement benefits you’ve worked to achieve (Scott Sink)
13 Aug—Virtual Mentoring: Career Choicepoint learnings, lessons, tips from Senior ISE Leaders (David Poirier, President, The Poirier Group; Ron Romano, Sr. Mgr. Business Process Reengineering, Walmart, Canada; Yves Belanger, VP Supply Chain, Wolseley Canada)
27 Aug—The next 7 Habits of Highly Effective Young (ISE) Professionals (Allen Drown, United Airlines; Michael Beardsley, Law Student, Case Western Reserve; Jagjit Singh, Discover)
10 Sept—Winners Presentations from the IISE Outstanding Capstone Sr. Design Projects from 2018-19 (Georgia Tech/Cisco; Ohio State/Abbott Nutrition; Virginia Tech/Eastman Chemical)

1 Oct—Being Successful as a “Covert” ISE (Sean Genovese, IE Manager, Lockheed Martin)

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3 Dec—The Art and Science of Selling your Ideas to various stakeholder groups in different situations (e.g. Private Equity supported firms) (Brent Miller, West Monroe Partners & David Poirier, CEO, The Poirier Group and President-Elect IISE)
AGENDA

12:00  Scott to tee up this Panel

12:10  Sean Kick-off

12:15  Scott share experiences, learnings, insights, tips

12:30  Russell chime in, add to

12:40  Q&A

12:55  Close-out Review upcoming Line-up--Scott
Being Successful as a ‘Covert’ ISE: case examples and guidance, tips, learnings

It’s not uncommon, actually it’s quite common that ISE grad’s enter roles that aren’t, in name, an ISE role and often not really commonly linked to ISE. My first job at Kodak was with a Service Engineering group filled with ME’s and EE’s, they had never hired an ISE, didn’t know what we did, took a chance on me. I had to feel/find my way in terms of how to educate them and introduce things that my ISE background that would clearly add value for our Field Service Engineers and Customers.

This webinar will share cases like that and talk about strategies for being successful as a “Covert ISE”.

Sean Genovese is the Industrial Engineering Manager at Lockheed Martin and he will moderate this Webinar. This session was one of our most popular sessions at the IISE Conference in Orlando in May and so we are ‘redoing’ it for those of you who were unable to attend.

The Registration link for this webinar isn’t ‘live’ yet but the link above will take you to where it will be shortly.
Welcome to the Annual IIESE Conference and the Industry Practitioner Track. This Programming was specially designed for Students, Young Professionals and Seasoned ISE Practitioners.

Your Program Guide for our Track is on the back side, all of our Track Sessions are in Gatlin A-1, A-2, A-3 or A-4 Including our CISE Leadership Mixer on Sunday!

Make the most of your time here and enjoy what we’ve programmed for you.
## Program Matrix for the Industry Practitioner Track

### Sunday, May 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Gatlin A-1</th>
<th>Gatlin A-2</th>
<th>Gatlin A-3</th>
<th>Gatlin A-4</th>
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<tr>
<td>9:30-10:45</td>
<td><strong>Conference Keynote</strong>&lt;br&gt;Lt. Gen. Stayce D. Harris, Insp Gen.</td>
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<tr>
<td>10:45-12:00</td>
<td>Executive Roundtable</td>
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<td>11:30-12:20</td>
<td><strong>Industry Practitioner Track Kick-Off Session (Gatlin A-1)</strong>&lt;br&gt;Strategy and Insights on Performance Excellence from Track Leaders</td>
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**Track Sub Focus**<br>Soft Skills Development, Career Directions and Trends, Making Most of and Growing your ISE Foundation, Creating More Value in your Organization

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<tr>
<th>Time</th>
<th>Soft Skills Development</th>
<th>Career Directions and Trends</th>
<th>Making Most of and Growing your ISE Foundation</th>
<th>Creating More Value in your Organization</th>
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<tbody>
<tr>
<td>12:30-1:50</td>
<td>OPEN</td>
<td>Industry 4.0 Foundations&lt;br&gt;P+H, NC State&lt;br&gt;Ben Amara, IBM</td>
<td>Smart Analytics&lt;br&gt; Jared F. (TPG), Scott Slik, GMU, Mathias Scota, Ford</td>
<td>Positioning and Leading the ISE Function&lt;br&gt;Steve Saville, GM&lt;br&gt;Jim Dobson, Disneys, Dave Potter, TPG</td>
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<tr>
<td>2:00-3:20</td>
<td>OPEN</td>
<td>Service Systems Engineering&lt;br&gt;Best in Class Case Studies—Part 1</td>
<td>OPEN</td>
<td>Integrated Lean SIGMA &amp; Op Analytics&lt;br&gt;MV Singh, Cody Havoca, Mathias Scota</td>
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<td>3:30-4:50</td>
<td>Next 7 Habits of Highly Effective Young Professionals&lt;br&gt;Jared F., Mathias Scota, Cody Havoca, MV Singh</td>
<td>Service Systems Engineering&lt;br&gt;Finalists—Part 2</td>
<td>What Managers Look for in Promoting ISE’s&lt;br&gt;Juan Parz, UPS&lt;br&gt;Elly Youngs, Disney, Damick Watters, UPS, Kaz Takada, Disney</td>
<td>Covert IE’s in Non-Traditional Roles&lt;br&gt;Sean Genevieve, Lockheed Martin</td>
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<td>5:00-6:30</td>
<td>Young Practitioners Town Hall (Gatlin A-2)&lt;br&gt;IAB Town Hall (Gatlin A-1)</td>
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<td>6:00-7:30</td>
<td>CISE Leadership Mixer (By Invitation)&lt;br&gt;The Gatlin Foyer (Outside the four Track Session room)</td>
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### Monday, May 20

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<tr>
<th>Time</th>
<th>Gatlin A-1</th>
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<tr>
<td>8:00-9:20</td>
<td>Outstanding Capstone Sr. Design Finalists Presentations&lt;br&gt;Blaine Johns, Envision/CISE Moderator</td>
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<td>OPEN</td>
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<tr>
<td>9:30-10:45</td>
<td><strong>Conference Keynote</strong>&lt;br&gt;Pascal Van Hentenryck, Ph.D., Georgia Tech</td>
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<td>11:00-12:20</td>
<td><strong>Industry Practitioner Track Keynote</strong>&lt;br&gt;Reflection, Reality, Reinvention: Jim Tompkins (Gatlin A-2)</td>
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<td>12:30-1:50</td>
<td>Transitioning from Entry Level/Technical ISE to a Manager and then a Leader&lt;br&gt;Blaine Johns, Envision, Tandy Bailey, UPS, Rick Wilkinson, Ingram Micro</td>
<td>Smart Logistics: Physical Internet&lt;br&gt;Benoit Montreuil, Georica Tech, David Potter, Jim Tompkins</td>
<td>Project Management Basics&lt;br&gt;Karen Cragg, Steve Smelting, Boeing (Retired)</td>
<td>How ISEs will impact Service, Industry and Healthcare 4.0&lt;br&gt;Ernst &amp; Young, Simio LLC</td>
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<tr>
<td>2:00-3:20</td>
<td>Coaching and Guiding the Next Generation of IS E’s into Management&lt;br&gt;Danny Ruscitto, Tindall Corp</td>
<td>Healthcare 4.0—Data and Implementation Sciences&lt;br&gt;Elizabeth Gantry, Univ. of Louisville, Victoria Jordan, VP Quality, Emory Healthcare, Scott Sink, OSU</td>
<td>ISE Tools Used to Support the Magic&lt;br&gt;Ltarin Gaxinski, Jacyn Koleck—Disney</td>
<td>ISE Role in Corporate Transformations: How UPS is Rising to the Challenge&lt;br&gt;Tandy Bailey, UPS Enterprise Transformation Office, UPS, Janet Brooks, Dr. UPS, Jim Schraechter, Dr. UPS</td>
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<tr>
<td>3:30-4:50</td>
<td><strong>Capstone Track Keynote Panel</strong>—Highlighting the Industry Practitioner Track and Attendee Q&amp;A and Dialogue Opportunity (Gatlin A-1)</td>
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For the benefit of IIE members who could not attend the Annual Conference, we are ‘redoing’ some of the more popular sessions in Webinar format.
Are you a ‘Covert’ ISE?

Do the experiences and tips shared by Russell and Scott resonate?

How do you think we can better position ISE in organizations?

Any innovations, things you do that work for you, you’re willing to share?

What topics would you like to see us zero in on in upcoming Webinars in 2020?

See you at the Annual IISE Annual Conference in New Orleans?

Dialogue We’d Like to Spark: Please use the Go2Webinar “ask question” Function and we’ll get to as many as we can.
What Is A Covert Industrial Engineer?
Covert Industrial Engineer

noun
1. A person who applies industrial engineering principles in roles not typically associated with the profession.
2. A person who extends the traditional boundaries of the application of ISE Principles and Methods in “domains” that have not typically employed ISE’s.
70% : Number of degreed industrial engineers at one company working outside of a formal industrial engineering department.
My Journey as a ‘Covert’ ISE to Enterprise Deployment Leader (VP BPI) and Beyond

BS ISE Ohio State—1973
Management Systems Engineer, Eastman Kodak—1973-76
MS/PhD Interdisciplinary Program, Ohio State—1976-78

President, IIE, World Academy of Productivity Sciences and World Confederation of Productivity Sciences—1990-2002 (Oslo, Stockholm, Istanbul, Hong Kong, Beijing, Santiago, Edinburg)

Professor and Director of Quality and Productivity Centers at Oklahoma State and Virginia Tech 1978-1997

  - Bank in Ireland, CGE&Y (reduction to practice in tough situations)
- VP, Business Process Improvement, MDS—2004-07 (design and deploy to an organization with no BPI culture or experience)

OSU—2007 to present

LeanSigma Certification Program Director (in 4th year)
Executive Consultant the Poirier Group, Toronto, CA; currently the chief architect and engineering for the Sears Canada Transformation Office
Understand how to create Value—Models like the Enterprise Value Map from Deloitte can help structure how you think about that.
Keep the End-game in sight: Growing Franchise Value

Number of Customer Relationships

- Average Customer Relationship Profitability Per Year
- Average Customer Relationship Duration
- Increased Geog. / Segment Scope
- Greater Longevity
- Enhanced Behavior

Ideal

1.0

0.2x

1x

27x
Franchise Value Improvement
Critical Levers

1. Increase Franchise Potential
   - Geographic Coverage / Offerings Provided / Served Segments / Etc.

2. Optimize Relationship Investments
   - Value Exchange Management
   - (Appropriate / Adequate / Efficient / Effective)

3. Improve Investment Delivery
   - Productivity / Quality / Capability & Capacity / Consistency / Efficiency / Global Competitiveness

![Diagram showing the relationship between positioning strategy, resource allocation, and execution to improve franchise value improvement through critical levers.](image-url)
Learnings, Lessons, Tips from 40 years off and on as a Covert ISE

- learn how to understand value and position yourself to be a contributor. ISE’s are broadly trained, pretty well balanced, so we can ‘play and contribute’ in many domains—(populations served, diseases treated, technologies employed)

- be willing to be ‘covert’ take on non-traditional roles that have opportunities for bigger contribution. My biggest learning and development came from joining essentially a Highly Advanced CRM company and taking on a VP Business Process Reengineering role and then going to Life Sciences.

- be proud of your ISE background, profession and professional society (IISE). We’ve got a rapidly improving ‘image’, brand and are increasingly better positioned. Companies increasing recognize that we can be very, very effective and impactful in ‘covert’ roles.
Russ Wooten  U.S. Department of Homeland Security
Retired IT Strategy Manager
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Upcoming Chapter #1
Events—29 Oct

Use this Link to Register—the specific webinar link will open up shortly


IISE’s and PSU’s Service Systems Engineering Outstanding Innovation Awards Winners

We’re sharing three of the top 6 Finalist presentations from the Annual IISE Conference in Orlando with you.

Penn State Health—Applying ISE and Lean to improve Value in Surgical Procedures
Penn State Service Enterprise Engineering—Using Optimization Methods to improve Snow Removal Process
Ohio State Student Life—using ILSS and Simulations to improve Move-in Experience and Performance

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