

# ON:SET

DECEMBER 2023



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# Welcome to our final newsletter of 2023!

With the arrival of another magical festive season, it's with great delight and heartfelt cheer that we extend warmest greetings to each cherished member of our extended SET family.

As we wrap up another eventful year filled with collective achievements, the essence of the holiday season beckons us to embrace the spirit of joy, gratitude, and togetherness.

From all of us at SET, may your Christmas be filled with moments of joy, laughter, and cherished memories that warm the heart.

We would like to thank you for your continued support throughout the years.

Together, let us embrace the festive spirit and welcome 2024 with open arms!

*Merry Christmas &  
a Happy New Year!*

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# space tech expo 2023



## The Most Interesting Space Tech in 2023 We Couldn't Ignore

During November 2023 SE-Training travelled to Bremen and exhibited at the sixth edition of Space Tech Expo Europe – an event that can only be described as one of Europe's largest space and related technologies shows, which included a mind-boggling variety of old and new young start-ups at the same show. It was especially refreshing

to see ETH Zurich and other Universities showcasing their own involvement in space projects in Hall 6, alongside big industry players and returning exhibitors.

This year's show was, in our opinion, as successful as the pre-COVID show from an exhibitor perspective, with a good mix of conversations on and away from the stand, an increased exhibitor number to over 600 and strong visitor numbers despite the Deutsche Bahn strike action on the last day. The strike did have an impact on the Thursday as visitor numbers were down on previous years and it forced some exhibitors to reduce staffing early to ensure they could return home.

Having exhibited for a number of years, one immediate take-away from the show was that there were a lot of new first-time exhibitors, products, software and services on display. The “Luxembourg as a country” stand grew again as they brought more technology start-ups and companies to the show. Italy was another notable exhibitor and it was interesting to see how different the approaches of the two countries were in showcasing their young technology start-ups with their stand designs.

Below are some of the interesting technologies that caught our eye:

The Control Moment Gyroscopes designed and exhibited by Veoware in Hall 4, who have taken large satellite technology and reduced it for small and mini satellite applications, whilst also creating other products and services for nanos as well. A simple idea at first glance - technically smart, supported by the European Space Agency and co-funded by the EU, it has sustainability overtures as a potential solution to help reduce future space junk by reducing the total number of satellite deployments on a project with its positioning view change applications.

# space tech expo 2023

Danish Graphene ( <https://danishgraphene.com> ) were a surprise discovery at this year's event, they produce green graphene oxide which fits many purchasing or research manager's briefs to find more sustainable and safer to manufacture materials for future projects. They exhibited a thermal adhesive for space electronics and Andreas and his team handled their first exhibition like seasoned professionals, the rum social in the evening at end of show was well attended as evidenced by their demeanour the next morning!

Morpheus Space ( <https://www.morpheus.space> ) held to their previous stand location again, except this time with a new open stand with a wide orbit loop which showcased Journey - their new flagship software platform enabling satellite mobility through a satellite's entire lifetime. The company raised \$28 million in late 2022 and this investment and focus to showcase Journey certainly gained them a lot of stand visitors.

From our own perspective, we were fortunate to see strong Swiss representation as compared to previous years in the total number of exhibitors, some of our clients in the DACH region and others we know through INCOSE or our own space and systems engineering networks. That is what makes SpaceTech Europe an interesting event to attend as many of those we met this year were on their first trip to the show.

Like us they have "saved the date" for next year, SE-Training will have a larger stand as we want to showcase some interesting software which we know will benefit our clients and others with their system engineering projects. More will be made known about this in 2024. Save the date **19 - 21 November 2024** and we hope to meet you in Hall 4 at Space Tech Europe 2024!

\*To see the full Space Tech Expo photo gallery, click here: <https://www.spacetechexpo-europe.com/resources/photo-gallery>.



**SPACE TECH EXPO** | EUROPE

# blog

## The Two Sides of a Quote: “What gets measured gets managed”

By Dr.Eng. Esteban MARKS

When Peter Drucker famously stated, “What gets measured gets managed”, he highlighted the power of metrics and the importance of measurement in management.

Like many aphorisms, this quote has resonated deeply with professionals across industries. But as with all things, there's a nuanced perspective to consider. Let's dive into both the merits and potential pitfalls of this statement.

### In Favor: The Power of Metrics

1. **Visibility and Accountability:** At its core, measurement offers clarity. When you measure something, you shine a spotlight on it, enabling teams and individuals to understand it better and to be accountable for results.
2. **Continuous Improvement:** Metrics provide a baseline. Once you have a starting point, you can set targets and track progress over time, driving continuous improvement and innovation.
3. **Data-Driven Decision Making:** The modern business landscape celebrates data-driven strategies. Measuring allows organizations to make decisions grounded in facts rather than relying solely on intuition.
4. **Allocation of Resources:** With proper metrics in place, organizations can prioritize where to allocate resources efficiently, ensuring that efforts are directed towards areas of importance.

### Against: The Limitations and Pitfalls

1. **Not Everything That Counts Can Be Counted:** While metrics are important, not everything valuable can be boiled down to a number. Aspects like company culture, employee morale, and brand perception are challenging to measure accurately but are essential.
2. **Overemphasis on What's Measurable:** If an organization only focuses on measurable aspects, it might overlook other crucial elements. There's a risk of becoming too myopic, missing out on the bigger picture.

# blog

## The Two Sides of a Quote: “What gets measured gets managed” By Dr.Eng. Esteban MARKS (...continued)

3. False Sense of Control: Just because something is being measured doesn't mean it's under control. Relying too heavily on metrics might give a misleading sense of mastery over a situation.

4. Potential for Manipulation: When performance is tied to specific metrics, it can incentivize behaviors aimed at improving those numbers, sometimes at the cost of genuine progress or ethical considerations.

Striking the Balance-Drucker's quote, while powerful, is a reminder that while measurement is a tool of great utility in the world of management, it should be applied judiciously. Effective management demands a balance between data-driven strategies and human intuition, between measuring what can be counted and valuing what can't.

In conclusion, as we appreciate the profound wisdom in “What gets measured gets managed”, let's also be reminded that the realm of management is vast and varied. Embracing both sides of this coin ensures a holistic approach to leadership and growth.

Interested in learning more with SE-T? We offer a comprehensive in-house Systems Engineering – Professional Development Programme (SE-PDP) which is structured to be delivered over four on-site training sessions, covering three main areas of Systems Engineering:

- End-to-end complex systems development (6-days)
- Integrating specialities / quality attributes applicable to the Customer (3-days)
- SE Matrix Management & Leadership (3-days)

For a discussion about your organisation's training needs. Book a call with us [here](#).

# save the date



## **SWISS MEDTECH DAY** **11 JUNE 2024**

The overarching theme for 2024-2026 is Mastering Complexity. This theme addresses the dynamic changes in the world and the challenges faced by the medical technology industry. The Swiss Medtech Day provides a platform for discussing these challenges. By sharing experiences, best practices, and innovative approaches, participants can collaboratively devise strategies to navigate complexity and ensure the industry's future viability.

## **SWISSED24: Swiss Systems Engineering Day** **09 SEPTEMBER 2024**

The Swiss Society of Systems Engineering (SSSE) annually hosts the Swiss Systems Engineering Day (SwissED). This one-day event brings together first-class presenters and practitioners, to share knowledge and experience on how to plan, develop and manage systems in an efficient and successful way. This year, our conference will be run as an in-person event in Zürich, with virtual attendance and live streaming also made possible for those who cannot attend physically.

## **SPACE TECH EXPO** **19 - 21 NOVEMBER 2024**

The 7th edition of Europe's largest B2B event for the Space Industry. Come say hi to the SE-T team (attendance is free)!

# upcoming courses

## JANUARY

31 - 02 Model Driven Engineering, Architecture & Development Zürich

## FEBRUARY

07 - 09 Systems Engineering Foundations \*  
 22 - 23 Requirements Engineering  
 26 - 27 Self & Social Competence for Engineers

Munich, Leonardo Royal  
 Zürich  
 Zürich

## MARCH

13 - 15 Systems Architecting Intermediate  
 13 - 15 Security, Cyber & Resilience Engineering  
 18 - 20 Practical MBSE & SysML  
 18 - 22 Systems Engineering Advanced \*  
 20 Soft Skills for Systems Engineers \*  
 20 - 22 Systems Engineering Foundations \*

Zürich  
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 Zürich, Novotel Hotel

## APRIL

08 - 09 Process Management  
 11 - 12 Systems Engineering Management  
 18 - 19 Systems Engineering Management  
 22 - 24 Practical MBSE & SysML  
 24 - 26 Product-line Engineering & Variant Management

Zürich  
 Munich  
 Zürich  
 Munich  
 Zürich

Courses marked with a star (\*) have already reached the minimum attendee number and are confirmed to run.



