

A global market requires global standards education:

A strategy to prepare the workforce of tomorrow

Context of Presentation

My thoughts as I developed the presentation

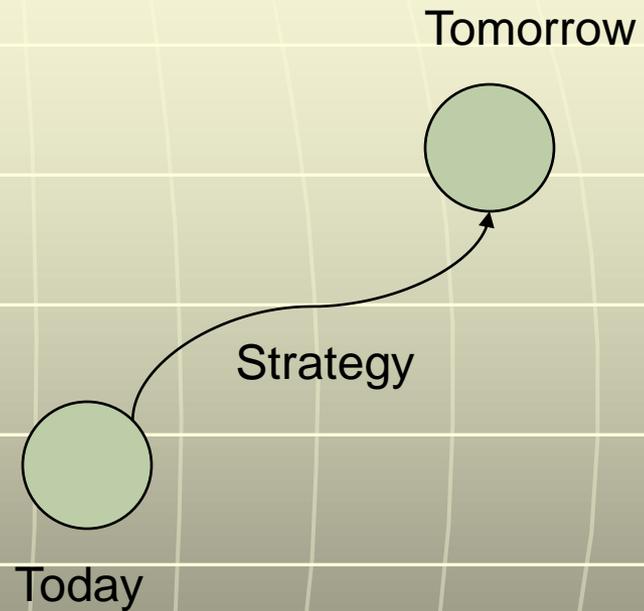
- Many organizations invested in the educations of standards
 - ANSI
 - SES
 - IFAN
 - ICES
- Some with strategic plans, some not
 - Some organizations have a clear vision of their role and their strategic direction
 - Others do not have clear strategic plan, just moving ahead
- How do organizations know what their strategic destination should be?
 - What external and internal consideration go into developing their strategic goal
 - Is the difficulty in developing a strategic goal preventing an organization from developing a strategic plan
- Maybe there are some common goals we could all be working toward
 - We are different organizations with different drivers, but are there commonalities that we can find

Goals of the presentation

- Open dialogue on strategies
 - Over the past two days we have heard the practices of many organizations and regions..how do we capitalize and move forward together
- A starting point
 - I am presenting one of many methodologies of strategy development, my goal for this to be used as a springboard to further discussions

Strategy

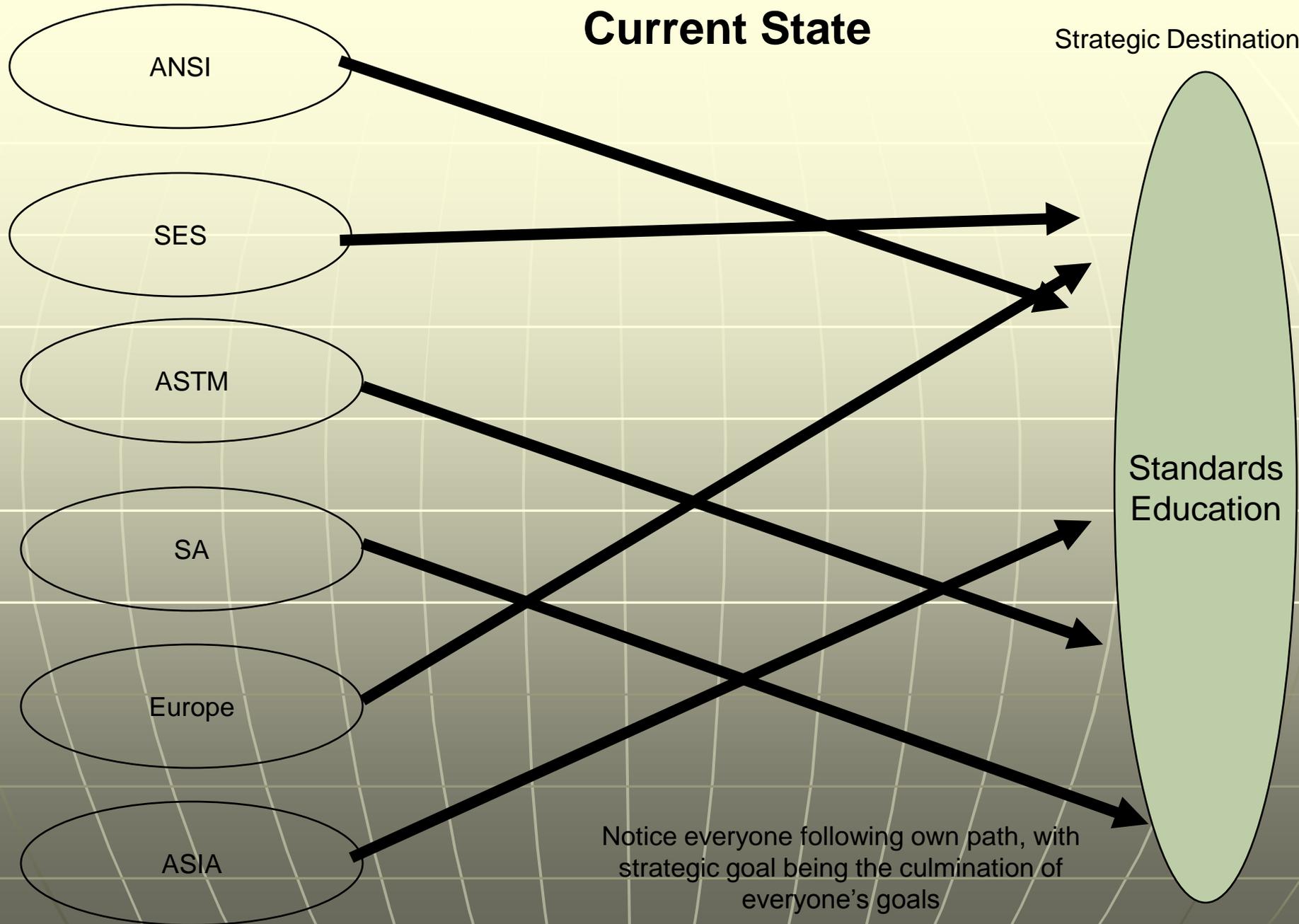
- Where you want to go tomorrow
- Where are you today
- Things you will and will not do to get there



Fundamental definition of strategy

Current State

Strategic Destination



ANSI

SES

ASTM

SA

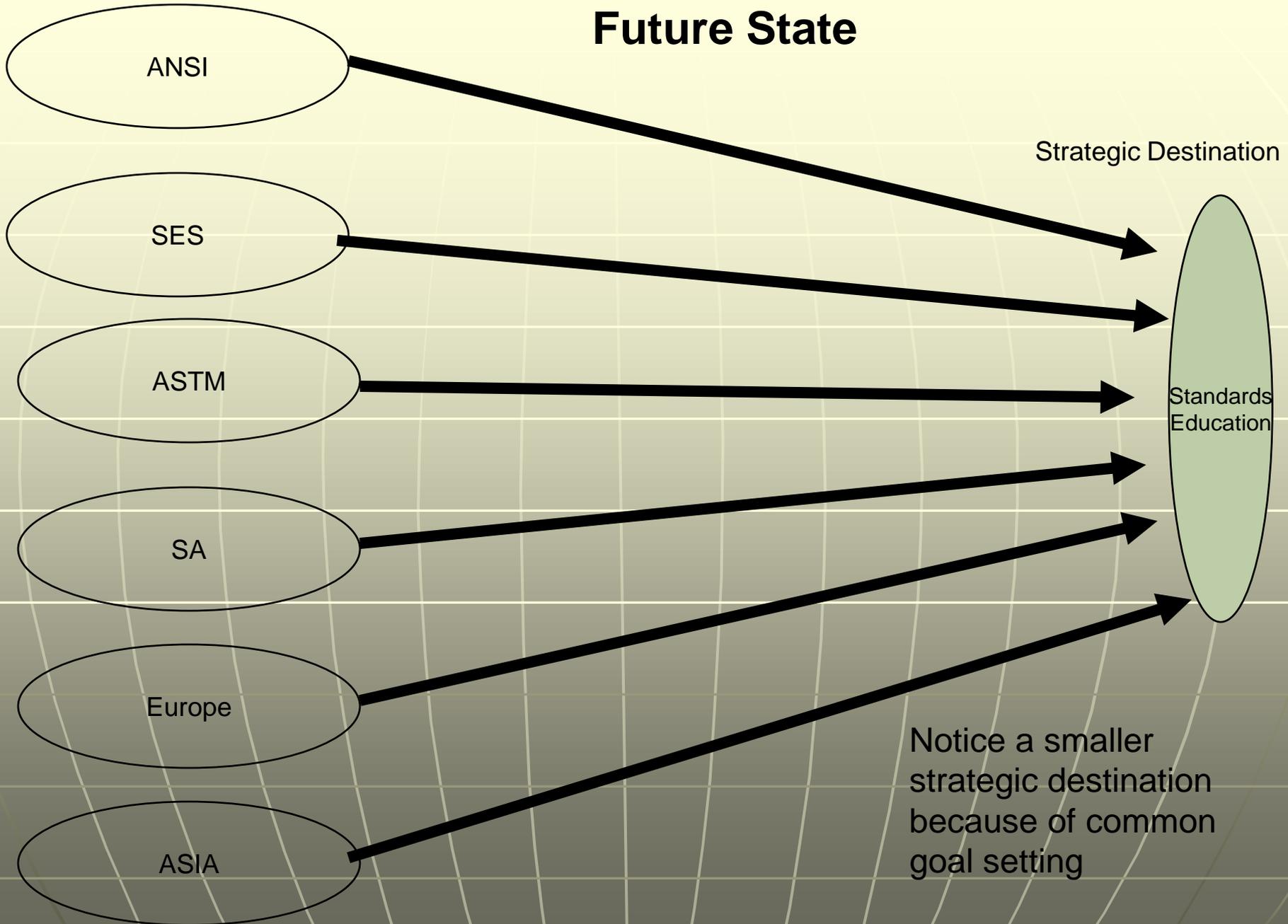
Europe

ASIA

Standards
Education

Notice everyone following own path, with
strategic goal being the culmination of
everyone's goals

Future State



Defining strategic destination



The strategic destination is made up in part by the needs/wants of the market and what the workforce must know relative to standards in order to satisfy those needs

Market Drivers

- Consumers
 - Safety
 - Performance
 - Interoperability
- Companies
 - Shareholder Value
 - Increased Revenue
 - Decreased Cost
- Governments
 - Public Safety
 - Fair Trade
 - Economic Growth

We will take a closer look at the corporate drivers and how they impact the needs of standards education

Corporate Objectives



To help define the corporate goals we look at a real corporate strategy
Financial Objectives are what are the critical few financial goals that will
define success for the organization

Corporate Objectives

Customer

Deliver Quality
Customer
Service

Provide
Accurate and
timely
information

Be easy to do
business with

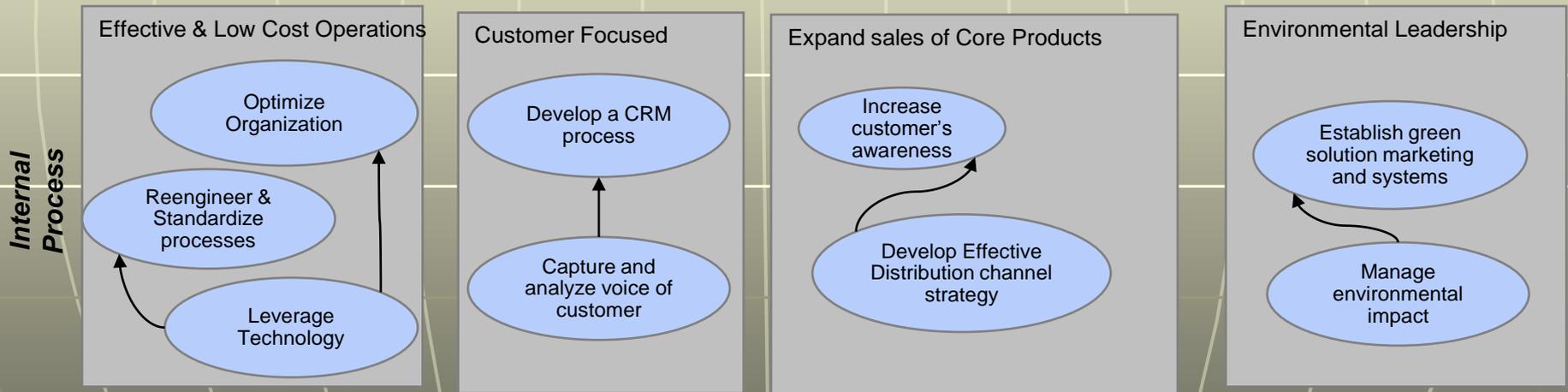
Improve Office
Productivity

Lower Total
cost of
ownership

The customer perspective defines the organizations value proposition for the targeted customer

Corporate Objectives

Describes the critical internal process that an organization must excel at in order to satisfy the value proposition to the customer



Corporate Objectives

The learning and growth perspective describe the critical resources (skills and technical infrastructure) that an organization must have in order to excel at the internal processes, in order to satisfy the value proposition, in order to accomplish their financial objectives

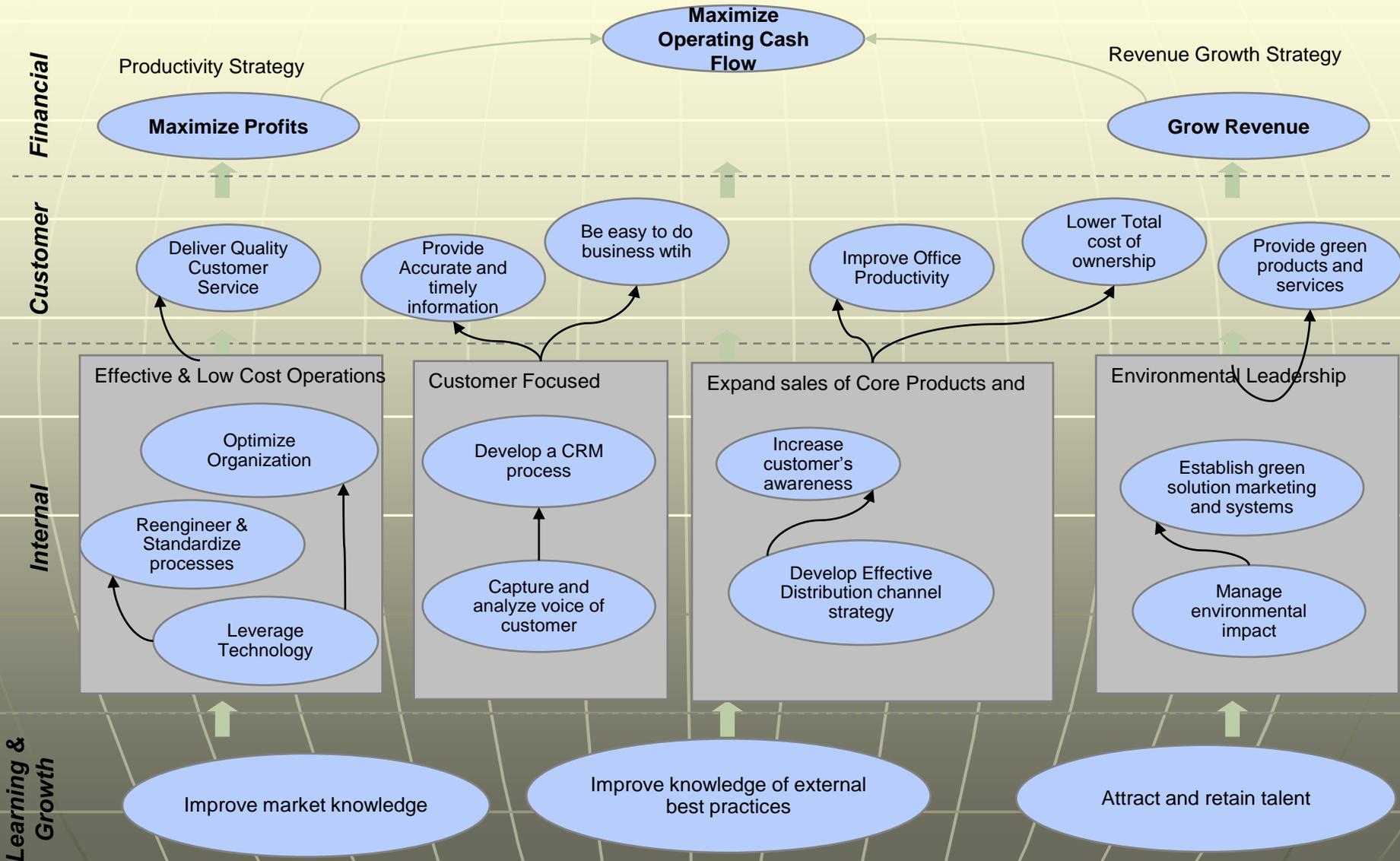
Learning &
Growth

Improve market knowledge

Improve knowledge of external best practices

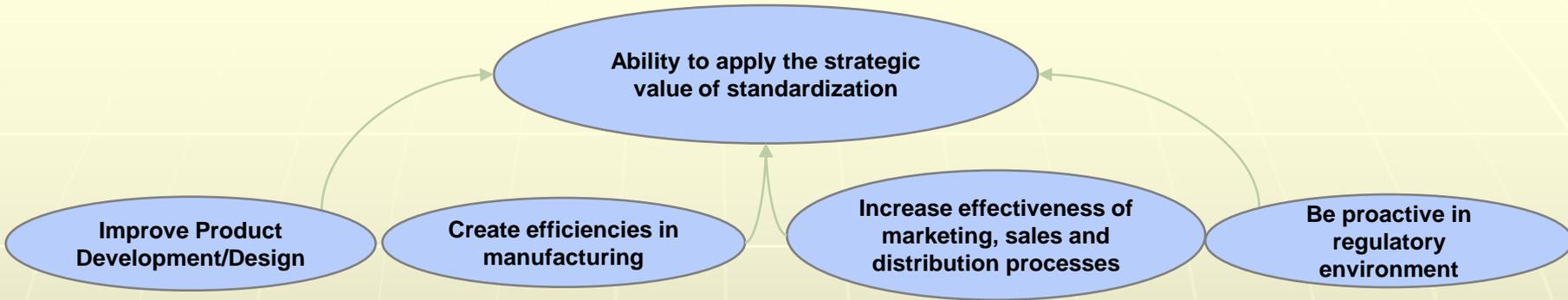
Attract and retain talent

Corporate Strategy Map



What does the workforce needs to learn about standards?

Learning Objective



If you take the same methodology as the corporate strategy and apply it to a standards education strategy the top level objective is for the learner to apply the value of standardization to their organization

Learner

Ease of access to
education

The coursework will
further the learner's
career

Satisfied with
relevance and
quality of material

If the learner is considered the customer, these are examples of what is
needed from the learner's perspective

How do we teach the workforce?

In order for our global workforce to be able to apply the strategic value of standardization to their organization, these are examples of the critical process in which we must excel

Learning
Process

Academic Curriculum Integration

Integration into
business schools

Integration into
engineering schools

Integration into law
schools

Continuing Education

Online education for
professional

Speakers at
relevant
conferences

Promotion

Promotion of
case studies

Informational display
at relevant
conferences

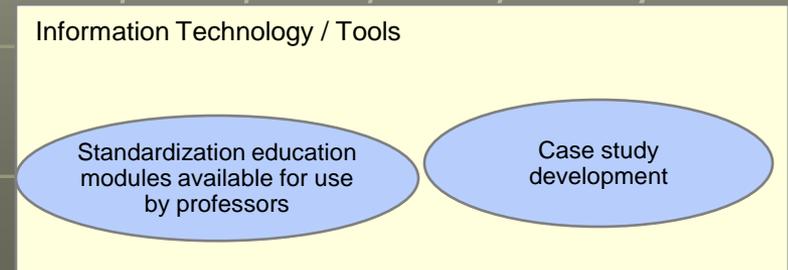
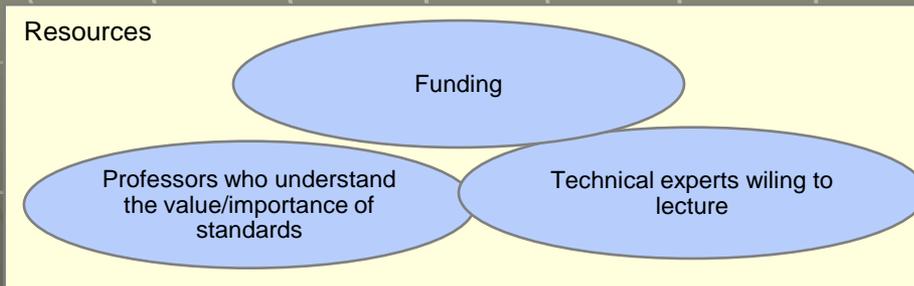
Research

Economic impact

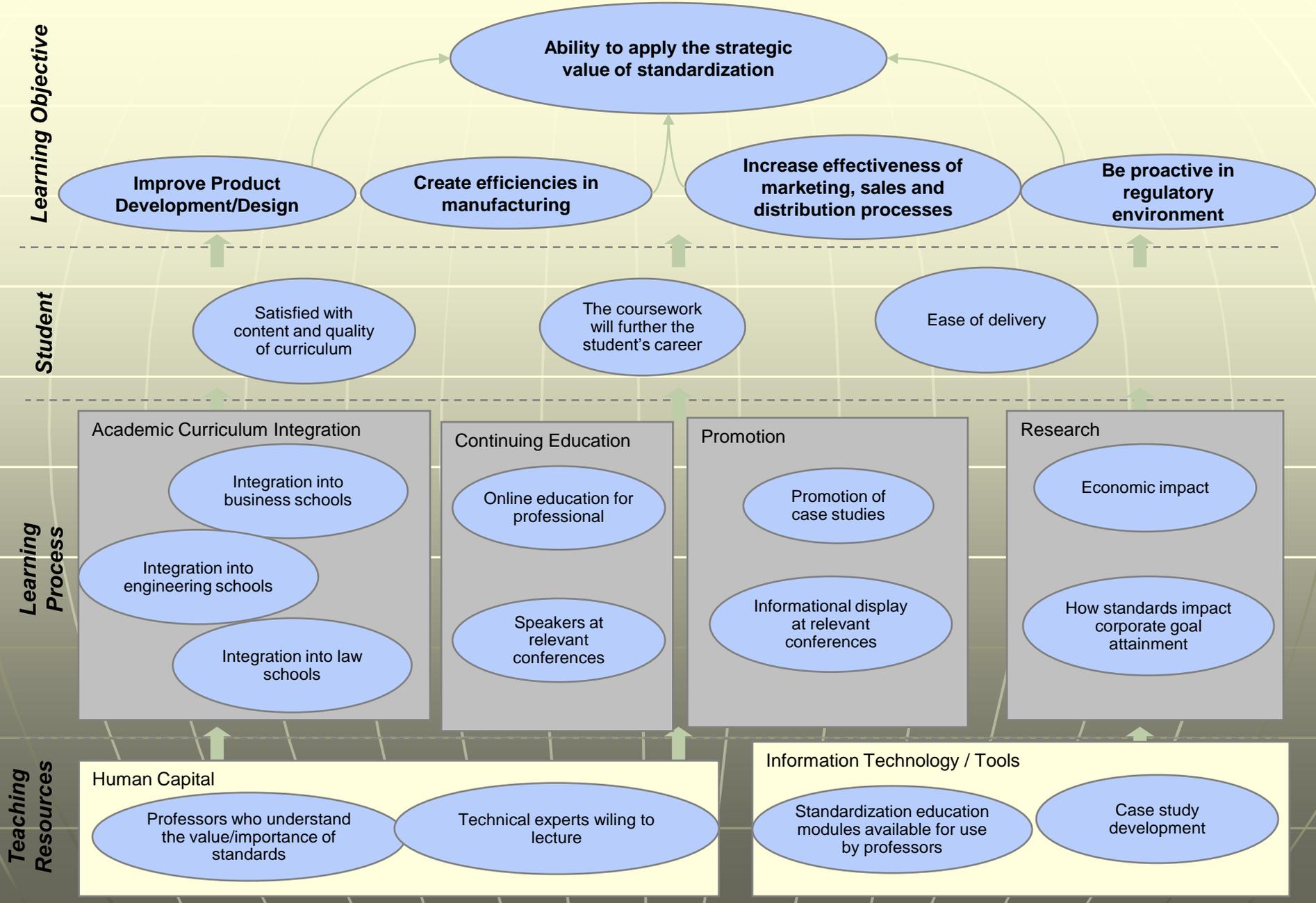
How standards impact
corporate goal
attainment

In order to excel at the previous processes, we must have the below resources in place

Teaching
Resources

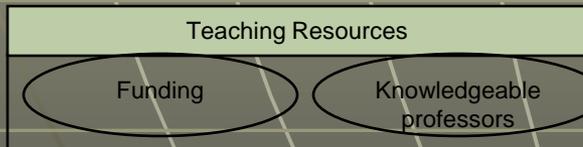
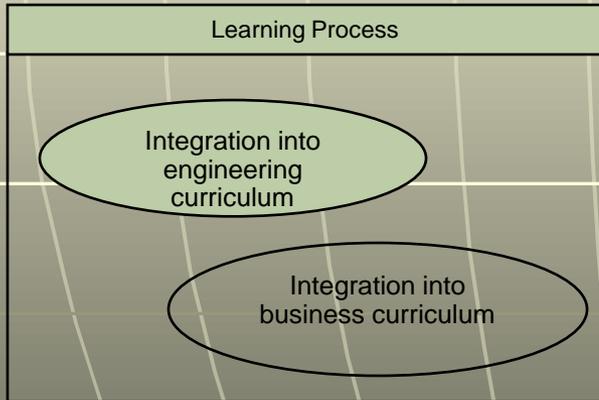
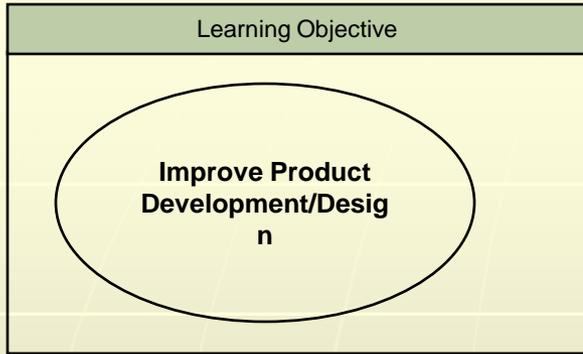


Standards Education Map



Next Steps

This is a slice of the strategy map and examples of what the balanced scorecard would look like to support the strategy map



Objectives

Statement of what strategy must achieve and what's critical to its success



Measures

How success in achieving the strategy will be measured and tracked



Targets

The level of performance or rate of improvement needed



Initiatives

Key action programs required to achieve objectives



Objective	Measure	Target	Initiative
<ul style="list-style-type: none"> Integration into engineering curriculum 	<ul style="list-style-type: none"> Number of engineering curriculum teaching standards module 	<ul style="list-style-type: none"> 50% annual growth of universities teaching standards module 	<ul style="list-style-type: none"> University outreach program headed by ANSI CoE

Conclusion

- Move standards education forward collaboratively, through:
 - Strategy - Organizations with clear direction of things they will do and not do
 - Destination - Can't tell if you are making progress unless you know where you are headed
- The specific examples I used are just that, examples. The point is for a group of like-minded organizations to become signatories to a global strategy and go through the process to determine what are the appropriate objectives, measures, targets, and initiatives

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