



# Rapporteur's Summary

## **Fifth working session - Communication and promotion**

*Lars Brogaard  
DS member of TMB*

**Third ISO Conference for TC/SC Chairs  
Geneva, 16-17 June, 2005**

# Lawrence D. Eicher 2004 award winner Charles Corrie, Secretary ISO/TC 176/SC 2

- What did they do to win the award?
  - A vision for a “process based” standard – 1991
  - Adoption of the approach – 1996
  - Published standard - 2000

# Lawrence D. Eicher 2004 award winner

## Charles Corrie, Secretary ISO/TC 176/SC 2

- Adoption of the approach – 1996 – with:
  - A management plan
    - Objectives, responsibilities, milestones
  - Project plan
    - Key processes, staff, risks, schedules
  - Work breakdown structure – design specification
    - All processes defined and scheduled

# Lawrence D. Eicher 2004 award winner Charles Corrie, Secretary ISO/TC 176/SC 2

- Outstanding issues
  - Customer needs analysis
  - Survey of participants – HR profiles
  - Validation program
  - Communication to stakeholders
    - Presentations, articles, web sites
  - Managed more than 7000 comments

# Lawrence D. Eicher 2004 award winner Charles Corrie, Secretary ISO/TC 176/SC 2

- Success obtained by:
  - Management
  - Fundamental issues agreed early
  - Higher work rate
  - Extensive communication
  - Support from all involved

# Business plans – pro's and con's

## Graham Holloway – Chair ISO/TC 157

- Business plans are used for:
  - TC's to focus on strategic issues
  - Guide and monitor the work
  - Transparency for global results

# Business plans – pro's and con's

## Graham Holloway – Chair ISO/TC 157

- Problems with business plans:
  - Takes a long time to prepare a BP
  - Reviews can be difficult
  - Members wish to make standards - not BP's
  - Discussing BP's are difficult in large plenary
  - Too many details

# Business plans – pro's and con's

## Graham Holloway – Chair ISO/TC 157

- How can we improve Business Plans?
  - Improve the format
  - Only targeted information - shorter
  - Assist the TC's active use of BP's
  - Active communication

• Conclusion: We need the Business Plans

# Are Business Plans useful?

## Graham Thomas – Chair ISO/TC 118/SC1

- Business plans are:
  - Any plan that works for a business to:
    - Look ahead
    - Allocate resources
    - Focus on key point
    - Prepare for problems and opportunities

# Are Business Plans useful?

## Graham Thomas – Chair ISO/TC 118/SC1

- What is most important in Business plans?
  - Cash flow analysis
  - Specific implementation details
- Do we need Business Plans?

• Yes

- To analyze the market
- To link work program to market needs
- Make priorities and allocate resources

# Are Business Plans useful?

## Graham Thomas – Chair ISO/TC 118/SC1

- Problems?
  - Who owns the Business Plan?
  - Who is the customer?
  - Who reads the Business Plans?
  - Lot of work – is there a reward?
  - Not compelling
  - Mix for internal and external use

# Are Business Plans useful?

## Graham Thomas – Chair ISO/TC 118/SC1

- What is missing?
  - Mission and Forward-looking
  - Clear action plans
  - Resource plans
  - Risk assessment
  - Reviews
  - Communication

# Opinions concerning TC Business Plans

## Hiroo Wakai – ISO/TMB member

- Simplified BP template – September 2004
- May 2005:
  - 130 Business Plans received
  - 30 is missing – 10 with extended dates
- Number of accesses to BP's have increased

# Opinions concerning TC Business Plans

## Hiroo Wakai – ISO/TMB member

- Comments on the present BP's
  - Visibility shall be improved
  - Insufficient for TC experts
  - Too technical for external use
  - Long term vision should be included

# Conclusions

## TC Business Plans

- We need Business Plans
- We need to improve the concept
- We need to market the Business Plans



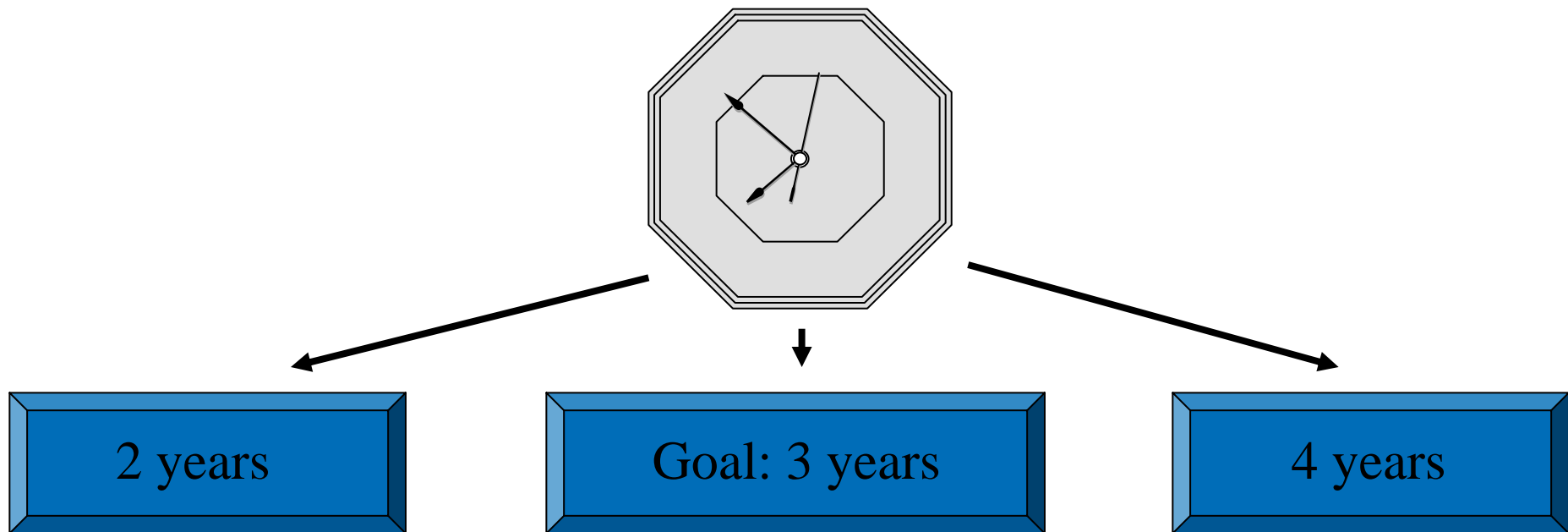
# Developing times and tracks

## Ernst-Peter Ziethen - ISO/TMB

- We need timeframes and different tracks to:
  - Be more efficient
  - Speed-up the process
  - Save costs
  - Improve the use at standards
- in order to manage the work in a professional way

# Developing times and tracks

## Ernst-Peter Ziethen - ISO/TMB



# Developing times and tracks

## Ernst-Peter Ziethen - ISO/TMB

- “Bottlenecks”
  - Performance of secretariats
  - Communication
  - “Waiting for the next meeting”
  - Lack of management

# Developing times and tracks

## Ernst-Peter Ziethen - ISO/TMB

- What can be improved:
  - Management – business plans being one element
  - Stronger leadership
  - Stronger support by NSBs
  - Support to conveners
  - Training
  - Work between meetings

# Developing times and tracks

## Ernst-Peter Ziethen - ISO/TMB

- Time to market is improved
- 68 % met time frames in 2004
- 46 % met time frames in 2000
- Focus shall still be given to “time to market”

# All over conclusions

- More business planning
- More communication on the work
- More communication on benefits to top level
- Focus on the end users
- Learn from the award winners
- Work hard and we shall all be winners !

