Scope: Messaging Focus Group

Communicate the importance of standards and effective U.S. participation and leadership in standards development

Identify:
• opportunities and challenges
• key strategic needs
• priority action items
• timelines
Members: Messaging Focus Group

- Peter Pondillo, Corning (Lead)
- Dale Cyr, Inteleos
- Tim Klein, U.S. Department of Transportation
- Kevin Lippert, UL Standards & Engagement
- Elise Owen, U.S. Environmental Protection Agency
- Phil Mattson, U.S. Department of Homeland Security
- Mary McKiel, American Academy of Forensic Sciences
- David Miller, American Petroleum Institute
- Dave Stehlin, TIA Online
- Jana Zabinski (ANSI staff liaison)
Discussion Starters

• Who are we trying to reach and how are we reaching them?
  • What messages and messaging tools exist now that work well and should be continued?

• What challenges in the evolving standards landscape are affecting messaging?

• What are the opportunities to address/overcome those challenges?

• What actions should be prioritized?
WHO: Audiences

- Corporations (Manufacturers / Service Sectors / ICT)
  - C-Suite; Business unit managers (who control the ‘purse strings’); Subject matter experts

- Government
  - Agency leadership; Staff/subject matter experts
  - Regulators vs. procurement agencies vs. trade agencies vs. policy makers
  - Note: Engage standardization offices as an ally

- Innovators

- Academia (including institutions, officers of research/labs)

- NGOs (including consumer and environmental groups)

- Consumers (individuals)

- Students (Next generation of standards professionals)
HOW: Messages + Messaging Tools

• Revamped/modernized ANSI.org

• StandardsBoostBusiness.org offers a valuable resource for C-Suite audiences across all sectors (refresh would be beneficial)

• Value of ANSI, standards, and standards participation is well articulated for those who are already familiar with the standards system

• Success stories of ANSI standards collaboratives and workshops
  • e.g., Measuring the Impact of Voluntary Consensus Standards initiative helps demonstrate the importance of standards to audiences concerned with health and safety
Challenges

• Retiring standards professionals are being replaced by new experts with little background or connections in the standards community (or not being replaced)

• New experts may not be solely focused on standards activities, so time is limited

• New/emerging industries and sectors with no/little standards background

• The ROI for participation/engagement in standards takes time, but resource managers are accountable for quarterly or fiscal year results
Challenges (Cont’d)

• Explaining the role standards play in developing and deploying innovation and disruptive technologies, especially in customer acceptance and culture change

• Perceived slowness of standards processes

• Pressure to engage in non-technical standards disincentivizes investment in technical standards
Opportunities: Communicate the Business Case

• Define messages and tools to demonstrate how business unit managers can leverage standards and participation as an investment rather than expense

• Update/develop case studies:
  • “Success Stories” of how standards have helped companies succeed
  • What happens as a result of lack of participation

• On-demand standards onboarding resources for standards newbies and managers of standards staff
  • Sustain investment in standards once the decision has been made to get involved
Recommended Actions

• Create new opportunities to reach audiences that are not “in the know” about standards and their value

• Leverage connections with trade associations, regulated entities and other “force multiplier” groups to spread messages

• Revamp/refresh StandardsBoostBusiness.org with new resources for emerging industries, technologies and markets

• Create “bite-size” messages and micro-learning modules to build broader knowledge and participation
Recommended Actions (Cont’d)

• Gather input from Politicization of Standards Processes, Standards and Education, and Convening and Organizing Focus Groups

• Engage focus groups to describe the role that standards play in their business now—and what role they are expected to play in the future

• Create messaging matrix for value proposition/ benefits for various audiences
Recommended Actions (Cont’d)

• Partner with other influential entities (e.g., think tanks, trade associations, consulting firms with inroads to management, etc.) to amplify messages to broader audiences

• Strategically target press outlets to communicate the positive impact of the U.S. system and engagement in international standardization, especially vis-à-vis high-profile issues involving standards

• Brainstorm how messaging might be created and maintained to support emerging audiences / industry sectors over time
Discussion
Discussion Questions (1 of 3)

• What messages are most effective in reaching, informing, and motivating audiences about the importance of standards and effective U.S. participation and leadership in standards development?
  • How would you prioritize them?
Discussion Questions (2 of 3)

• What tools are most effective in reaching, informing, and motivating audiences about the importance of standards and effective U.S. participation and leadership in standards development?
  • How do you presently receive information?
  • How would you prefer to receive information?
Discussion Questions (3 of 3)

• How can messages and tools be tailored to more effectively reach different audiences within your organization?
Messaging Focus Group

Evolving Standards Landscape Summit