

Messaging Focus Group

Evolving Standards Landscape Summit

October 12, 2022



WORLD STANDARDS WEEK

FALL 2022

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?

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