



**An outreach campaign to help
business leaders understand how standards
and conformity assessment can
boost business performance**

Background

For more than a century, voluntary consensus standardization and conformity assessment activities have been coalescing markets and saving money for organizations in both the private and public sectors. However, there is still a marked lack of standards and conformance-related knowledge by decision makers in business and industry.

As the coordinator of the U.S. standards and conformity assessment system, the American National Standards Institute (ANSI) must extend its public awareness campaign to include executive-level messaging that explains the strategic value of standardization for U.S. business.

The “Standards Boost Business” (SBB) campaign will serve as an educational/outreach effort that will help C-level executives and other private-sector leaders to better understand the ways that standards and conformity assessment activities can boost business performance. Ultimately, the effort should serve as a call to action for corporate America to devote resources – time, money, and manpower – to standardization activities.

The end result should be a *system-wide promotional piece*, not solely an ANSI-specific marketing tool.

Key Messages

Key messages will be incorporated into brochures, presentations and speeches, testimony, publications, press releases, ANSI’s websites, advertising, contributed articles or letters to the editor, and more. They may be used freely by any stakeholder within the standards community to help explain the strategic value of standardization to U.S. business.

Wherever possible, these messages should be supported with concrete metrics and/or case studies supplied by the Institute and members of the ANSI Federation.

Core Messages

- Companies that participate actively in standards development activities reduce costs, increase efficiencies, facilitate market access, and gain more competitive advantage than those who do not participate.
- As an executive, you really have two choices: position your organization to take a seat at the table and be part of the standards-setting process, or to let your competitors dictate the way you will be doing business.
- Standards and standardization are business tools that should be managed alongside your organization’s quality, safety, intellectual property, and environmental policies.

Messages: Competitive Advantage

- Participating in standards-setting activities gives organizations a leg up on emerging issues and obstacles.
 - Gain insider knowledge and early access to information
 - Shape agendas
 - Develop networks
 - Act on priority areas of industry-wide concern
 - Exert influence on technical content
 - Develop new markets for products, services, and technologies, as well as strategic positioning within those markets
- On almost any given day, a standards group or technical committee is meeting and making decisions that could affect your bottom line. Shouldn't you be involved?

Messages: Cost Savings

- Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market.
- In difficult economic times, many companies feel the need to downsize or even eliminate their participation in standards development. But the resources needed to re-start the process later on can be much more expensive than maintaining a well-functioning system in the first place.
 - Beyond the bottom line: standards impact quality, lead-time, factory flexibility, and supply chain management.

Messages: Customer Retention and Growth

- Above all, customers want products and services that are high quality, reliable, consistent, and safe. Reliance upon standards and conformity assessment activities helps to demonstrate these important characteristics, earning customer loyalty.

Messages: Trade and Market Access

- Demonstrating compliance to standards helps your products, services, and personnel to cross borders.
- Standards make cross-border interoperability possible, ensuring that products manufactured in one country can be sold and used in another.
- Standards and conformity assessment activities are inextricably linked with your business' full supply chain throughout the multiple tiers of subcontractors and suppliers.

Messages: Standards and Innovation

- Businesses not only reduce the economic risk of their research and development activities by participating in standardization, they can also lower their overall R&D costs by relying on previously standardized technologies and terminologies.

Messages: Standards and Regulations

- If the U.S. standardization community – which operates as a partnership between the public and private sectors – does not step forward to deliver a standards and/or conformance-based solution to a key national priority, then the U.S. government will meet the need with a regulation.
 - By participating in standards development activities, you have an opportunity to directly influence the requirements and guidelines for your product.

Messages: A Call to Action

- “Engineer it, patent it, and then sell it” used to be the formula for success. But that isn’t enough to capture today’s global marketplace. When executives participate in standards-setting activities, they are bringing their concerns and needs to bear on the process.
- As a business leader, your support of the standardization community is essential:
 - Put in place a corporate policy that supports standards development right alongside quality, safety, intellectual property, and environmental performance. It is just as important to the long-term health of your business.
 - Identify the business units and individuals who will participate in standards development work and ensure that they can be involved from the beginning of any new activity
 - Help educate younger employees on the importance of standardization
 - Support University Outreach programs by providing subject matter experts to reach out to the emerging workforce

Deliverables

With these key messages in place, the ANSI communications group – working in conjunction with the marketing and membership teams – will create a number of deliverables for use as part of the Standards Boost Business (SBB) campaign.

ANSI has already invested time and resources in the design and development of the campaign plan and strategy, program logo, Q&A flyer, SBB website, collection and review of case studies and testimonials, and more. The Institute is also planning to execute a series of press releases and contributed articles and will begin socializing the campaign through various social media platforms. All these deliverables are being funded by ANSI. But some of the planned deliverables outlined below require additional funding through sponsorship. These include:

- Print brochures
- Advertising – print and web
- Advertorials in business publications
- Industry roundtable events
- Conferences
- Promotional video
- Video interviews

Depending upon the level of funds raised, ANSI may elect to pursue all of these deliverables, or only a select group as allowed by the overall campaign budget.

A full description of each deliverable type can be found on the following pages.

Campaign Logotype

The ANSI communications group has designed a dedicated campaign logotype for use on the SBB website and in all related materials, which establishes SBB as a unique entity that is not solely an ANSI effort.



Flyer

A print flyer has been created and was distributed at the December 2009 U.S. Chamber of Commerce Committee of 100 meeting. This flyer is focused on organization-level messaging, and is set up in a “Questions and Answers for Executives” format. Quotes in support of the U.S. standardization system are offered in the green bars at the bottom of the flyer. Another version of the flyer has also been developed with corporate-level messaging.



Print brochure

A print brochure will be distributed to all ANSI members and member prospects, and can be made readily available for any U.S. stakeholder to use in meetings with industry leaders. It would also be mailed in hard copy to a list of top C-level business leaders.

The brochure should use simple, effective language and refrain from over-reliance on terminology and phrases that are unique to the standards community. As an outreach piece, it is of critical importance that this brochure speak directly to its target audience.

In addition to use of the key messages outlined above, the brochure will include metrics and case studies from ANSI Company Members who are willing to demonstrate how their participation has created a strategic advantage for their business or product line within the marketplace. Some of the case studies currently under development by the Institute's Committee on Education may also be of use.

SBB Branded Website

An SBB branded website, www.standardsboostbusiness.org, was launched in December 2009. The site has its own branding and identity that is unique from ANSI's own site, making it a tool for the entire U.S. standards community.



Features of the website include:

- A Standards Boost Business “Show Your Support” page for stakeholders to demonstrate their commitment to the U.S. standardization system
- Case studies of how other companies and organizations are relying on strategic standardization to meet their business objectives
- A toolkit that includes downloadable flyers, presentations, and other resources for broad stakeholder use (including the Standards Boost Business Resource Center now available on the ANSI eStandards Store - <http://webstore.ansi.org/standardsboostbusiness/>)

Promotional Video

A short promotional video that relies on snappy text and vector illustrations (rather than full video) can be quite compelling at delivering the Standards Boost Business message. Stock video can also be used, as for the ANSI 90th Anniversary video that was shown during World Standards Week 2008.

The video would be available on the SBB website and on ANSI's YouTube channel. The promotional video could be used by the ANSI Federation on their web sites.



- Example: The Power of A [promo video](#)

Video Interviews and Case Studies

ANSI president and CEO Joe Bhatia could conduct interviews with executive-level representatives of companies from a number of different industry sectors. These Q&A style sessions would be mini case-studies, no longer than 5-7 minutes each, and would offer a way for users to see first hand how standards and conformity assessment activities have helped that specific company to save money, increase efficiency, or otherwise improve their business model. Videos would be made available on the SBB website as well as ANSI's YouTube channel.

PowerPoint Presentation / Executive Summary

A brief PowerPoint presentation would outline the key messages described above and be made available for use by any interested stakeholder. The same information will be presented in an alternative .doc/.pdf format as a one-page executive summary.

ANSI Online News Item / Press Release

The communications group will draft, vet, and issue an ANSI Online news item and nationally distributed press release announcing the launch of the campaign and the availability of materials for broad use. This article will be the lead item in the next distribution of *What's New?*, ANSI's weekly electronic newsletter that reaches some 3,500 individual contacts.

Social Media

The Institute will utilize Twitter, Facebook, LinkedIn, YouTube, and the ANSI blog to help promote the SBB campaign and get its messages in front of the highest number of individuals possible. These tools also offer the added benefit of user feedback/commentary, and make it easy for users to share the files quickly within their own social and professional networks.

Contributed Articles

Many publications accept by-lined articles and news stories from executives and subject matter experts. These editorial contributions, whether they appear as articles in hard-copy, in online publications or even as a "letter to the editor," can help to advance the Standards Boost Business campaign including commentary or even case studies, depending on the publication's coverage. The objective of such editorial contributions is to stimulate broader awareness of the U.S. and global standardization community and the value of voluntary consensus standards and conformity assessment.

Advertising – Print and Web

The ANSI marketing team will place advertising on external sites that directs potential standards purchasers to the eStandards Store's Standards Boost Business Resource Center. A related print advertising campaign to promote the strategic value of standardization for U.S. business. Potential target publications could include: *The Wall Street Journal*, *Newsweek*, *Business Week*, *The Economist*, *Forbes*, *Fortune*, and *Crain's*. Prices for print advertising vary by ad size, placement, and publication.

Advertorials

ANSI may also wish to explore the possibility of an advertorial campaign in one or more of the publications listed in the Advertising section above. An advertorial is an advertisement written in the form of an objective opinion editorial, and presented in a printed publication—usually designed to look like a legitimate and independent news story, but carrying such disclaimer language as “advertisement,” “special promotional feature,” or “special advertising section.” Pricing is dependent upon a number of factors, including section length and number of advertisers secured.

Industry Roundtable Events

The Institute may wish to use the SBB campaign as a launching point for a series of ANSI-hosted CEO industry sector roundtables and/or networking events, per the Institute's 2009 membership strategy. An industry-specific focus will help generate interest, and will better communicate the campaign's key messages to its target audience. A CEO is far more likely to listen to how strategic standardization has benefited another organization within his or her own industry.

Two-Day Conference

A two-day conference with the “Standards Boost Business” theme could be structured around a number of industry-specific panels and a compelling high-level keynote speaker. At that level, speakers typically expect an appearance fee, which has been estimated and included in the overall estimated cost shown above.

The event could be hosted anywhere in the country, but the Institute may wish to consider a west-coast event to capture the high concentration of IT-focused companies in that area of the country. Alternatively, ANSI could seek out our audience directly by co-locating an Institute-hosted conference with a leading industry event, trade show, or conference.

Promotion of Campaign at Other Events

ANSI distributed the initial flyer to the [U.S. Chamber of Commerce's Association Committee of 100](#) (C100) during its December 2009 meeting. ANSI is following up with C100 attendees to pursue speaking engagements for ANSI president and CEO Joe Bhatia and roundtable discussions that will provide opportunities to seed SBB messages with specific industries and sectors.

Funding

In order to deliver all of the possibilities outlined above, some degree of fundraising will need to take place. ANSI is currently proposing an 18-month sponsorship period from January 2010 to June 2011.

ANSI Board Members (and other members of the Federation as deemed appropriate) will be solicited in June 2010 for contributions to a campaign that serves the entire U.S. standards and conformity assessment community. Ultimately, all stakeholders stand to benefit from a campaign that will stimulate broader awareness of the U.S. and global standardization community and the value of voluntary consensus standards and conformity assessment.

In a letter to members of the Board, Joe Bhatia will introduce the initiative, its objective and attendant benefits, and the proposed set of deliverables, key messages and an FAQ. Several levels of participation will be suggested in such a letter, alongside the following sponsor benefits:

Amount	Benefits
\$25,000	<ul style="list-style-type: none"> ▪ Executive-level video overview featured on SBB website ▪ Company logo included in print advertising ▪ Company invited to speak at conference and roundtable events ▪ Company logo prominently displayed at conference and roundtable events ▪ Exhibit space at conference ▪ Ad space on SBB website ▪ Company logo included in print materials ▪ Company logo included in website in sponsors section ▪ Company name mentioned in press release
\$15,000	<ul style="list-style-type: none"> ▪ Company name included in print advertising ▪ Company logo displayed at roundtable events ▪ Ad space on SBB website ▪ Company logo included in print materials ▪ Company logo included in website in sponsors section ▪ Company name mentioned in press release
\$5,000	<ul style="list-style-type: none"> ▪ Ad space on SBB website ▪ Company logo included in website in sponsors section ▪ Company name mentioned in press release

Based on conversations with small to medium size organizations that are also interested in supporting SBB, ANSI has elected to offer an alternate sponsorship scale for organizations with less than \$10 million in annual revenue. This approach is consistent with ANSI's membership dues structure, which also draws a distinction in fees between those organizations with annual revenues above and below \$10 million. The alternate sponsorship scale includes all of the same benefits shown above, but with the price points of \$5,000, \$3,000, and \$1,000 respectively.

Conclusion

More and more, corporate standards professionals are not being replaced when they retire, and new, younger professionals are not being groomed for corporate standards roles. In addition, the recent economic downturn has resulted in some companies decreasing their levels of involvement in standards development activities.

With recent efforts to create a dialogue on the current U.S. voluntary standardization system, now is the time for ANSI and its Federation of members to showcase the strategic value of the system to U.S. business and help corporate America understand the critical importance of their participation.



Standards Boost Business

Frequently Asked Questions

What is the “Standards Boost Business” (SBB) campaign?

The SBB campaign is a public awareness campaign aimed at C-level (e.g., CEO, CFO, COO, etc.) executives and other private-sector leaders. Through targeted, executive-level messaging, SBB will increase their understanding of how the U.S. voluntary standards system and its activities can boost business performance.

What issue is the campaign aiming to address?

In recent years, many companies have decreased their participation in standards development and conformity assessment activities. Whether this decrease comes from a tightening of the belt or shifting priorities, the concern remains the same: participation by U.S. industry is down, and the U.S. standardization community should do whatever it can to increase engagement.

An educational and outreach effort, the campaign’s primary goal is to serve as a “call to action” for corporate America to devote resources – time, money, and manpower – to the U.S. standardization system and its activities.

How will the campaign generate awareness?

SBB key messages will be incorporated into brochures, flyers, presentations and speeches, testimony, publications, press releases, websites and social media applications, advertising, contributed articles or letters to the editor, and much more. More importantly, the messages and deliverables may be used freely by any stakeholder within the standards community to help explain the strategic value of the voluntary standards system to U.S. businesses.

Why is ANSI launching this campaign now?

For more than a century, voluntary consensus standardization and conformity assessment activities have been coalescing markets and saving money for organizations in both the private and public sectors. However, there remains a marked lack of standards and conformance-related knowledge by decision makers in business and industry. This has led to corporate decisions to down-size or eliminate standards-related sections and programs within companies. More and more, corporate standards professionals are not being replaced when they retire, and new, younger professionals are not being developed for corporate standards roles. In addition, the recent economic downturn has resulted in some companies decreasing their levels of involvement in standards development activities.

With recent efforts to create a dialogue on the current U.S. voluntary standardization system, now is the time for ANSI and its Federation of members to showcase the strategic value of the system to U.S. business and help corporate America understand the critical importance of their participation.

How can members of the ANSI Federation participate?

Members can participate by signing up for one of the several sponsorship levels. The number of sponsors will determine the level of deliverables that ANSI is able to provide in support of the SBB effort.



STANDARDS BOOST BUSINESS

Strategic Standardization Questions and Answers for Executives

In today's complex global marketplace, your organization needs **every advantage** it can get. That's why it's so important for you and your members to take an active role in the standards-setting process. Take a look at the questions and answers below to learn more.

So you want to . . .

access new markets ■ reduce costs ■ increase productivity and efficiency ■ hone your competitive edge

The answer is strategic standardization.

What can standards do for my organization, my members, and my industry?

By participating in standards development activities that affect your products and services – and by implementing standards and conformance tools that can help you streamline your processes and trim costs – you and your members can continue to build marketshare and boost your bottom line.

Why should my staff and my members spend company time on standards development?

When your stakeholders participate in standards-setting work, your organization automatically gets a leg up on emerging issues and obstacles that affect your industry or product line. You'll gain insider knowledge and early access to information that will help you shape your agenda, develop networks, and act on priority areas. On almost any given day, a standards group or technical committee is meeting and making decisions that could affect your business. Shouldn't you and your members be involved?

But isn't it expensive to participate?

In challenging economic times, some executives decide to downsize or even eliminate their organization's standards development efforts. What they don't realize is that re-starting their internal processes later can be much more expensive and time consuming than maintaining a well-functioning system. The companies who are most successful in their sectors recognize that standards and conformance are business tools that should be managed right alongside their quality, safety, and environmental policies.

What's the worst that could happen?

If the U.S. private sector does not step forward to develop a standards and conformance solution to a key national priority, then the U.S. government will meet that need with a regulation. And from a market share point of view, it's likely that your competitors are actively engaged in standardization. Without your influence and input, your competitors can dictate the way you will be doing business through the content of a standard. Worse yet, they can even include language that effectively standardizes your product off the market.

What should I do?

Make a resource commitment – **time, money, and manpower** – to the U.S. standardization system and encourage your members to do the same. Visit the Standards Boost Business website to read case studies of how other companies and organizations are relying on strategic standardization, and demonstrate your support by signing the Standards Boost Business pledge.

Standards impact more than 80% of global commodity trade.
– U.S. Department of Commerce

Standards are important for every company because they influence the design, development, manufacturing, and marketing of many products worldwide.

– Motorola

Standards are a vehicle of communication for producers and users. They serve as a common language, defining quality and establishing safety criteria.

Costs are lower if procedures are standardized; training is also simplified.

– American Society of Mechanical Engineers

Sound technical standards benefit the user, as well as the manufacturer, by improving safety, bringing about economies in production, eliminating misunderstandings between manufacturer and purchaser, and assisting the purchaser in selecting and obtaining the proper product to meet his or her need. NEMA devotes much of its time, effort, and resources to voluntary standardization activities.

– National Electrical Manufacturers Association (NEMA)

visit www.standardsboostbusiness.org to learn more



HOME

VALUE OF STANDARDS

SHOW YOUR SUPPORT

TOOLKIT

CASE STUDIES

SPONSORS

FAQ

CONTACT US

In today's complex global marketplace, your company needs every advantage it can get.

So you want to . . .



The answer is **strategic standardization**.

The U.S. Department of Commerce tells us that standards and conformity assessment impact more than 80% of global commodity trade. From design and manufacturing to distribution and marketing, all aspects of your industry's products and services are affected at some point by standardization.

But how much of an impact are we talking? Just ask the U.S. Department of Defense, which is projecting \$789 million in cost avoidance over just one of their programs. How did they do it? They focused on parts standardization and process standardization.

Or ask the electrical fire safety industry. By collaborating on a critical standard for Arc Fault Circuit Interrupters, the National Electrical Manufacturers Association, the National Fire Protection Association, and Underwriters Laboratories have helped to prevent more than 40,000 home fires, over 350 deaths, and more than 1,400 injuries each year.

Or ask Deere & Company, whose agriculture and construction equipment is exported and used around the world. By participating in standards development for component pieces like fittings and fasteners, Deere knows that these components will meet their needs "off the shelf." And the more standardized components they can use, the less they, and their customers, have to pay.

By participating in standards development activities – and by implementing standards and conformance tools – each of these organizations has been able to streamline processes, trim costs, earn and maintain market access, and boost their bottom line.

Want to learn more? The next tab tells you all about the **value of standards** to industry, government, and consumers. You can also read **case studies** that describe how companies, organizations, and government agencies are relying upon strategic standardization to meet their goals.

Beyond the bottom line, standards impact quality, lead-time, factory flexibility, and supply chain management.

Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market.

Demonstrating compliance to standards helps your products, services, and reputation to cross borders. Standards also make cross-border interoperability possible, ensuring that products manufactured in one region can be sold and used in another.

Businesses not only reduce the economic risk of their research and development activities by participating in standardization, they can also lower their overall R&D costs by relying on previously standardized technologies and methodologies.



**STANDARDS
BOOST
BUSINESS**



HOME

VALUE OF
STANDARDS

SHOW YOUR
SUPPORT

TOOLKIT

CASE STUDIES

SPONSORS

FAQ

CONTACT US

SHOW YOUR SUPPORT



Standards help companies across the United States to reduce costs, increase efficiencies, facilitate market access, and gain more competitive advantage.

By filling out the form on the right side of the page, you are

demonstrating your recognition that standards and conformity assessment are a vital component of the U.S. economy.

Showing your support by filling out the form is just the first step. Here are some more suggestions of ways you can support our nation's robust standardization system and the many entities that make our success possible:

- **Educate your colleagues and executive leadership**

Without a proper understanding of the value of standards and conformance, some organizations have seen standards development as a logical place to start making cuts – both in terms of funding and manpower. Take a look at the toolkit for some valuable resources that will help you show your colleagues – in concrete, easy-to-understand terms – just how important standards and conformance are to their business

[*** View the toolkit](#)

- **Submit a case study with results-oriented metrics**

Do you have a great standards or conformance success story? Tell us about it and we will put it up on the case studies page for all to see. We need to show executives how standards and conformance are increasing efficiency, saving money, and earning and maintaining market access, and concise, results-focused case studies are a great way to do it.

[*** View the case studies](#)

- **Become a sponsor**

Your financial support of this effort will broaden the reach of the Standards Boost Business message. With your assistance, we can get advertorials and messaging in business publications, build a robust promotional campaign, and ensure that executives from all industries are exposed to the strategic importance of standardization. Becoming a sponsor also gives you an opportunity to get greater exposure for your organization and your own standardization success stories.

[->> Learn more about sponsorship](#)

* First Name	<input type="text"/>
* Last Name	<input type="text"/>
* Title	<input type="text"/>
* Organization / Company	<input type="text"/>
* E-mail	<input type="text"/>
* ZIP code	<input type="text"/>
* Tell us More: How Do standards boost your bottom line?	<input type="text"/>
Yes, I would like receive periodic email updates	<input type="checkbox"/> Yes

Submit

Reset



HOME

VALUE OF STANDARDS

SHOW YOUR SUPPORT

TOOLKIT

CASE STUDIES

SPONSORS

FAQ

CONTACT US

CASE STUDIES

Companies across the nation rely on standards and conformance to increase efficiency, reduce cost, and boost market access for their products and services. Here are a few examples:

The Virginia class attack submarine is one of the most powerful and complex naval combatants ever created. But firepower and enhanced stealth were not the only considerations facing the U.S. Navy when it needed to update the fleet with the post-Cold War security environment in mind. The cost of building nuclear powered submarines is vast, each ship running into the billions of dollars. At the same time, budgetary pressures are significant. Obviously, developing new efficiencies in design, production, and ongoing maintenance offers the potential for tremendous cost savings on such large-scale projects.

Historically, nuclear submarine shipbuilding development and construction focused on custom designs because of the relatively limited number of ships being built in this category. Over time, this practice resulted in a proliferation of functionally similar or nearly identical parts and specifications. In a major cooperative initiative, the U.S. Department of Defense, the Navy, the industrial shipbuilding community, and academia identified two key areas to improve: parts standardization and process standardization.

The bottom line: over the life of the Virginia class program, an investment of \$27 million in parts standardization is projected to lead to \$789 million in cost avoidance. The number of procured parts was reduced by 60 percent. The USS Virginia lead ship was launched ahead of her threshold delivery requirement determined ten years earlier. Moreover, the USS Virginia is already showing a marked improvement in crew readiness and cost-effective onboard parts support.

— *U.S. Department of Defense*

While our products feature unique components that differentiate us from our competitors, we also rely on enabling components like fittings and fasteners that can be produced to standards and be available "off the shelf."

Contributing our knowledge to develop these standards made good sense. The more standardized components we can use to deliver reliable functionality, the less we, and our customers, have to pay.

— *Deere & Company*

Aerospace has been at the center of America's technological leadership for the last century.

Underpinning all these accomplishments is the vast wealth of technical data housed, maintained, and disseminated through standards.

— *Aerospace Industries Association*

