



# ***MB007 Strategic Review Standards in the Services Sector***

***(Sustainability, Innovation, Foresight & Knowledge  
Management)***

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# *Agenda*

- Strategic Intent
- Situational Analysis
- The Roadmap 2006 - 2008
- Delivery 2006 – 2008
- Summary & Next Steps

# *Standards' Engine*

## **5 key drivers:**

- Transition from industrial model to services sector
- Content cycle times
- Partnering
- Foresight
- Funding



# *Situational Analysis*

# *Our Strategic Intent*

## **5 objectives:**

- Global thought leadership in standards (ISO)
- Penetrate the executive suite
- Proactive community engagement
- Fast track content development
- Electronic media formats

# *Achievements – MB007*

**MB007 has reached a critical point:**

- AS5037 world first for KM Standard
- Baseline on “soft standards”
- New benchmark set for launch functions
- New education & promotional initiatives (ASIC case study, Aust Business Foundation, podcasting)



Opportunity to lead international developments in KM,  
Sustainability, Innovation and Foresight & Futures



# *The Roadmap*

## *2006 – 2008*

- 1. Committee effectiveness**
- 2. Funding**
- 3. Marketing & Resources**

# *Recommendations*

## **1. Committee effectiveness:**

- Transparency, “Business Plan” clear goals, continuous improvement, budgeting & resources)
- Coordination group - governance
- Establish an international Advisory Council
- “Expert Domains” & Working Groups – sharper focus & fast track content
- Induct new talent, rotate contributors & target representation
- Annual performance reviews and reports

# *Recommendations*

## **2. Funding:**

- Consortia & joint ventures
- Partnering
- Government grants
- BSI model (tender content development)
- Commercial sponsorship for community engagement

# *Recommendations*

## **3. Marketing & resources:**

- Target policy debate (Forums)
- Engage community – leaders + educators
- Closer links with ISO, BSI
- Launch an independent Institute (Initiative)
- Adopt “new” media
  - MP3 sound files
  - Streaming video
  - Podcasting
- Reference & library resources
- Project management, editing, & audio/video resources

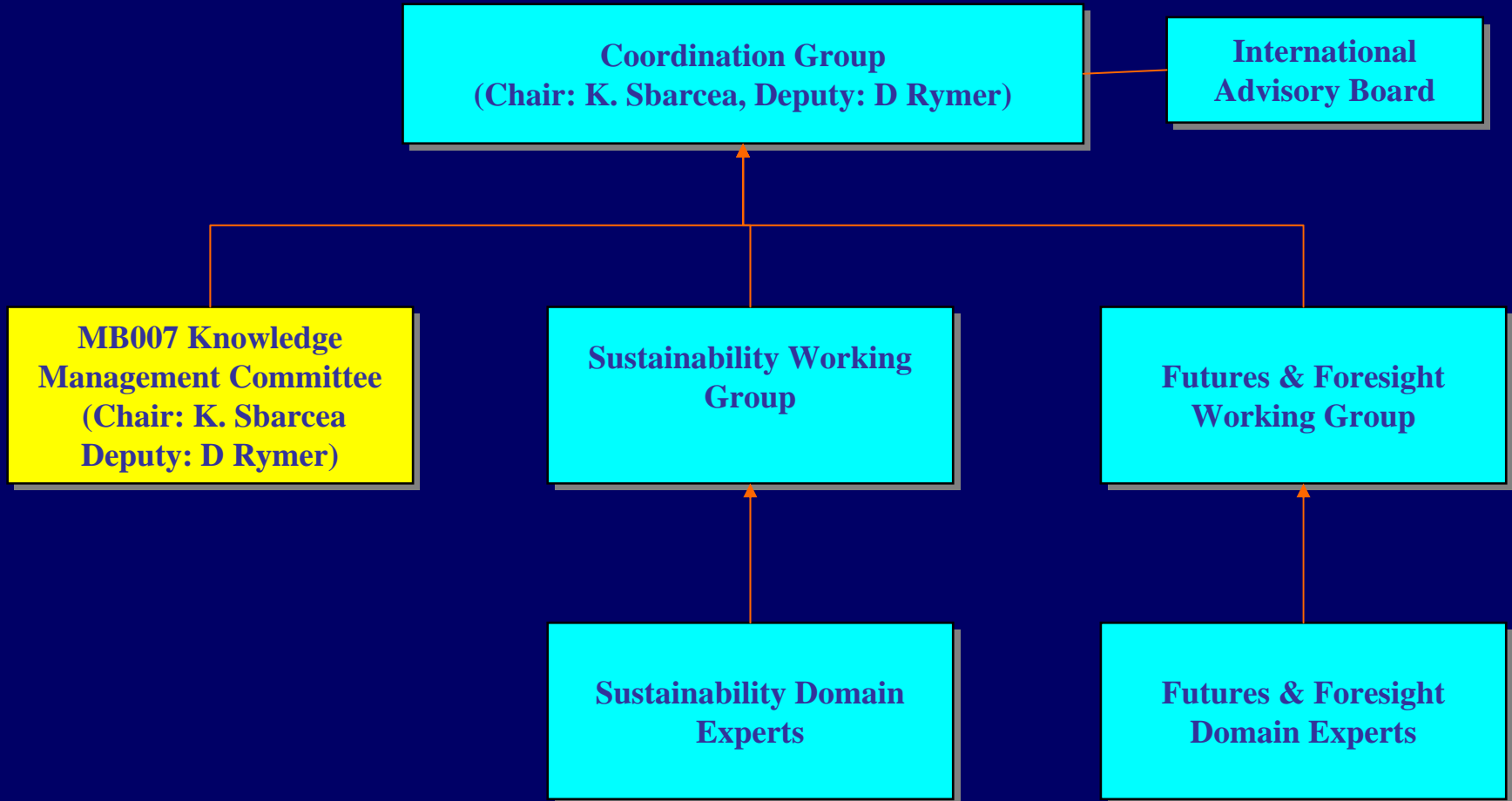


# *Delivery*

## *2006 – 2008*

- 1. Committee structure**
- 2. Target expert domains**
- 3. Community Engagement**

# *Proposed Committee Structure*



Current

Proposed

# *Target Expert Domains*

- Innovation
- Commercialising IP
- KM in the Public Sector
- Sustainability
- Foresight & futures
- Knowledge Capabilities
- Personal Knowledge Management
- Social Network Analysis
- HB189 – 2004 Vocabulary
- Taxonomy
- Communities of Practice
- Measurement
- Storytelling & narrative
- Social software; Blogs, wikis, podcasts
- Decision Support



# *Community Engagement Vehicles*

# *Leaders @ Standards*

## **3 major events per year:**

- Sustainability Cafés - March 2007
- Foresight & Futures Forum - July 2007
- Innovation Forum Forum - October 2007
  
- 1 day “Leaders” summit followed by a
- 2 day public conference + 1 day of workshops
  
- Professionally managed (contract)
- Outsourced via joint venture

# *The Eliska Initiative*

(Emergence, Leadership, Innovation, Sustainability, Knowledge, Asia-Pacific)

- Institute for thought leaders & professionals
- APEC in scope
- Respected & authoritative voice
- Deliver enhanced credibility
- Professional development programs
- Networking opportunities
- Advisory Board: Australasia, Asia, South Africa & UK.
- Re-invigorate support for participation in standard development



# *Summary & Next Steps*

# Summary

## Drive:

- Global thought leadership
- Penetrate the executive suite
- Proactive community & stakeholder engagement
- Partnerships
- Smarter higher education & marketing programs
- Fast track content development
- New agile, responsive capabilities



Committee = prototype for new Standards model

Leadership lab on services economy

# *Next Steps*

## **KM Standard:**

- AS/ANZ discussions
- Approach ISO
- Disciplined promotion & education

## **Committee Priorities 2006:**

- Strategy in place
- Talent identified & recruited
- Domains identified & priorities set
- Work commenced on 1 x priority and 1 x secondary domains
- Committee blog live



# *Questions & Discussion?*