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# The Strategic Business Plan (SBP)



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## The SBP

- **Each TC develops its own SBP**
- **Formally agreed by TC and submitted to SMB**
  - **Business environment**
  - **New areas of activity, those completed, those in progress, those needing to be cancelled**
  - **Evaluate revision work**
  - **Prospective view on emerging needs**



## Purpose of SBP

- **Align work programme with expressed business needs and trends**
- **Provide executive level information to industry management**
- **Attract new experts to participate**



## Background

- **TC/SCs field of activity – expanding on information given in scope**
- **Relevant historical information**



# Business environment

- **Appreciation of significant indicators in field of TC**
  - **Sales**
  - **Major players**
- **Make distinction between external and internal environment**



## Market demand

- **Who are the primary customers of the TC/SC**
- **Use at regional / national level**
- **Used as a support for regulation**
- **Use in IEC Conformity Assessment (CA schemes)**
- **Similar standards in other organizations**



# Trends in technology

- **Short summary of future technology trends**



## Market trends

- **Estimate of market trends**
- **Assessment on future work of TC/SC**





## Ecological environment

- **Evaluate impact of TC/SC standards on environment for complete life cycle, from procurement to end of life**



## System approach aspects

- **Customer / supplier relationships with other TC/SCs**
- **Generic review of place of TC/SC**



## Objectives and strategies

- **Define limited number of objectives over 3-5 year period**
- **Prepare “road-map”**
- **Ensure they are achievable and not constrained by external factors**
- **Define strategy to achieve objectives**



## Action plan

- **Outline clear plan of action**
- **Milestones**
  
- **Link provided by CO to TC/SC dashboard on website (<http://www.iec.ch/tcxyz>)**

- Intended as a tool for the TC/SC
- Important, but do not spend excessive time discussing at meetings
- Painting with large brush – don't get bogged down in detail





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# Thank you

