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)
Notes

- 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
Thank you