

# INTERNATIONAL STANDARDISATION

## A DEFINING FACTOR IN ACHIEVING SUCCESS

28 - 29 NOVEMBER 2011

Blu-ray has become the new standard for high definition optical discs. The Blu-ray alliance won the battle against the HD-DVD alliance led by Toshiba. Research at the Rotterdam School of Management, Erasmus University's chair of standardisation shows that Toshiba and its partners could have been market leader if they had applied a different strategy. How? You will learn this in the executive course 'International Standardisation'.

The course aims to provide you with knowledge about how to achieve business goals by participating in international standardisation. At the end of this two-day course you will be able to:

- Assess business benefits and costs of your involvement in international standardisation
- Know how to map stakeholders and analyse their stakes in order to assess if you can influence the standardisation process in your favour
- Know what to do to have more influence in this process
- Get the opportunity to get expert-feedback from Henk de Vries

### ACHIEVING BUSINESS BENEFITS THROUGH PARTICIPATION

Research at the Rotterdam School of Management revealed more than 100 factors that contribute to the effectiveness of participation in international standardisation. In this two-day programme we will share 'best practices' which combine our research findings with 26 years of practical experience in standardisation. This course will bring you to a level of participation that enables you to achieve organisational success, whether your goals are financially orientated or to make a lasting impact on society.

### PROGRAMME FORMAT

Presentations are alternated with exercises and discussions. The interactive approach of the programme will help you learn not only from the teachers but from the other participants as well. The course will prepare you for making a personal action plan and provide you with the opportunity to receive feedback and support from the head faculty member after the course has taken place.

The maximum number of participants is 15.

### FOR WHO

- Participants in international standardisation (for instance ISO, ETSI, ITU, CEN, CENELEC)
- Participants in standardisation activities of organisations like IEEE and ASTM
- Participants in standardisation activities of industrial consortia.



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### Day 1

#### Introduction

- Reasons for participation in international standardisation
- Expectations of the course

#### Paradoxes in international standardisation

- Cooperation versus competition
- Technical paradigm versus business paradigm

#### Benefits of standards

- Types of standards and their economic effects
- Impact at company level
- Impact at the level of industry sectors
- Exercise 1: Determine costs and benefits of a standard
- Impact of standards on innovation

#### Business impact of participation in international standardisation

- Research evidence for business impact of participation in international standardisation
- How to determine company costs and benefits?
- Exercise 2: Determine costs and benefits of participation in the development of a standard

#### Stakeholders in international standardisation

- Functions of standards for various stakeholders
- Exercise 3: Identifying the stakeholders and their stakes
- Classifying the stakeholders
- Defining the core stakeholders
- Relating own position to the other stakeholders and their stakes
- Managing stakeholder relations
- Exercise 4: Determine opportunities for increasing influence

#### How to make standardisation projects successful – the experience in Ecma International

### Day 2

#### Systematic standards development

- Structure of standards
- Functional requirements for standards
- Designing standards
- Drafting standards
- Integrating systematic standards development in the formal process
- Structure of collections of standards
- Managing standards collections
- Exercise 5: Designing a collection of service standards

#### Influencing international standards

- Choice of committees to be involved in
- Influencing tactics
- Requirements for participants
- In-company organisation of standardisation activities
- Exercise 6: Analysis of own strengths and weaknesses

#### Preparing for market success of standards

- Factors that stimulate standards adoption
- Factors that may hinder standards adoption
- Battles between competing standards
- Integrating intended standards use in the process of standards development
- How to solve barriers for adoption of standards?

#### Preparing a company strategy for involvement in international standardisation

- Relating general strategy to standardisation strategy
- Setting priorities
- Implementing a standardisation strategy

## MEET OUR FACULTY AND EXPERTS



#### DR. IR. H.J. DE VRIES

##### Associate Professor of Standardisation, RSM

Main teacher Henk de Vries has 25 years of experience in standardisation, both in practice and in research and education. Henk received a PhD degree on his thesis “Standardisation – A Business Approach

to the Role of National Standardisation Organizations” (Kluwer Academic Publishers, 1999). His research and teaching focuses on standardisation from a business point of view. Henk is Vice-President of the European Academy for Standardisation EURAS, Vice-Chair of the International Cooperation for Education about Standardization ICES and Special Advisor of the International Federation of Standards Users IFAN.

**WINNER OF THE ISO AWARD 2009 FOR HIGHER EDUCATION IN STANDARDISATION**

#### PROF. DR. K. BLIND

##### Professor of Standardisation, RSM

Knut Blind also holds the Chair of Innovation Economics at the Technical University Berlin, Faculty of Economics and Management, and he is leading the research group “Public Innovation” at the Fraunhofer Institute of Open Communication in Berlin.

#### MR. O. ELZINGA

##### Chief Technology Officer at Ecma International, Geneva