Strategic Planning & New Activity Development

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Strategic Planning

➢ Development of an Action Plan or Roadmap
  ➢ Short Term and Long Term Objectives
➢ Provides direction and focus
➢ Reinforces the assets and attributes of the committee making it stronger
➢ Maximizes efficiency, usage and acceptance
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➢ Current Status: Strengths, Weaknesses, Needs

➢ Define future directions, objectives and priorities
   ➢ Short, mid and long-term strategies

➢ Develop goals to meet objectives
   ➢ Accountability, milestones and benchmarks

➢ Implementation
   ➢ Incremental progress

➢ Evaluation
   ➢ Review and revise plan

Needs
Short & Long Term Strategy
Evaluation
Implementation

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Considerations

➢ Needs of a specific industry / committee
  ➢ Safety, quality, efficiency

➢ Stage of committee or activity
  ➢ New, mature, innovating

➢ Desired end goal: utilization of standards
What are your Needs?

➢ Appropriate Membership

➢ Awareness & Acceptance of Standards

➢ Standards Roadmapping

➢ Accelerated Standards Development

➢ Programs and Services
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Increased and Appropriate Membership

➢ Review Membership: *Identify who is there & who is missing*

➢ Leverage Executive Subcommittee for Contacts
  ➢ Outreach Strategy

➢ Develop Materials to supplement personal outreach
  ➢ Committee promotional materials
  ➢ Invitation letter
Increased Awareness & Acceptance of Standards

➢ Develop Communications Strategy
  ➢ Committee promotional materials
  ➢ Press releases and social media posts
  ➢ Committee Presentation Template for consistent messaging

➢ Ask Trade Associations to amplify ASTM press releases to their membership
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Standard Roadmapping

➢ Where are you now and where do you need to be?
  ➢ Listing of Existing Standards
  ➢ Where are there gaps?

➢ How do we stay ahead?
  ➢ What will we need in 5yrs, 10yrs
  ➢ Determine priorities

➢ Leverage your technical committee
  ➢ Committee Survey
  ➢ Industry Survey
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Standard Roadmapping Considerations

➢ What are the biggest concerns facing regulators?
   ➢ Safety?
   ➢ Quality Assurance? Risk Assessments, Risk Mitigation?
   ➢ Reliability?

➢ What are the biggest financial challenges of manufacturers?
   ➢ Product conformance to state programs? Components?
   ➢ Increase costs for production?
   ➢ Audits and Sampling?

➢ What are most prominent concerns for consumers / users?
   ➢ Integration, Accessibility?
   ➢ Reliability, Durability?
   ➢ Labeling, Training, Certifications?

➢ What are the biggest challenges of laboratories?
   ➢ Homogenous samples?
   ➢ Variability of test methods?
   ➢ Apparatus / device variability?
   ➢ Reporting requirements?
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Two Approaches:

Solve Biggest Issues First
- Interlaboratory testing required
- Altering existing practices for innovative solutions
- Bigger undertaking of R&D
- Establishing new product performance specifications

Low Hanging Fruit
- Commonalities between organizations documented and balloted
- Existing content moved to ASTM, formatting and balloted
- Accepted procedures refined and published

Roadmapping Considerations
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Accelerated Standards Development

➢ Support Services
  ➢ Form and System Manual
  ➢ Online Templates
  ➢ Upfront Editing / Full-time Editor
  ➢ Graphics Department (figures, 3D images)
  ➢ Access to Similar technical standards
  ➢ Interlaboratory Study Program Department

➢ Ballot Early, Ballot Often
  ➢ Use ballot for feedback during development

➢ Partnerships
  ➢ Save resources of industry
  ➢ Early engagement with R&D

➢ Collaboration Services
  ➢ Webex
  ➢ Collaboration Areas
  ➢ Meetings

➢ Staff
  ➢ Staff manager
  ➢ Administrative Assistant
  ➢ Business Development
  ➢ Global offices

➢ Workshops
  ➢ Technical Workshops
  ➢ Shared research
  ➢ Standards discussions
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Programs and Services: Implementing Standards

➢ Industry Programs
  ➢ Product Testing and Certification
  ➢ Personnel Training
  ➢ eLearning Modules
  ➢ Proficiency Testing Programs

➢ Consider Program Development Earlier
  ➢ Roadmap is developed and implement “Strategically”
  ➢ Standards content is approached properly
  ➢ Program components built in parallel
  ➢ Early engagement with R&D, Innovation Institutes, CoE’s

➢ Remember the Drivers and Objective
  ➢ Standards are your solution
  ➢ Baseline for Industry Programs
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Can’t Stop With the Plan

➢ Biggest problem with strategic planning is losing momentum with implementation

➢ The hard truth is that the best plan is the one that actually gets implemented
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Achieving SUCCESS

➢ Simple and clear
➢ Use target dates
➢ Must have accountability
➢ Regularly review progress
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Measuring Progress

➢ Return to implementation plan
➢ Hold people accountable to assignments
➢ Execute corrective action and adjust schedules
➢ Reward accomplishments
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Incorporating Planning into Committee Structure

➢ Force planning as a priority
➢ Function of Executive Subcommittee or Ad Hoc Group
➢ Regular communication with committee members
➢ Need to know the pulse of the industry – solicit external input if needed
➢ Use staff resources
Conclusion

➢ Start with an Executive Subcommittee Webex
➢ There are different ways to accomplish a goal
➢ Don’t underestimate actual requirements
➢ Flexibility, Flexibility, Flexibility
Questions?

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THANK YOU!