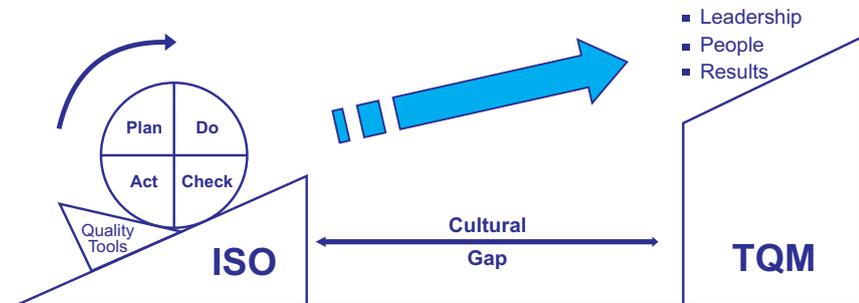


**ISO22301 – Why bother with international standards if we have the USA ANSI/NFPA1600, the British BS25999, the Singapore SS540 and others such as the Australian APS 232?**



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**ISO STANDARDS – NOTE! The old reference to Plan Do Check Act....**

My answer to this articles question is “Why Not, if it leads to improvement?”. Throughout history we have seen the emergence of great nations simply on the back of STANDARDS and innovative (new and different) ways of doing things. ISO gives us the opportunity - as one global nation - to develop a way of working that meets all our needs and ultimately results in many other benefits later on as the standards evolve. We have seen this in the re-introduction of the Quality Management standard ISO9001:2008 for example, which was republished in 2008 on the back of the initial publication in 2000.

Fundamental to the stone age was the “round wheel”, other nations have been famous for the standard design of their swords, political structures, ways of operating, ship design, ability to get a man onto the moon, advancements in weapons technology and most recently the worlds ability to bring literally billions of people together across the planet through the use of the Internet and the work of the British engineer, Tim Bernes Lee.



This was all born from a simple, practical need to share information whilst working on ARPANET to make their operating processes more effective. This one simple need being met then led onto literally millions of other applications of the standard to meet other needs that were not as clear to Tim when he initially invented this.

When considering just one of those STANDARDS. Why did we agree to make wheels round in the stone ages and not square, or triangular in shape?

What shape?



What should it be made of? Stone, wood or rubber?

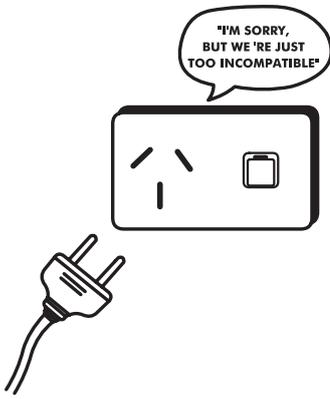


Simple answer, they would not work if they were not round. But is that true?

The point is that you need to understand what the definition of “working” is before you make that statement.

Just take the electrical plug for example. The application of the STANDARD design for a plug is very different in the USA, UK and ASIA for example. But the plug is not the only STANDARD to understand when considering use of an electrical device. Let me explain.

Not only are the plugs different in look and feel but also the power supply to which the technologies have been implemented to take the level of electricity flowing through the plug.



I remember the moment well, when my American cousin came to our family home and the buildup of excitement as the family were about to get good will messages from our USA family, projected to the UK family.

My cousins excitement to please and my fathers practical nature where a recipe for disaster as she suddenly stated that "her"

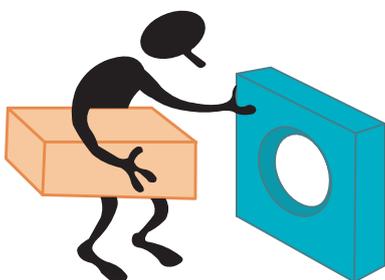
plug did not fit into "our" socket.

My father, Edward Joyce, being the legend he was, immediately went to his shed and returned back with her plug exchanged for a new British plug connected by duck tape where he had made the cut. The crisp white linen sheet was placed on the wall and the projector was positioned into the centre of the room. The family all sat around the table with open mouths salivating at the prospect of getting the messages from those we loved in the USA.

The room's curtains were drawn, the room was dark, and we were ready. The British Plug, was placed into the British Socket (SUCCESS!), and then the power switch was flicked. The British STANDARD power supply flowed from the wall and into the USA Projector and "BANG!". That was the end of that.



This was my birth of fire into the world of STANDARDS. As our nations never got over the need for proprietary supply levels, sockets and plugs, millions of Dollars and Pounds have been spent over the years developing two different variations of most electrical products to meet the needs of the USA and UK markets.



Only last week I heard of the dilemma faced by the USA and Great Britain in that new British war planes were not STANDARDISED to operate on USA Carriers in the Mediterranean. How could that happen?

Ultimately laptop providers for example have created devices that flex the power intake depending of whether you are in the UK or US but lots of finance could have been saved and stress averted if we could simply agree on the best way forward and comply to an agreed international standard. We may still be at odds over electrical supply and plugs but Risk and Resilience is now approaching the international cross road in the industry which will result in an International Standard for the first time ever to ensure

we all save money and energy by working in a common way in the future.

We all see the world through different lenses based on our own lifetime experiences and as that is the case unless someone takes the time to document and tell or advise us on the best way forward to approach a problem, this vacuum will usually be filled by our human desire to invent a way forward if one does not exist or maybe does and yet needs further refinement or improvement.

A key point to note in that last sentence is if we are "Told" or "Advised" to do something as I would suggest this is why STANDARDS are not always taken up. Consider the recent introduction of PS PREP in the USA for example. If not "TOLD" will people comply with this new USA initiative to get SME's to plan for potential disaster? We all agree there is a need to do this but when these SME's have mortgages to pay and family responsibilities, especially in this climate will people put focus into the need to plan for disasters that in their view "may never happen to them". As BCM practitioners we understand the benefits they will get from developing a basic plan but there has to be obvious incentives or pressures applied to get people involved.

If people can get away with something that will get in their way they will usually consider the quickest and least resistant path. A little bit like water. Unless we define the path and block the alternatives some people will drift and invest in their own way of working if they can get away with it.

This has been a fundamental problem in the Risk and Business Resilience industry for many years.

The round design or process of movement with a round wheel is the right way to go only if it meets your interpretation of what it is to "Work" correctly.

ANSI/NFPA 1600 and BS25999 for example are a Nations view and the emergence of ISO22301, expected in Q1 2012 will be an International View that all Nations can suggest they have a stake in which will then hopefully lead to many new applications for the underlying standard that are not so obvious as it is being developed.

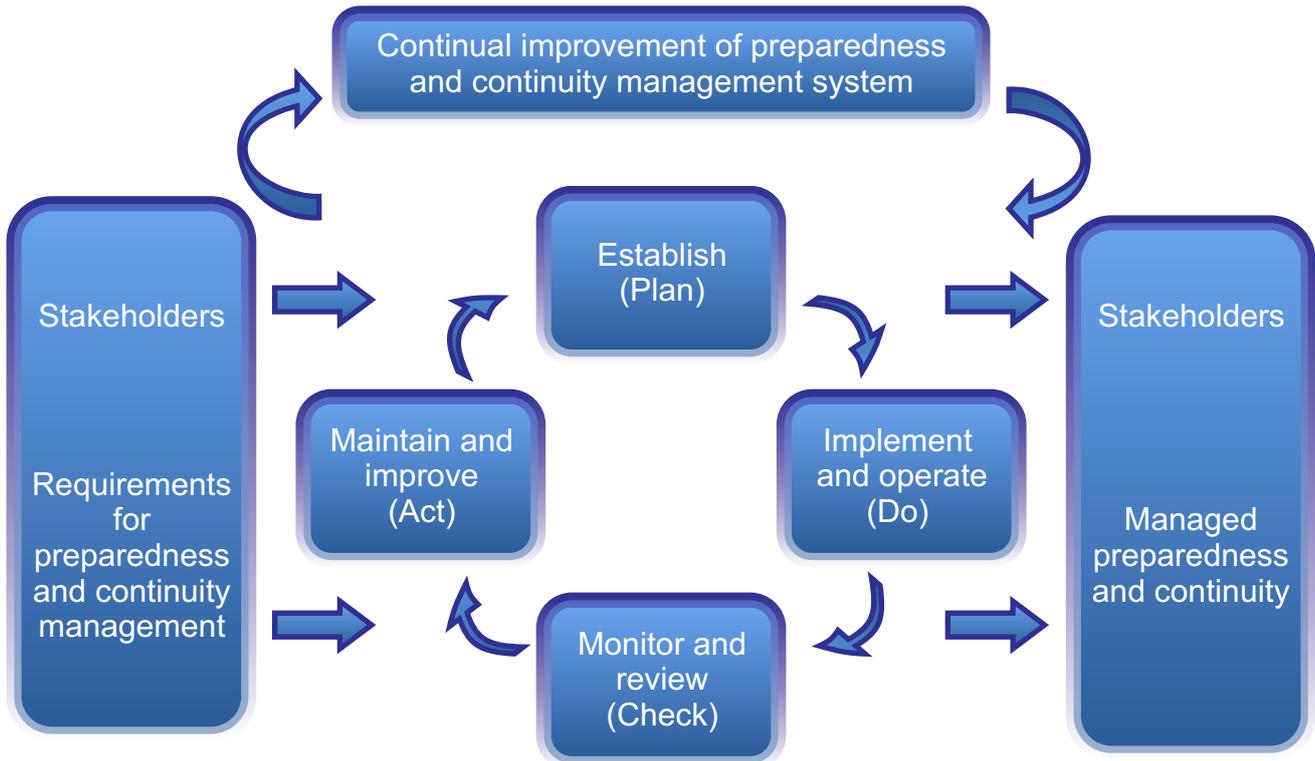
ISO 22301 – Proposed to use PDCA – Reference back to the original ISO quality standards – It all relates!

Imagine for example, having the ability to develop a business continuity plan in a standard format that is then consistent with what all other nations and companies comply to globally. This common practice then opens up opportunities to share data and report information to each other much faster and more effectively than ever considered before.

Re the Wheel analogy, what is the objective, what are you trying to do. Move forward or move forward with "smooth" motion and no "turbulence"?

If they are critical to the success of the design then the approach agreed to do the right thing is the one that gets as close to those needs as possible. The question for ISO is what is the right thing?

# PDCA cycle applied to BCMS processes



Because it was agreed that “round” was the best shape and gave the best results to help move the cart forward, the round shape was agreed to be the STANDARD design which most subscribed to at that time and the news was passed by word of mouth to others to take up this best practice or way of improving the need to move goods or people around and the cart was born.

Forgive me for simplifying this but sometimes the simple answers are the best.

Why did this then evolve over the years from stone, to wood and then ultimately into the rubber, functional based thread designs which we now have today?

The initial ideas and ways of doing this were suitable for the time but there was room for improvement and a need to expand and flex the STANDARD to meet the varied needs of the base design over the years led to the introduction of new ways and methods as lessons were learnt.

I would suggest that this is the fundamental support for having International ISO standards and not National standards. The National standards are required to get Nations to put their views forward in a collective way and to bring a rich set of global cultures to the table. The job of ISO is to agree the best elements from the collection, to define the best ingredients to make up the ISO standard and to ultimately improve the International approach. It basically means that we all have a respected reference to consider but then look for improvements if we personally feel constrained by our best design on offer.

Innovation then leads to new designs to surpass the old standards as we once again LEARN!

Those of us who have a background in technology remember the bad old days when computers did not talk to each other.

When I initially finished my degree I remember the days when you had Apple, Commodore, IBM, ICL etc and they all looked different, did different things in different ways and did not talk to each other. Very proprietary and protectionist.

If you invested in or were only introduced to poor design you really had no way back. Once the investment was made you were committed and if you suddenly found that your device did not really INTEROPERATE with others, this was a huge constraint.

Even though they all seemed to have a place in their own right, the BBC Model B system and the Commodore quickly seemed to establish a premier reputation for games. Apple seemed to be more the graphic designers machine of choice and the IBCM PS-2 was the serious business machine.

However as we started to see convergence, life became easier, less complex, more effective and more productive.

The barriers for use were pulled down by people inventing in STANDARD practices to ensure everything worked together in a standard and common way.

I was very lucky in the late 80's to work very closely with a man I had immense respect for and was lucky to call him my friend and his name was Jack Houldsworth.

After finishing my degree in Computer Science I joined the UK's premier Mainframe computer suppliers ICL (International Computers Limited) and it was during this time when I met Jack.

Jack was a respected engineer who had a passion for technology but also had a fantastic sense of humor. Jack was recognized as the "Grandfather" of Open Systems Interconnect (OSI 7 Layer model). At this time each computer vendor had its own communications architecture and terms about protocols and service interfaces. No one spoke the same language and it was all restricting growth.

Jacks invention of the 7 layer model meant computers could talk to each other in a STANDARD way for the 1st time.

Going back to my Wheel analogy, I would suggest that with the emergence of ISO22301 we all now have the opportunity to take the wheat from the chaff in our nationalistic and proprietary Triangles, Squares, and Rectangles and through a worldwide support and use of ISO22301 we can all now start using the "Round Wheel".

I would suggest that on day one this will be like the Stone Wheel. Allows us to get from A to B in a STANDARD way globally for the 1st time ever, however we can then all work internationally to support each other in further developing the STANDARD to appreciate the needs and aspirations of all our multi-national cultures to allow us all to ultimately develop a globally adopted and supported common standard that will satisfy us all and allow us all for once to talk the same language of Risk and Resilience and I would suggest much more importantly, trust and respect each other's views to work together globally to make this industry far more robust, integrated and effective so that we can all work together in a common global way as one virtual globally resilient team.



One World In Harmony Working As One – Dream but in this age of technology – Especially in BCM can be achieved.

**Awards & Nominations**



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