

# Evolving ISO Standards: Catering for a Broader Spectrum of Social Risks

## HKQAA 25<sup>th</sup> Anniversary Forum

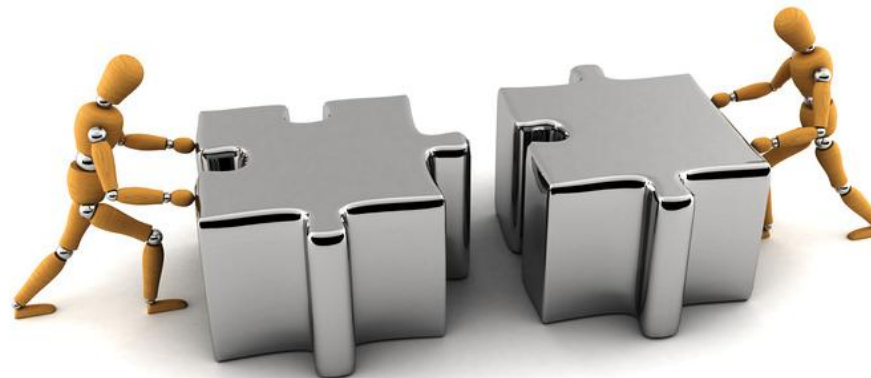
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Chair, ISO/TC176/SC2 (Quality Systems)





# ISO Mission

- ISO develops high quality voluntary International Standards which facilitate international exchange of goods and services, ***support sustainable and equitable economic growth, promote innovation*** and protect health, safety and the environment





# Standards for a better world



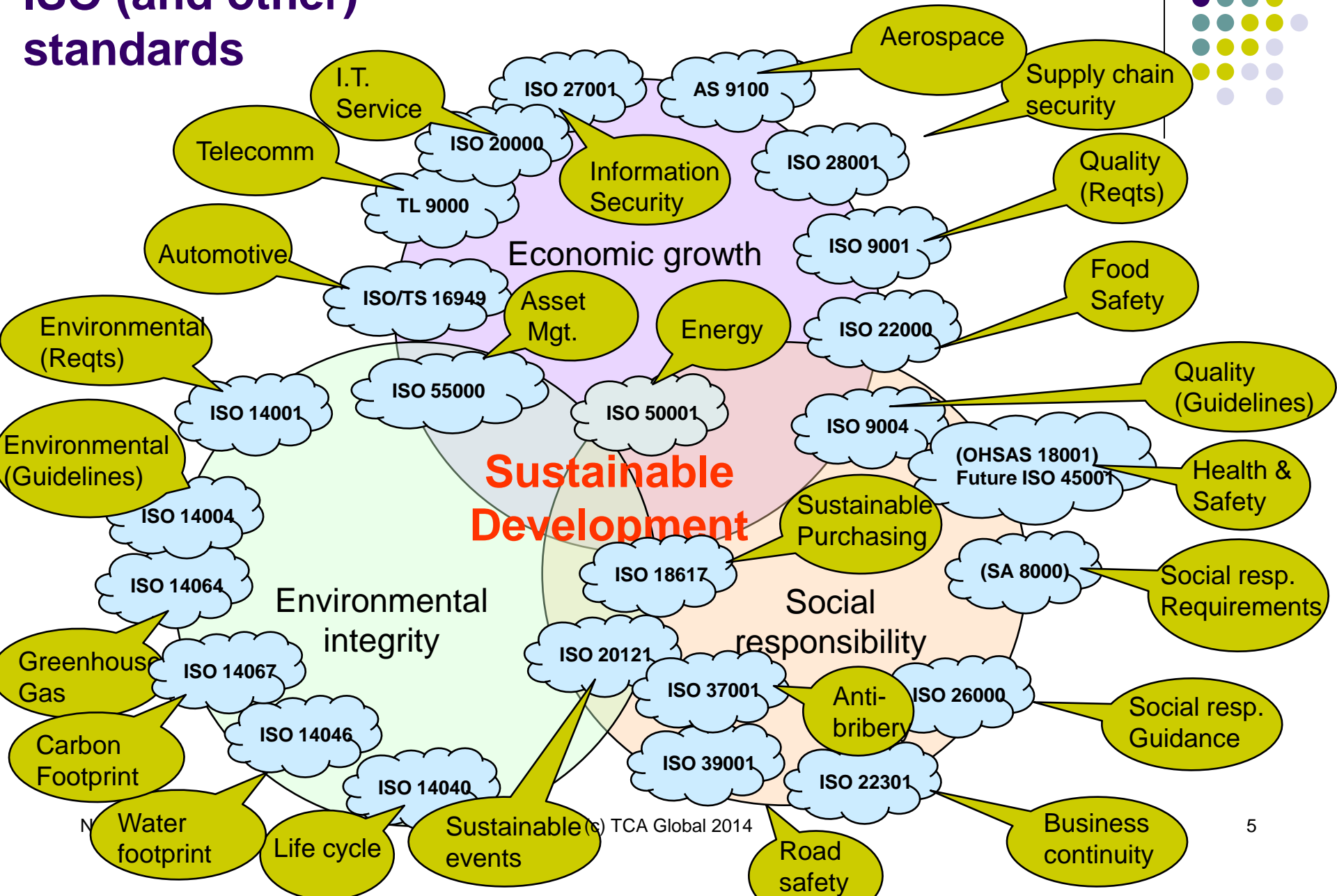
For more about ISO's work programme as it affects consumers, see the ISO Directory

Slide courtesy of K. McKinley (ISO)

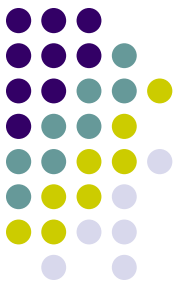




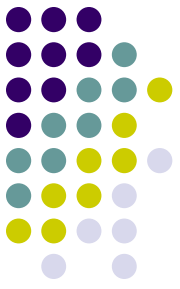
# Positioning of some ISO (and other) standards



# Why has Social Responsibility become a priority?



- Globalization: increased trade across borders
- Advances in communications
  - Internet has facilitated ability of people everywhere to learn of incidents of alleged non-acceptable behaviour of organizations
- Perception that it is not acceptable for organizations to meet high standards of social and environmental behaviour in some regions and not in others



# What are *my* core values??

- My personal values revolve around ***“trying to do the right thing”***
- Maintaining the right balance between
  - Self
  - Family
  - Work
  - Friends and neighbours
  - Society

# What are **YOUR** values??



- In business, organizational values should be clearly defined and communicated to all interested parties
- A typical starting point is the Mission, Vision and/or Policy statement
- Basis for the Organization's **Culture**
  - “The way we carry out our business”
  - **“Culture eats strategy for lunch!” (Peter Drucker)**
- In my experience successful organizations combine five key components into their culture.....



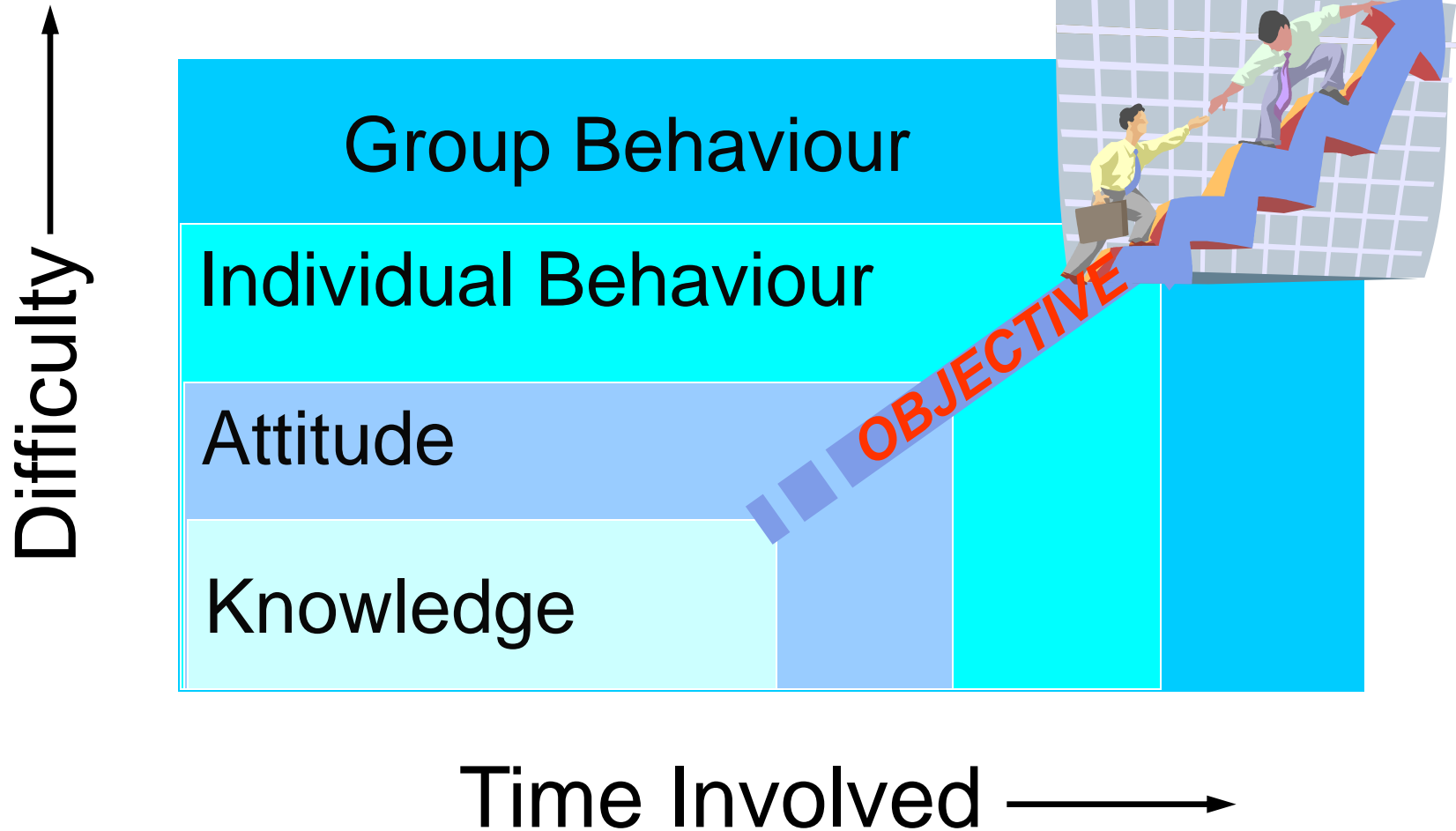
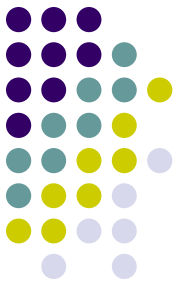


# Five key components.....

- Care
  - **Wanting** to do things right
- Method
  - Clearly establishing **how** to do things right
- Discipline
  - To **continue** to do things right, and take appropriate actions when things go wrong
- Pride
  - In **doing** things right
- Innovation
  - To find ways to do things **better** next time

# “Doing the right thing” (Hersey Model\*)

\* Paul Hersey;  
“Organizational Psychology”



# THANK YOU! – ANY QUESTIONS?



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