



How to engage with your leadership team

The role of top management has increased in management system standards so it's vital they understand their responsibilities. Organizations that have reaped the benefits of effective management systems are usually characterized by a top management team who understands the value they can deliver. Make sure your top management are on-board so your business benefits.



According to the CEO Challenge 2015*, some of the global key priorities for senior leaders today are:

- **Creating** a strong customer-centric culture
- **Aligning** organizational structure to clearly support business strategy
- **Focusing** processes and products towards customer needs

Here are some **tips** on how to gain buy-in from your leadership team to implement a new standard.

Show how it will improve the business

“Take this chance for leadership to get more involved with alignment of operational processes and leadership direction”

Ronald Tse, Founder, Ribose.

See where you can improve processes or make efficiencies. Prepare a paper showing facts and figures showing how the management system can save your organization money through improvements. Try to align these with the current issues facing your organization and how the system will improve these. Examples of reduced waste, or improvements in customer retention can be useful. Don't forget legal and regulatory requirements. Certain management systems can help meet the requirements of these, ensuring not only fines are avoided but the organization's image and reputation is not damaged.

Show how it works for your organization

Management system standards no longer ask for documented procedures. They leave what is to be documented up to you meaning you can focus on making the system work for your specific business requirements. Fewer documentation requirements will save time and can help you focus adding value.

“The standard has become more meaningful as to how people do business in the real world”

Tom Gibb, Salus Occupational Health Services

Show how it will manage risks and provide new opportunities

There is now a greater emphasis on identifying risks and opportunities. Risks will be identified more effectively and managed to reduce or negate any impact. Identifying opportunities such as product enhancements, new markets, or improved environmental performance is new. This helps organizations to examine new opportunities rather than focussing on preventing non conformities.

Show how it will help empower your whole organization

New management system standards embrace a philosophy of ownership at every level and top management is accountable for ensuring this. Everyone should be aware of the goals and objectives and how they contribute to delivering these. This will result in a more motivated engaged and empowered workforce, a better working environment and improved productivity.

Motivated employees are more likely to improve product quality or the customer service associated with a product.

“Everyone knows the responsibilities they have, but also the levels of authority they have, to make a difference for our customers”

Paul Brazier, Commercial Director, Overbury

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75%

of clients said it boosted their operational performance

ISO 9001



96%

reported improved environmental performance of their products

ISO 14001



78%

said they increased their ability to meet compliance requirements

ISO/IEC 27001

Find a champion who can support you

Key to getting buy-in from a leadership team is to find an advocate who understands the value the standard will bring and who can support you. Identify someone who has benefitted from management systems in the past or whose department would benefit the most. The more supporters you have, the stronger your case.

“The key issue is that you need to have collaboration and support of upper management”

Maxime Clerk, VP of Communications, Vortex Conseils.

Management system standards deliver **multiple business benefits** that far outweigh the investment required. Make sure you create a **compelling case** to get your top management on board so your business prospers.

To find out more visit:
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* CEO Challenge 2015, a survey of 943 business leaders. Produced by the Conference Board, in partnership with the Chartered Management Institute (CMI).