



WHEN TRUST MATTERS

# Leveraging Certification to Grow your Business

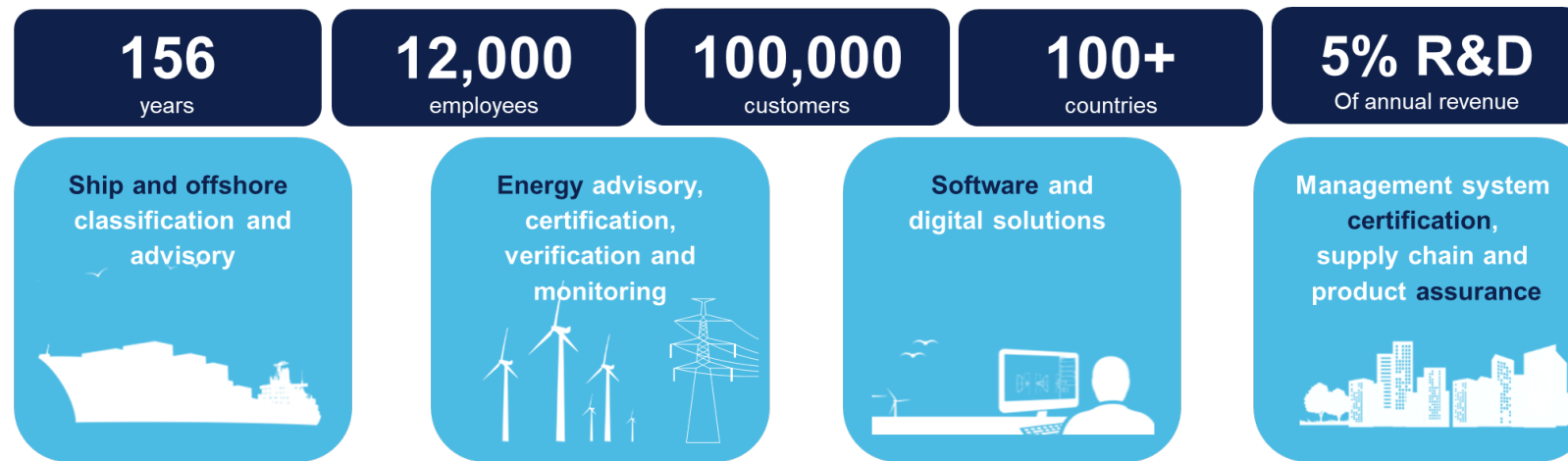
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# DNV



## 2.1 An introduction to DNV



Since 1864, our purpose has been to **safeguard life, property and the environment**. Our Vision is to be a **trusted voice to tackle global transformations**. Our values and beliefs shape our collective behaviour, and are based on the following core principles:

**We Care**

**for each other, our customers, our planet, and we take care of ourselves**

**We Dare**

**to explore, to experiment, to be different, and to be courageous, curious and creative**

**We Share**

**our experience and knowledge. We collaborate with each other and our customers, and we continue to grow and develop as a result**

## 2.2 DNV Business Assurance at a glance



A leading  
global TIC  
provider

+80K  
Customers  
globally

180+  
Countries  
served

+3400  
Auditors  
globally

+90K  
Issued  
certificates

+30  
Accreditations

# Certification and Certification Bodies





# Certified: To Be or Not to Be

## To Be:

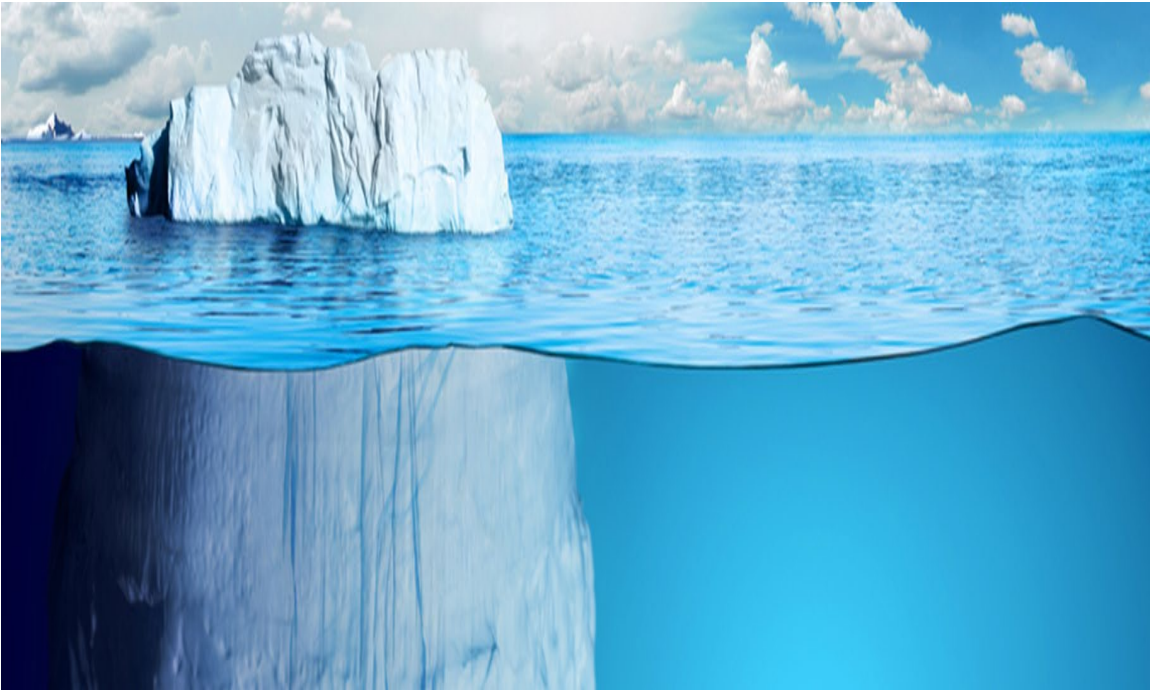
- Ticket to Trade
- Customer requirement
- Required by Law
- Competitive advantage/differentiator
- Drive Growth
- Reduce risk and/or improvement
- Increase market share
- No more lengthy questionnaires

## Not to Be:

- No customers require it
- Compliance is good enough
- Insufficient ROI
- Doing fine without it
- Lack of resources to achieve certification



# Change the Paradigm: Commercial Benefits of Certification



Increase revenue and revenue channels by entering new markets

Win more often

Increasing customer satisfaction; reduce complaints and attrition

Greater understanding of customer needs in order to grow wallet share from existing customers

Development of new products and services

Improve quality of service and/or product(s)



# Working with your Certification Body

- Should be a Partnership
- Calibrate your CB to your business objectives to ensure alignment with policy, vision, expectations and program specifics, i.e. areas of Focus
  - Annual meeting - commercial, operations and technical personnel
- Identify areas of Focus: Highest risk areas, improvement, customer satisfaction.....
- Leverage audit results and Opportunities for Improvement
  - Requires an auditor with experience in your industry
  - Ensure the auditor isn't just checking boxes

# Focus

## DNV Risk based certification™

A tangible illustration of our **leadership in the field of QHSE certification** can be demonstrated through the **Risk Based Certification methodology** we pioneered within the TIC industry, which **enhances the value of our engagement** and the certification process overall.

Risk Based Certification™ helps **improve your management system** by taking a broader view on what drives your business success. Together, we identify your **most critical risks** and build a robust audit programme that both demonstrates compliance and provides a **superior level of independent oversight**.



### How does it work?

Risk evaluation is delivered through 'focus areas' auditing. DNV will work with our clients to define these themes and ensure they remain relevant and accurate. Focus areas can cover many aspect of your business, such as:

- ✓ Internal client initiatives
- ✓ Compliance with internal standards
- ✓ Group / local level weaknesses
- ✓ Local legislative focus areas
- ✓ Any aspect of the management system

# Your Certification Body wish list to assist with Growth



Full-Service Provider



High Percentage of Full-Time auditors



Auditors assigned based on industry expertise



Business analytics tools



Marketing and promotional materials to assist with driving your business growth



Marketing prowess

# Market and Promote your Certification

- Work closely with sales and/or marketing
  - Business cards
  - Website
  - Social Media
  - Marketing material
  - Tradeshow booths
  - Promotional material: Flags, plaques, etc...
- There are rules around logo displays so be sure you understand those. Your CB can advise.
- Partner with your Certification Body for a case study or white paper
- Joint webinars
  - Use the marketing prowess of your CB
  - industry specific publications

# Certification Mechanisms for Growth



# Growth through Technology

- Utilize business analytics tools to drive growth
  - Does your CB offer?
  - Lumina – DNV’s business intelligence *benchmarking* suite for analyzing data on the performance of thousands of companies by industry, site, geography, product, etc.....
- Utilize self-assessments to determine readiness for entrance into new markets
- Trend analysis to determine areas that are preventing further growth and attainment of greater market share
- Software tools for business and performance analytics
  - Usually require a significant investment. Check to see what your CB offers first. Some tools are part of the CB’s service.
- Blockchain becoming a requirement for international business
  - All DNV – Business Assurance certificates are tagged, given a unique ID and safely stored in the **blockchain**.



# Growth through Training



The most effective way to ensure your business system and certification is driving growth is to have a competent internal audit team

Inhibitors to growth are found through robust internal audits

Best practice is to have a member of the sales or marketing team as a member of the internal audit team. Finance personnel should be considered as well.

Highly trained, competent internal auditors will help reduce risk in the supply chain and limit disruptions.

Not taking care of employees is a main inhibitor of growth. Companies need to foster employee engagement and investing in internal auditor training or other types of business system training is one way to do that.

# Growth through Greater Efficiency

- A certified Business Management System should provide *greater profitability* through a robust preventive action program which leads to greater efficiency
  - Must have Leadership commitment of resources - People, Assets and \$\$\$
  - Consider training to learn to identify where and how greater profitability can be realized
  - Utilize the certification body's Opportunities for Improvement (OFI). OFI's are where the CB can identify improvement opportunities in the system as well as weak areas and inefficiencies. The CB, however, cannot provide solutions.
  - Encourage your CB to find Opportunities for Improvement.
- When greater profitability is *not* being realized, it is usually a result of lack of commitment from top management. The organization is certified because they have to be certified for reasons previously stated. The company is doing just enough to maintain the certificate.



# Growth through Entrance into New Markets

- Specific certifications are required for market entrance
  - ISO 13485 – Medical
  - AS9100 – Aerospace
  - IATF – Automotive
- Be pro-active
  - Beat the competition
  - If your committed to entering a new market that requires certification to a specific standard, implementation and compliance to the standard can take 9-12 months
  - Your sales people will be grateful!
- Self-Assessments
- Conduct a gap assessment; then a pre-assessment with your CB of choice
  - Ensure your CB can certify to a full suite of standards
- Train internal auditors



# Growth through Customer Confidence



Certification is validation that an organization is complying with business and industry best practices. This fosters confidence from your customers and stakeholders. Confidence inspires greater customer satisfaction and increased business opportunities.



Customer satisfaction allows the organization to retain customers, improve internal processes to increase profitability and, subsequently, generate new business from new and improved products, services and markets.



As the business implements improvements identified through internal audits, CB audits and OFI's, confidence and satisfaction will increase.



Increased confidence and customer satisfaction leads to a reduction in attrition which leads to faster growth



Increased confidence and customer satisfaction also inspires customers to increase their wallet share with you and provide positive customer reviews through social media and other means



# Growth through Winning



Many RFP's require ISO certification to compete and win

Some industries require certification to a specific standard in order to win new business

Certification sends a positive message to procurement departments and keeps you in the game

Accreditation ensures that a company's certification is based on consistent conformance with internationally accepted practices and procedures.

Be careful of unaccredited certificates. Many companies and industries will not accept unaccredited certificates and unaccredited certificates cannot be transferred. Start all over.

Do your due diligence. [www.IAAR.org](http://www.IAAR.org) is a good place to start.



# Summary

- Understand your organization's motivation for certification
- Not all CB's are created equal and neither are all business systems
- A ***certified*** quality management system promotes, facilitates and enables consistency and improvements in a process or product.
- Organizations that have achieved certification communicate to the market that they have successfully undergone a comprehensive, rigorous assessment and their process and organization meet defined standards of quality.
- It ensures that their systems have been adequately defined and corrective action systems are fully developed and functional, which reduces the need for costly conformance inspections.
- This ultimately instills trust and confidence in the organization's customers and prospects, and reinforces a commitment to quality.

# Q&A



**DNV**  
a trusted voice to tackle  
global transformations

**Thank you**

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