



# ISO 10018 Quality People Management And Annex SL Standards



- ▶▶ The first certification for ISO 10018 standards for quality people management.
- ▶▶ Based on ISO Annex SL management systems that now include a systematic approach to people management that is so far required in ISO 9001 and 15 other ISO standards.

## Who We Are

### ▶ **International Center for Enterprise Engagement**

A unit of the Healthcare Management Institute and University of Texas Medical Branch in Galveston, and Secretariat and Administrator for the US Technical Advisory Group of ISO Technical Committee 260 – Human Resource Management, and...

### ▶ **The Enterprise Engagement Alliance**

The creator of the first framework for an enterprise approach to engagement, individual certification program and publisher of the multi-media publishing platform.



# What We Do

## The ISO 10018 Certification

- » Provides the first certification program for ISO 10018 quality people management certification aligned with the Annex SL management system.
- » Manages the first university-based professional and academic training program to support compliance drawing from worldwide experts.

## Evaluation, Training and Support

- » Individual training, certification for companies and individuals on 10018 process design and implementation.
- » Support for organizations seeking to implement ISO 10018 best practices in ISO 9001 and all ISO management standards and for the solution providers who provide necessary services.

## Presenter: Dr. Ron McKinley, PhD

**Ronald B. McKinley, PhD**

Vice President & Chief Standards Officer

Director, Healthcare Management Institute

Assoc. Prof. (Adj.), Preventive Medicine & Community Health

Chair, ISO TC/260 – Human Resource Management (HRM)

Chair, ISO TC/304 – Healthcare Organization Management (HOM)



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## What is Annex SL and ISO 10018

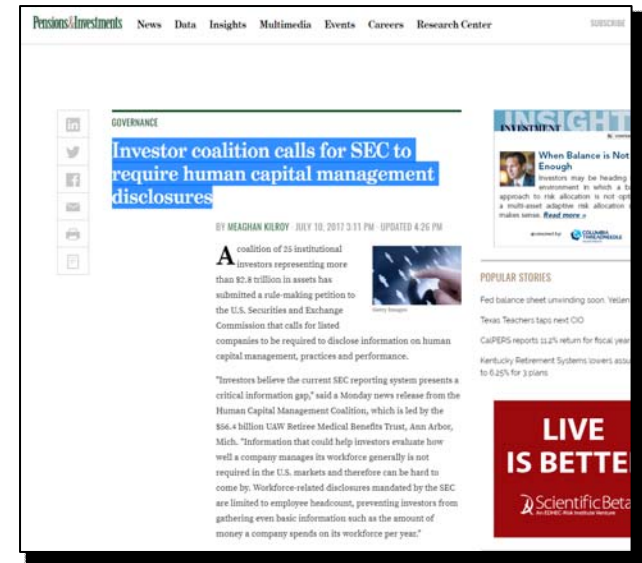
- » Annex SL was created in 2012 to provide a single management system applicable to any management standard.
- » What's unique: it applies a systematic approach and a process for connecting all stakeholders and the means of engaging, equipping, and inspiring them.
- » In 2012, the technical committee for ISO 9001 incorporated Annex SL into the 2015 version, and for the first time added language declaring that the systematic process of managing all “interested parties” (stake holders), including but not limited to human resources, is critical to quality management success.
- » In order to provide further guidance on management practices, the ISO 9001 technical committee created ISO 10018, which is designed to help any type of organization achieve organizational goals through people.

# ISO 10018 Quality People Management Certification

- » Created by the technical advisory group for ISO 9000 quality standards, followed by over 1.35 million companies in the world and 25,000 in the U.S., 10018 People Involvement and Competency Standards provide a framework for implementing an organizational approach to engagement to achieve sustainable quality products and services.
- » ICEE will be the first to provide an accredited certification for this standard to both organizations and engagement consultants and agencies.
- » Compliance with ISO standards only adds to costs if organizations undertake the effort for cosmetic purposes.

## Why Now

- » ISO has recognized the importance of engagement in its Annex SL management principles required in 16 standards.
- » Over \$15.6 trillion in capital is now managed by investors who have publicly declared that public firms should disclose their investments in human capital.
- » Consumers, employees, vendors and communities seek a trusted means to evaluate organizations.
- » Organizations require a systematic approach.



# Engaged Company Stock Index

- » **Mission:** Demonstrate the bottom-line benefits of engagement to the investment community and high-level executives.
- » Created in Oct. 1, 2012 by the EEA and McBassi Inc. based on an analysis of independent engagement scores on 400 publicly held companies for which the data is available.
- » Comprised of 45 companies rated to have the highest levels of customer, employee, and community engagement from 12 difference sources.
- » The companies in the index have out-performed the S&P 500 by 35 percentage points in the nearly five years since its founding:

*October 1, 2012 to February, 2018*

**Engaged Companies:**

**+156.8%**

**\$25,680**

**S&P 500 (including dividends):**

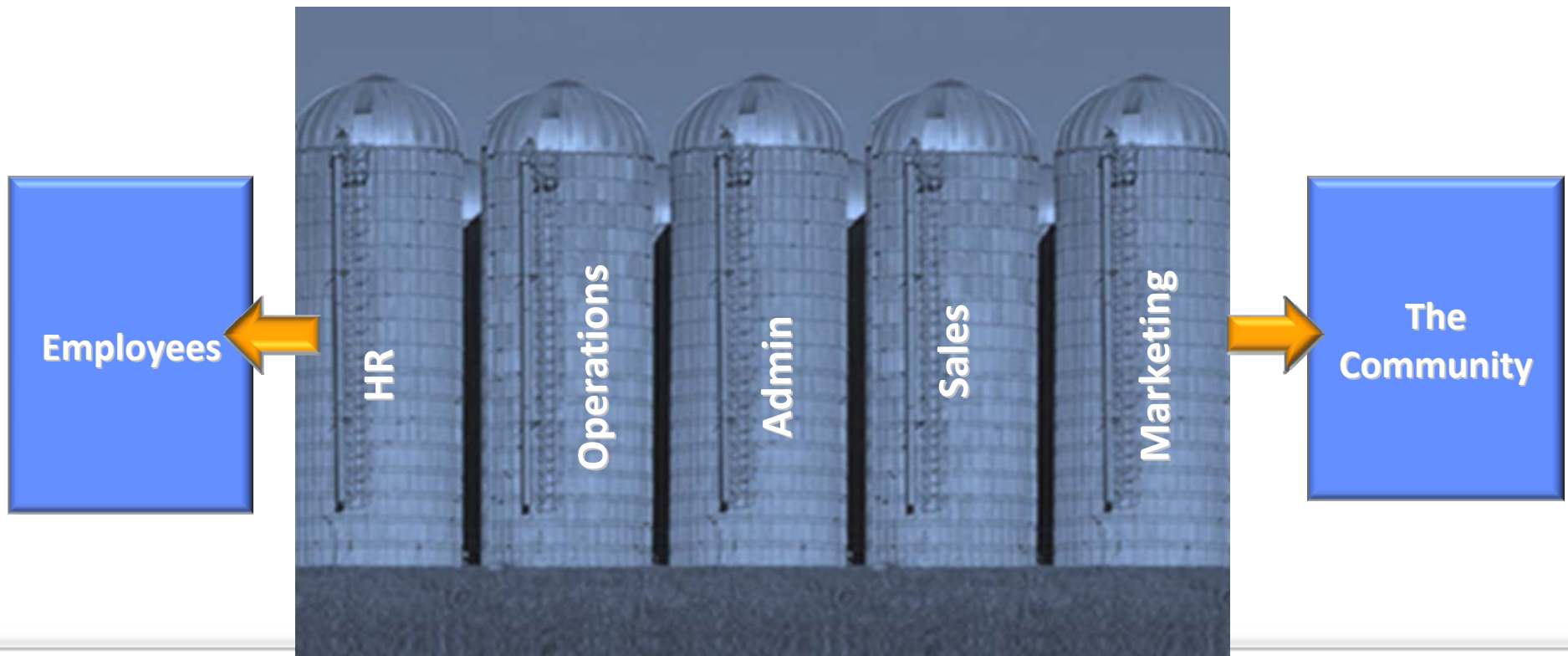
**+118.6%**

**\$21,860**

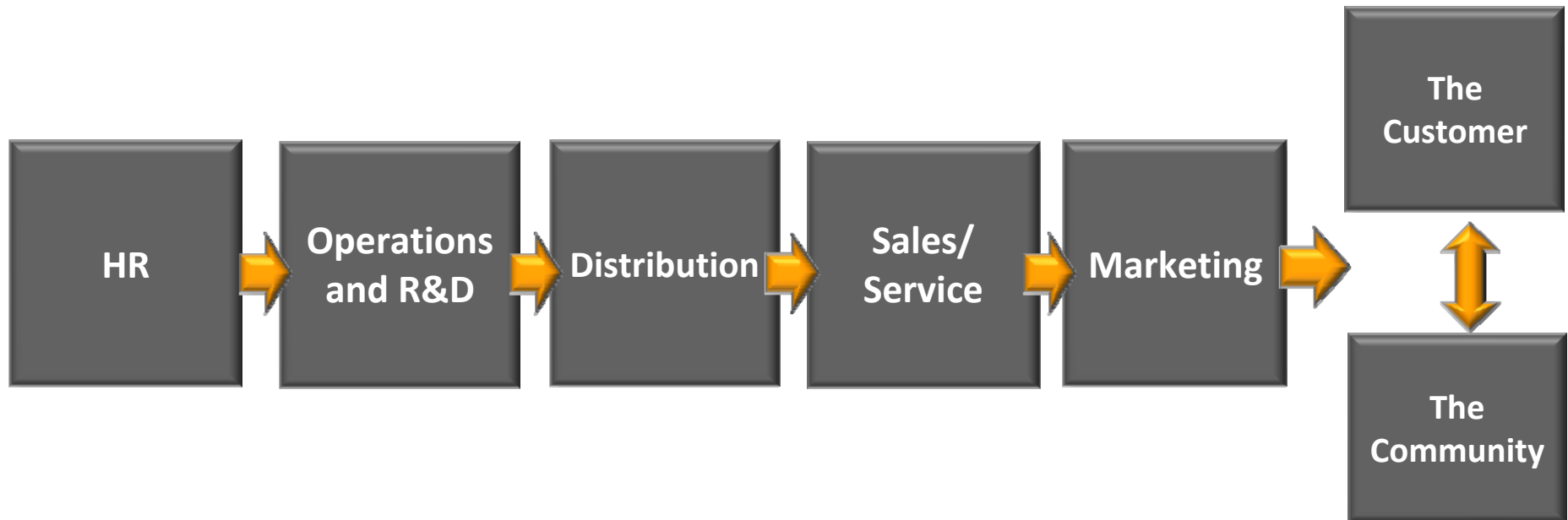


# People Management Today

Departments Divided Into Silos That Compete for Resources



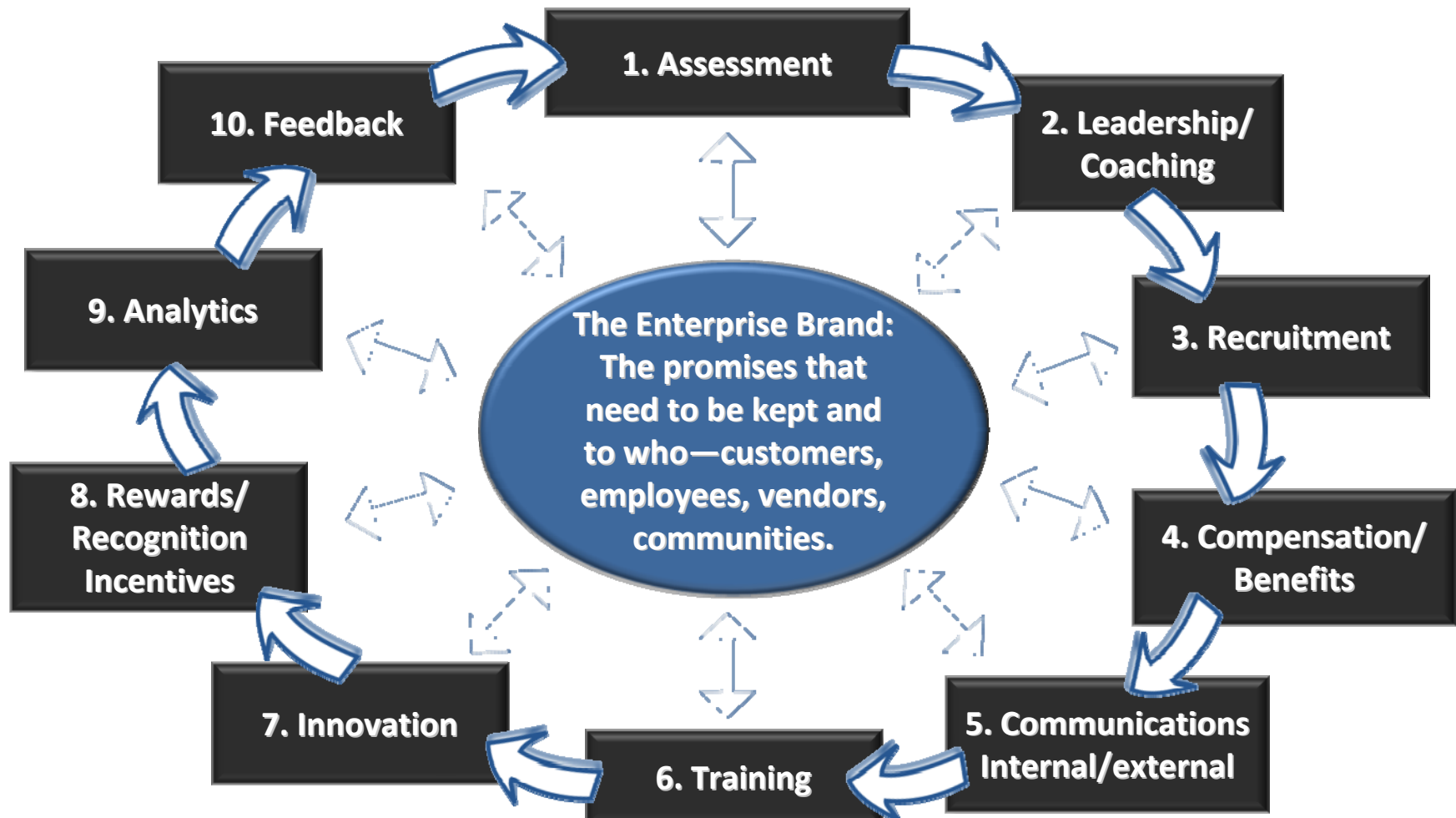
# Enterprise Engagement Alignment Across the Organization



# Engagement Today: Ad Hoc, Disconnected



# Enterprise Engagement: Strategic, Integrated



# Formal Processes Provide a Fresh Approach to Age-Old Challenges

- » Increase satisfaction and referrals.
- » Improve repeat business.
- » Increase sales.
- » Increase employee retention.
- » Improve community relations.
- » Maximize innovation and collaboration.

**No new budgets required.**

# The 8 Principles of ISO 10018 Quality Management

1. Customer focus
2. Leadership
3. Involvement of people
4. Process approach
5. System approach to management
6. Continuous improvement
7. Factual approach to decision making
8. Mutually beneficial supplier relationships.



# ISO Standards Requiring Annex SL Management Systems

[ISO 9001](#):2015, Quality management systems - Requirements

[ISO 15378](#):2017, Primary packaging materials for medicinal products

[ISO 14001](#):2015, Environmental management systems

[ISO 14298](#):2013, Graphic technology - Management of security printing processes

[ISO 18788](#):2015, Management system for private security operations

[ISO/IEC 19770-1](#): 2017, Information technology - IT asset management

[ISO 20121](#):2012, Event sustainability management systems

[ISO 21101](#):2014, Adventure tourism

[ISO 22301](#):2012, Societal security

[ISO/IEC 27001](#):2013, Information technology; Security techniques

[ISO 30301](#):2011, Information and documentation; Management systems for records

[ISO 37001](#):2016, Anti-bribery management systems

[ISO 37101](#):2016, Sustainable development in communities

[ISO 39001](#):2012, Road traffic safety (RTS) management systems

[ISO 44001](#):2017, Collaborative business relationship management systems

[ISO 45001](#):2018, Occupational health and safety management systems

[ISO 55001](#):2014, Asset management

# The Foundations of Engagement

- » A clear sense of mission and goals.
- » Emotional bonding.
- » Capability.
- » Fun.
- » Support.
- » Task value.
- » Feedback.





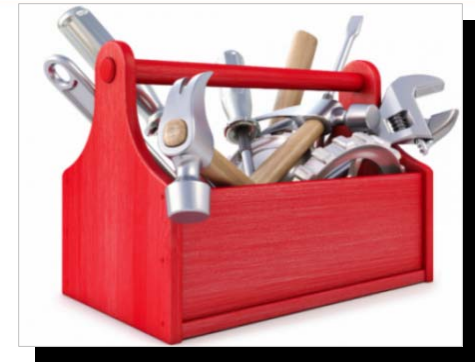
# ISO 10018 and Enterprise Engagement

- » **What is engagement?:** A formal business process that helps organizations achieve financial or other goals and objectives by **fostering the proactive involvement** of all of those **people** who can contribute to success.
- » Every business can benefit from a **formal engagement plan** including customers, distribution partners, employees, vendors, and communities.
- » The engagement plan helps organizations fulfill the spirit of ISO 10018 to achieve any goal by strategically addressing all the **key levers of engagement**...good leadership, benchmarking and surveys, involvement, communications, learning, community, rewards, ROI measurement, and more.

# The ISO 10018 People Quality Management Toolkit

**Most organizations already do many of these things but in an ad hoc manner.**

- » Culture, brand and quality definition.
- » Audience recruitment and assessment
- » Engagement business plan design
- » Leadership coaching
- » Communications in all of its forms  
(Digital, video, face to face, print, promotional products)
- » Learning
- » Loyalty
- » Promotions, gamification
- » Innovation and collaboration
- » Rewards and Recognition
- » Measurement and analytics
- » Technology



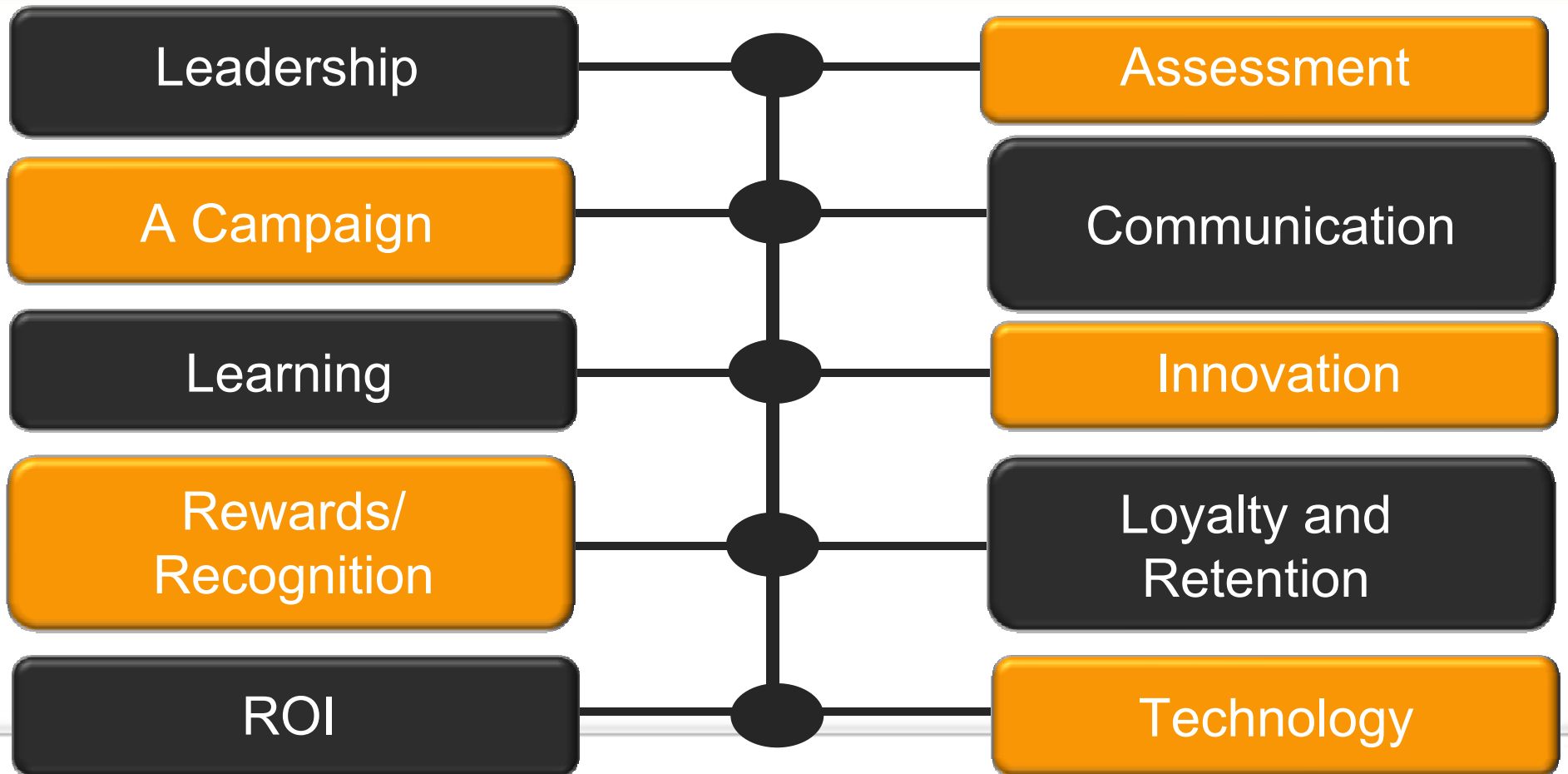
***An Engagement Portal can bring all of these tactics together on a single platform.***

# Foundation for Effective Design

- » **Knowledge** of the considerable research.
- » An **understanding of the science and implementation framework.**
- » An engagement portal technology platform to help align the organization.
- » A grasp of all of the **organizational audiences.**
- » The ability to create an **ROI-based engagement** program.
- » A grasp of the **major tactics of engagement** and how they work together to achieve measurable results.



# The Design Framework



# A Quality Management Plan

- » Goals & ROI
- » The Plan
- » Assessment
- » Communicate
- » Inform
- » Innovate
- » Reward
- » Measure
- » Feed back



## Where Budgets Come From

- » Traditional rewards, recognition and incentive programs
- » Learning and coaching
- » Engagement assessment
- » Change management, Culture
- » Corporate communications
- » Marketing and promotions
- » Quality management

# Types of ISO 10018 Certifications

## Organizational and Professional Certification

### » ISO 10018 for Quality People Management

The first certification program for organizations dedicated to a formal process for fostering the proactive involvement of everyone critical to business.

### » EEA Certified and Advanced Engagement Certification for Individual Practitioners

Certifications for professionals seeking to help organizations implement formal ISO 10018 formal quality management processes.

## Who Can Benefit From ISO 10018 Certification

- » Public and private organizations seeking to demonstrate their commitment to all the people critical to success in order to improve the results of marketing, talent recruitment, investor, and community relations, as well as ISO 9001 companies and those with 15 other ISO certifications.
  - ▶▶ There are 4,000 U.S. public companies and 35,000 more worldwide.
  - ▶▶ There are over 1.3 million ISO 9000 certified companies.
- » Consultants and agencies that can audit and certify companies as well as those that can manage implementation of full-service solutions.



## The Process

A two-phase process of on-site meetings to conduct an initial gap analysis and then later to complete the evaluation when the organization believes it will have the documentation and results to earn a certification.

As with ISO 9000, organizations need to demonstrate established systems for:

- ▶▶ Defining the organization's culture and values: commitments to customers, employee, vendors, etc.
- ▶▶ Ensuring that everyone understands those values, has the information and skills required to help fulfill them, with leaders who empower and courage innovation.
- ▶▶ Providing the rewards and recognition to express appreciation and other strategies to build relationships across the organization.
- ▶▶ Continually analyzing results and return on investment and feeding back information to everyone who can benefit.

## EEA Individual Certifications

- » **Certified Engagement Practitioner** designates through an online learning process and test that someone has a basic understanding of the principles and nomenclature of enterprise engagement.
- » **Advanced Engagement Practitioner** designates that someone has demonstrated in a live test the ability to undertake an organizational audit for a gap analysis and certification purposes and the ability to develop an organizational engagement process to achieve specific, measurable goals.



# Who Can Benefit from EEA Individual Certification

- » Professionals in general management, finance, sales, marketing, human resources, operations, fund-raising, and volunteer management seeking to understand the best practices underlying ISO 10018 certification.
- » Individuals who work in program design or sales for companies in all areas of engagement from consultants and agencies to tactical specialists who believe they can provide auditing, certification, or development services for clients.



## The Difference Between ISO and EEA Certifications

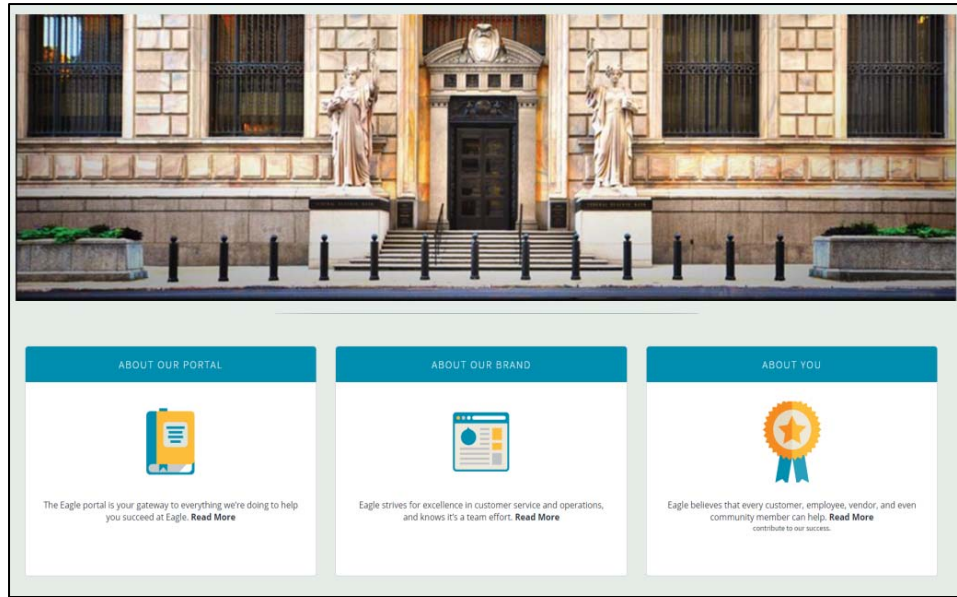
- » ISO 10018 certification is for companies demonstrating a formal commitment to performance through people or the engagement consultants or service providers that support them.
- » Enterprise Engagement Alliance Certified Engagement Practitioner and Advanced Engagement Practitioner designations are for individuals seeking to have the skills and certification for provide auditing and development services for their employers or clients.

## Engagement Agency Services

- » Help organizations evaluate benefits or pitfalls of ISO 10018 certification.
- » Conduct a preliminary gap analysis to determine issues.
- » Identify potential ways of measuring the return on investment.
- » Assess current resources and ability to better leverage them to achieve sustainable quality management.
- » If it makes sense to proceed with ISO 10018 compliance and certification, determine the best way to proceed.
- » Development of formal engagement business plan.
- » Provide access to any potential services necessary to implement compliant.

# Engagement Portal Technology

»The Engagement Agency can recommend multiple platforms to support ISO 10018 compliance.



## EEA Resources

You do not have to become certified to profit from ISO 10018 and Annex SL standards. You can buy the standard at ISO.org and learn how to profit from the standards at:

- » **Enterprise Engagement in Action Conference, May 7-8, Galveston, TX.**—Engagementworld.org
- » **Enterprise Engagement Academy** for online learning and certification—EEA.tmlu.org
- » **Enterprise Engagement: The Roadmap**—Available on Amazon.com and BarnesandNoble.com.
- » **The ESM at EnterpriseEngagement.org portal and e-newsletter** for ongoing news and information.





## Q & A and Contact Info

**Questions?**

**Contact Info:**

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