A strategic approach to standardization education in Denmark

Susan R. Bruun
Agenda

• About Danish Standards and me
• The history behind DS Courses and Training
• Current strategic approach
• The need for education about standardization
• Standardization strategy for companies
Susan R. Bruun

- Started in Danish Standards in April 2013
- Responsible for Courses and Training in 2014
- Quality- and environmental manager 2017
- Owner of a training company from 1989 to 2011
- MBA from Henley Business College in 2005
Danish Standards – playing an important role in the Danish business sector

- Denmark’s official standardisation organisation
- Founded in 1926
- Commercial foundation
- 150 employees in Copenhagen
- Corporate partnership with the Danish Ministry of Industry, Business and Financial affairs
Basic premise of Danish Standards

1. DS benefits the society
2. DS is Denmark's member of the international organisations
3. DS is market-driven
How the courses and training department is organized today

DS Courses and Training
Susan R. Bruun

Course coordinators
2 resources

DS-Universe
Internal resources

Commercial courses
Internal/external resources

Seminars and conferences
Source of income in courses and training

Commercial courses | DS-Universe
Looking back - Major challenges in 2014

- Very small turnover in commercial courses
- No strategy for teaching resources
- Teaching - style and material
- Lack of vision and strategic focus
What is the purpose of education in standardization?

- Standard buyers
- Consulting clients
- DS-Universe
- Commercial courses

Mirror committee member
We DO understand it

If you can’t explain it simply, you don’t understand it well enough.

– Albert Einstein
In 2015 we developed a new business strategy and a strategy for training and education.
Mission

We provide standards, ecolabels and consulting services that strengthen the competitive edge of the Danish business community and benefit our society.

We promote knowledge of standards and ecolabels - and their value.

We secure Danish influence on international standards and criteria for ecolabels.
We transformed DS-Universe

- Courses were redesigned from 1 day courses to subject-based 3 hour courses
- New courses were developed
- The 3 hours courses can be combined two and two to form a 1 day course
- We trained 10 new standardization consultants to be teachers on the DS-Universe courses
- We developed and re-designed all teaching material
And transformed commercial courses

- External teaching partners were re-evaluated (and some were let go)
- Contracts for external partners were rewritten
- Internal teacher resources met regularly to develop new courses and material
- The marketing department and the course and training department met on a weekly basis
Education in standardization now builds on 4 strategic pillars:

1. Awareness 🌿
2. Introduction 🐦
3. Application 🧠
4. Maturity 👍
The pillars are focused at different segments

- **Awareness**: Raising awareness about standards and standardization
- **Introduction**: Introductory courses to standardization processes
- **Application**: Training courses for implementing standards
- **Maturity**: Participating in developing standards and standardization strategy
An overview of education in standardization in Danish Standards today

- DS-Universe
  - 6 different modules

- Commercial courses
  - +20 different courses

- Science and education
  - One dedicated resource
**DS-Universe – 6 modules**

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<thead>
<tr>
<th>Module</th>
<th>Description</th>
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<tr>
<td>Introduction to standardization</td>
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<td>Rules for European standardization (CEN)</td>
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<td>Rules for International/European electrotechnical standardisation (IEC/CLC)</td>
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<td>How to get influence in ISO</td>
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<td>CE-marking for SMEs and entrepreneurs</td>
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<td>Get a head start in your mirror committee</td>
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Commercial training and courses - examples

Management standards
- ISO 9001
- ISO 14001
- ISO 27001
- ISO 45001

Collaborative robots
Machine Safety
Risk assessment

Electronics/Machines
- GDPR
- ATEX
- Auditing

Other
Science and Education

Purpose: Get standardization into higher education by mutual partnership
Development of plug and play material
Guest lectures

High school to technical college
Dialogue about implementing a needs-based approach with technical schools and technical colleges

Guest lectures
Career fair
ISO 21500
Project Management
What happened to maturity?

Participating in developing standards and standardization strategy
How do we get the CEOs on board?

• Talk their language
• Talk strategy and bottom line
• Prove that standardization will impact their business in a good way if they take an active role
Companies need a strategic approach to standardization
Did the strategy work?

- Turnover per student has increased by 150%
- Evaluation scores in DS-Universe are 4.36 (on a scale from 1 to 5)
- Evaluation scores in commercial courses are 4.65 (on a scale from 1 to 5)
- There is a lot more positive focus on courses and training in DS today
- The department contributes to the business both in terms of economy as well as goodwill
Key take aways

1. Strategy
2. Marketing
3. Engagement
Thank you and please feel free to ask questions