

Using Performance Standards in a Strategic Business Plan

Did You Know?

Approximately 500,000 technology standards are the technology foundation for the global economy.

It costs at least \$1.5 billion each year to maintain the global standardization system.

Widespread participation and standard adoption advances industry sector professionalism and stimulates trade.

Smart businesses include industry standards in their strategic business plans. Until now, audiovisual performance standards have not been available; audiovisual companies or their clients have created their own “standard” guidelines.

Here are a few reasons you should include performance standards in your business plan:

Level Playing Field

By using standards, companies are able to compete on a level playing field in the global marketplace.

Business Edge

Awareness of available standards allows audiovisual companies to respond to their clients’ requests and specifications.

Sales Tool

Audiovisual systems consultants and integrators can leverage their conformance to standards in sales situations to create a high comfort level for their prospective clients.

Product Quality

Companies that adopt standards are able to focus on their creativity in systems designs without constantly re-engineering the standardized aspects and, in doing so, reduce risks.

Project Completion

Audiovisual performance standards will provide clear test procedures and their subsequent reports. When properly implemented, the proof of project completion will become simplified when clients receive standardized verification.

Employee Training

Task group participation for standards development is an excellent employee training vehicle; employees are immersed in technical topic discussion, researching and writing.

Participation Advantage

Audiovisual companies that participate in the development of standards have the opportunity to advance their own ideas and “best practices.” They can minimize the effect of incorporating the standard into their routine business activities at a later date.

Networking Opportunities

By participating in standards development, professionals are exposed to a variety of practitioners in the audiovisual industry, and on an international level.

Find out more about standards

- [ANSI](#) American National Standards Institute
- [ISO](#) International Organization for Standardization
- [SBB](#) Standards Boost Business.org