

ORGANIZATIONS & SYSTEMS



Standards:

Standards create an operational framework for businesses that spans legal requirements at one end, to informal guidelines, norms, and codes at the other. Lack of engagement with this framework, and how it is changing, can reduce access to markets, jeopardize partnerships, erode trust, and undermine investor interest. This is particularly the case with novel technologies and products, where a rapidly evolving framework of standards can leave unengaged businesses out in the cold.