

BUSINESS RISK	BUSINESS NEED	FEATURE OF CERTIFICATION	ADVANTAGES (How will it help?)	BENEFITS (What's in it for my business?)
Stakeholders do not trust you.	To protect and enhance brand reputation.	Independent assessment of the management system implemented by the business.	Provides transparency and openness to what you do. Provides integrity and robustness to any claims made.	Better able to retain existing client base and investors. Less time spent appeasing stakeholders and looking for new customers. Greater ability to meet stakeholder demands.
Lack of investment.	To retain existing investors and make the business more attractive to new investors.	Independent assessment of the management system implemented by the business. Certificate of registration awarded.	Demonstrates the credibility of your	

Third Party Certification

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Too much time lost on audits from customers.	To reduce the audits by customers.	Independent assessment of the management system implemented by the business. Certificate of registration awarded.	Provides a means of demonstrating and communicating compliance to a recognised standard of good practice.	Less time lost on accompanying 2nd parties on audits. Less disruption to the organisation.
Competition becomes tougher.	To differentiate from your competitors.	Independent assessment of the management system implemented by the business. Certificate of registration awarded.	Differentiates you from your competitors.	Win more tenders. Increase market share. Increased morale and motivation of staff.
Systems become stagnant.	To continually improve.	Independent assessment.	Fresh set of eyes on what you are doing. Assessors can share success stories.	New ideas for improvement are more forthcoming.
Regulations are introduced which sets unachievable targets and requirements on your organisation.	To comply with legislation and avoid fines for breaches.	Independent assessment of your procedures for identifying and understanding applicable legislation.	Ensures identification system is robust and relevant.	Better prepared for legislation and more likely to comply with it, meaning fewer breaches and fines.
Customers disqualify you from bidding for business.	To meet and exceed customer tender requirements for certification.	Often mandated in invitations to tender.	A definitive and easily provable method of compliance with international standards.	Qualify for and win more tenders. Customers confident that products and services meet regulations.

For more information visit www.bsigroup.co.uk/improve or call **0845 080 9000**

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High costs jeopardise profits.	To reduce costs.	Definitive proof of compliance with best practice.	Can be rewarded by insurers with reduced premiums and eliminates need for multiple disruptive and expensive external audits.	Reduced costs.
Unacceptably high staff turnover.	To retain staff and attract high quality candidates.	Certification says that a business is well-run.	Staff are positive towards working in a certified business and see it as career-enhancing.	Retain and attract high calibre staff.
Bad practices in remote locations.	To achieve consistency across all locations.	An independent audit programme to a standard in consistent wherever it is carried out.	The audit programme can be used to ensure consistency throughout the organisation.	Consistent good practice regardless of location. Improved control of the organisation.
Business exposure through staff failure to comply with procedures.	To be confident that staff are following procedures.	Experienced external auditors robustly search for evidence on non-compliance.	An effective external audit will determine whether staff are complying with internal procedures	All reasonable efforts have been made to ensure procedures are adhered to.
Business improvements erode over time.	To maintain, and grow, business improvements.	Evidence of continual improvement is a requirement of the process.	The annual audit process of certification drives continual improvement, rather than a one-time implementation.	Continual improvement to management systems is achieved. Ensures systems do not stagnate, resulting in improved customer satisfaction and supplier confidence.

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The BSI certification mark can be used on your stationery, literature and vehicles when you have successfully achieved certification.

