



Standards Enable Collaboration



I want you to feel good about governance and standards—not just accept them as necessary evils.

It's is about taking care of things

Governance is about creating the conditions for good growth.





Good governance ensures an organizational W3C


Your digital **team** works in line with digital **policies** and **standards** that support the **strategic** intent of your organization.



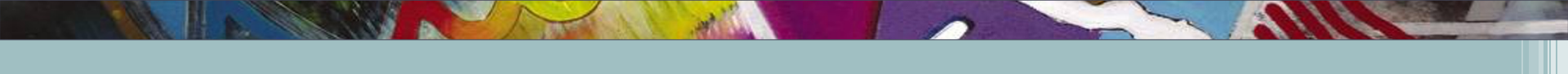
Why don't people govern their digital channels well? It seems easier than being chaotic and wild.

People want to **feel** unique.

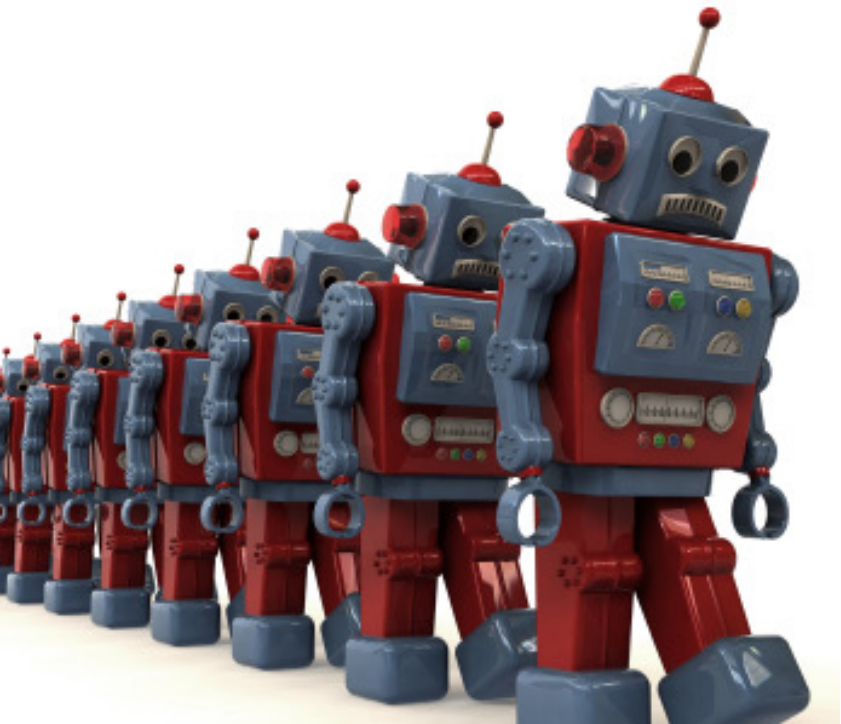




And sometimes people are working fast and can't be bothered with policies and standards.



Freedom of expression within a standards-based framework is what is going to be the most powerful – not the ability to do whatever you want, whenever you want.



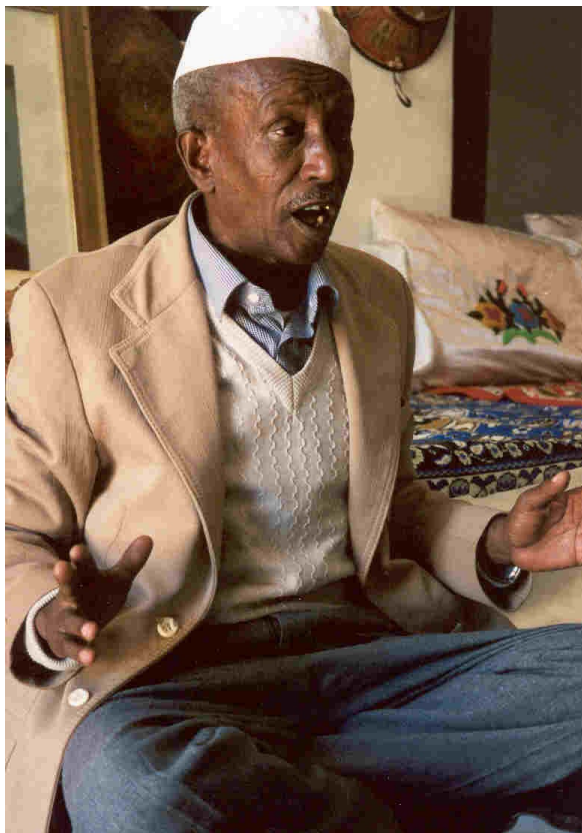
Standards aren't
going to turn you
into a robot.

They'll make you
more human!



We like to communicate and share and trade. We've found a lot of ways to do that.

They all rest on a base of standards.



Source: <http://www.sln.org.uk/english/images/Storyteller%20in%20%20Harar.jpg>



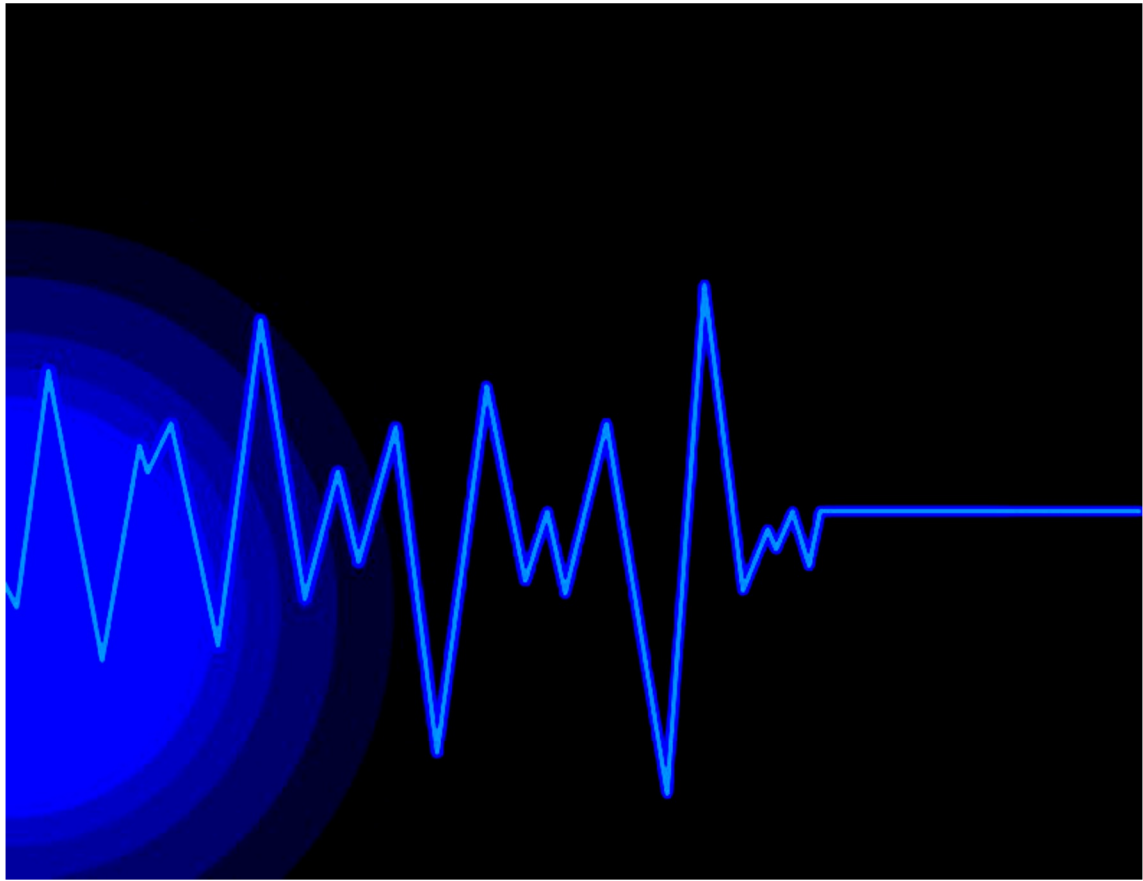
Photo by [Desola Lanre-Ologun](#) on [Unsplash](#)





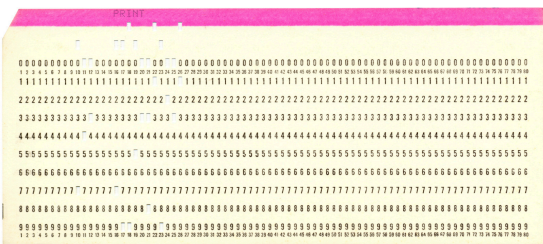
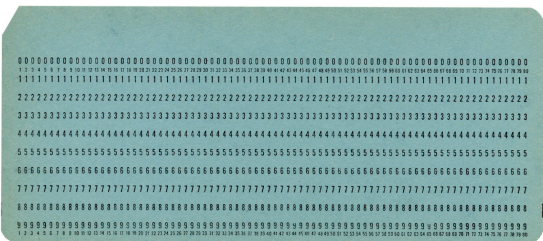
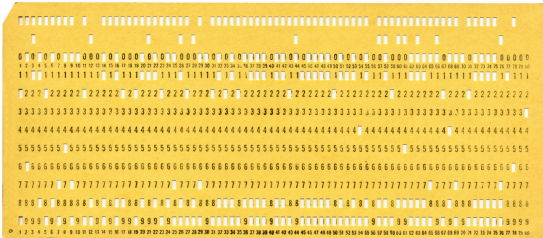


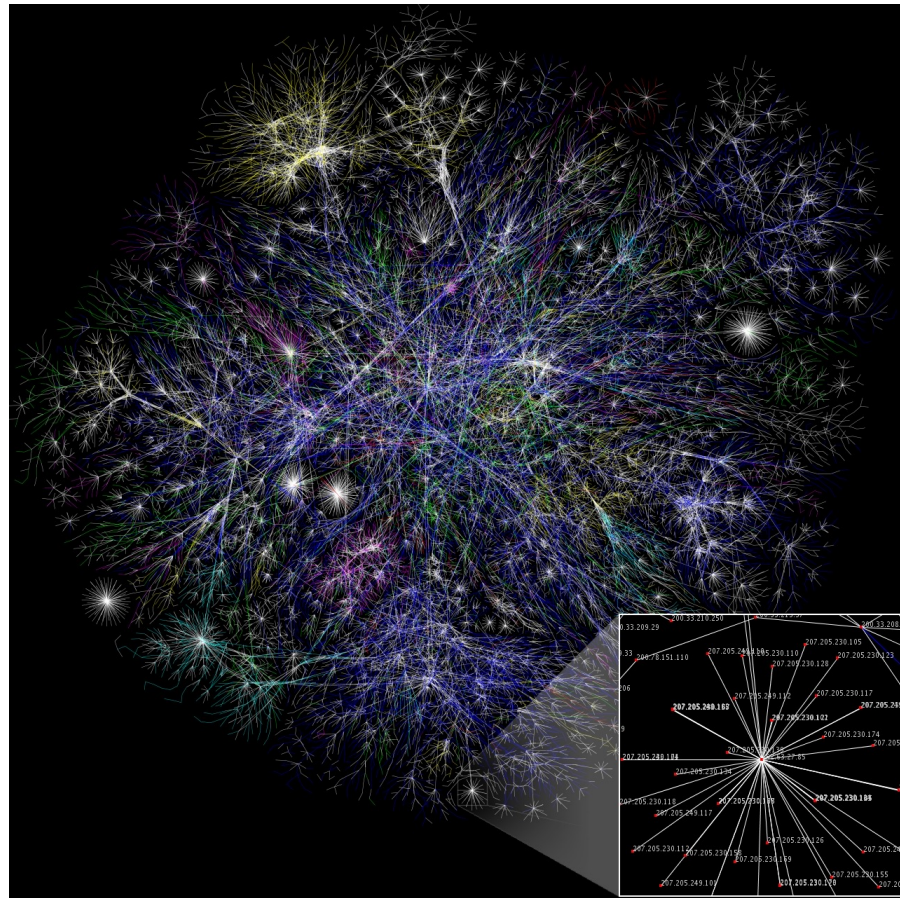















It's not just what **we** invent or create.



It's the way the world is.



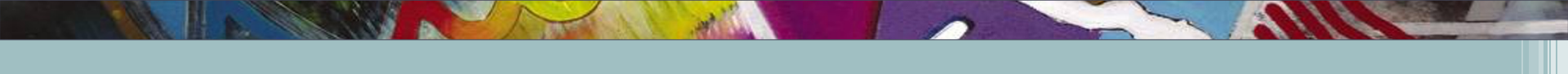


Having standards, doesn't necessarily lead to a good outcome. We must be mindful intentional about standards and their outcomes.

That's what will grow.








You must define the DNA of your digital experience to have an intentional outcome.

Get your team together and decide who sets the rules and take steps to make sure people follow those rules.



Three things you do:

1. Push results-oriented **standards** until they are so much a part of the process or culture that they replicate almost without effort.
2. Emphasize the **value** of a standards-based framework not the control. People don't like to be controlled but they do like to add value.
3. Measure **compliance** with standards not to be punitive, but to support safety and effectiveness.



And, once you have a standards-based foundation, you can have fun!



Photograph by Charles Peterson

<http://www.thecityreview.com/jazz.html>

26. **APRIL IN PARIS** - HERMAN DUKE

Handwritten musical notation for the piece "April in Paris" by Herman Duke. The notation includes a treble clef, a key signature of one flat (B-flat), and a 4/4 time signature. The melody is written on a single staff with various chord symbols and rhythmic markings. The chords listed are: G7(b9), C minor7, D7(b9), G7, C minor7, G7, F minor7, B7(b9), E7, A-, A7/G, F#7(b9), B7(b9), B7, E7, E7(b9), A7(b9), F#7(b9), F#7, C/E, Ebb, D7(b9), C/E, B7(b9), E7, A-, A7/G, F#7(b9), B7(b9), E minor7, D7, G7, G7(b9), C minor7, E7(b9), A7, D7, D7, D7(b9), G7, C. The piece concludes with a "FING" marking. At the bottom, it is attributed to "CHARLIE PARKER - 'APRIL IN PARIS'" and "HERMAN DUKE - 'REHEARSE'".

Bedankt!

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