

DRAFT

Strategic Planning SO/ACs

*Competition, Consumer Trust and
Consumer Choice*

Core Operations including IANA

27 June 2012



Agenda

1. Strategic Plan update - 5 minutes
2. Significant trends and strategic priorities - 60 minutes
3. Linkage between Strategic Plan and Operating Plan and Budget and measuring progress - 30 minutes
4. Wrap Up - 5 minutes

Session Objectives

- Discuss strategic issues from Community's perspective
- Get SO/AC input on ICANN's strategic direction
- Specific focus on two strategic pillars:
 - Competition, consumer trust and consumer choice
 - Core operations including IANA

Strategic Plan Update

- Strategic Development 2013-2016 timeline has been published (<http://www.icann.org/en/news/public-comment/stratplan2013-04jun12-en.htm>)
- Community engagement underway - formation of Cross-Community Strategic Planning WG, planning sessions
- ICANN management planning sessions
- Strategic Plan 2013-2016 framework and issues to be posted in August 2012

Strategic Planning “Story”

- Significant increased visibility and exposure to organizations with diverse business models
- Need to refine how ICANN’s mission relates to, and frames changes in the global Internet environment
- Overarching priorities
 - Achieve operational excellence
 - Preserve multi-stakeholder model
 - Fulfill ICANN’s limited mission

Strategic Planning “Story”, cont’d

- Linkage between Strategic Plan and Operating Plan and Budget will result in each key activity having a definition of success, facilitating development of appropriate metrics to monitor and report progress

Significant Trends:

Competition, consumer trust & consumer choice

Brainstorming and feedback to date	SO/AC
Changing community, increase in members	
IANA contract renewal may result in new requirements	
Security/IP issues growing in scope	
Increasing demand for IDNs	
Increasing influence of law enforcement	
Enhanced involvement/participation of the GAC	
Board Conflict of Interest policy completion	
Increasing influence from external organizations w/different ideas on Internet governance	

Significant Trends:

Core operations including IANA

Brainstorming and feedback to date	SO/AC
IANA Business Excellence leveraged to achieve operational excellence	
New TLDs and impact on operations	
Whois Review Team recommendations	
Security Stability and Resilience (SSR) recommendations	
Globalization recommendations by the Board	
Growth/expansion will lead to new staff and Onboarding requirements	
Crisis management methodology has been implemented	

Strategy:

Competition, consumer trust & consumer choice

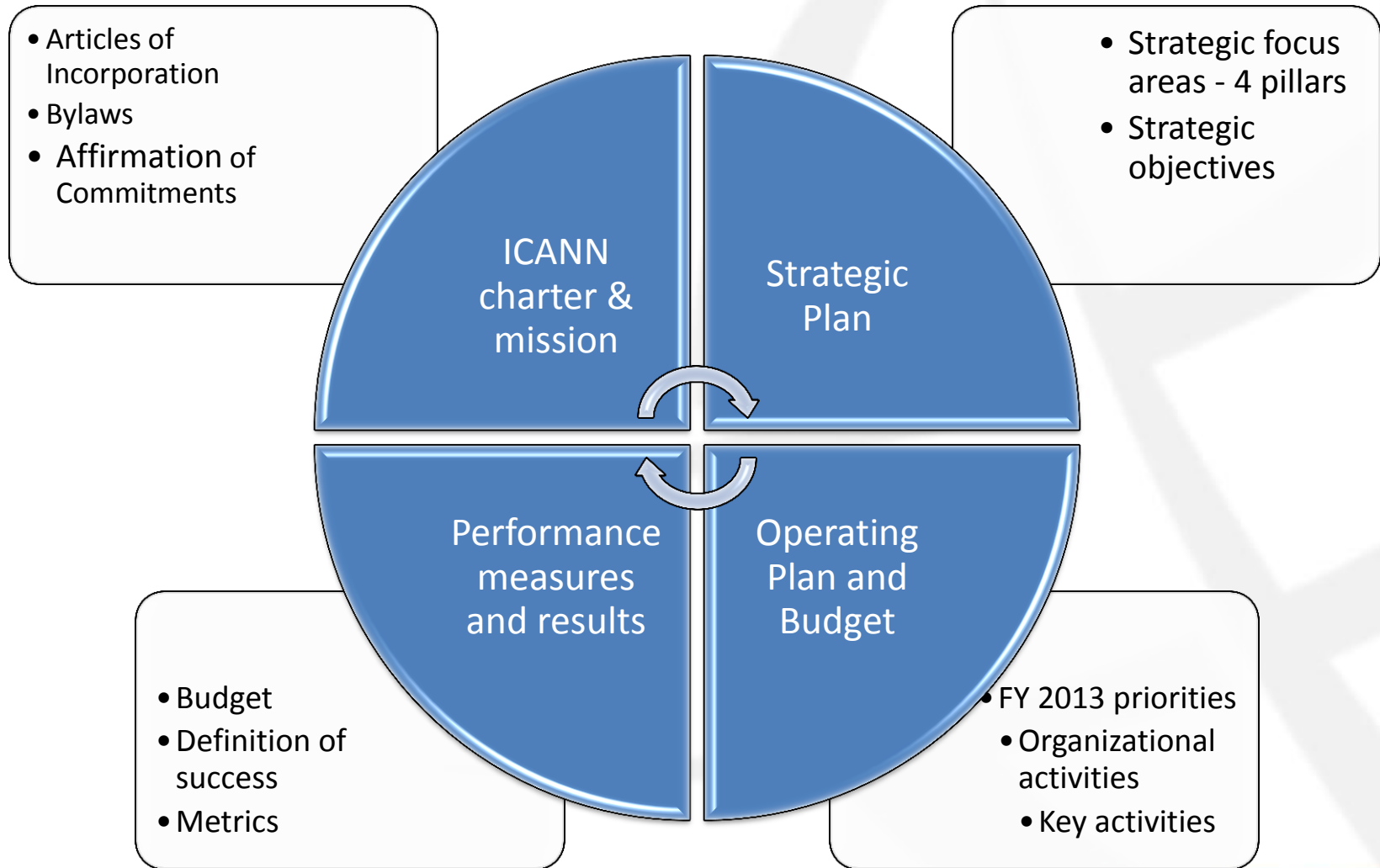
Brainstorming and feedback to date	SO/AC
<p>Need to define ICANN's role relative to "consumer trust"</p> <ul style="list-style-type: none">• Limited role to ensure level playing field• Not responsible for success of entities entering the new gTLD space	
<p>Universal acceptance of gTLDs</p>	

Strategy:

Core operations including IANA

Brainstorming and feedback to date	SO/AC
Maintain world class operations	
Defining Stakeholder needs is an important strategic consideration	
Discipline should be part of strategy <ul style="list-style-type: none">• Process: transparency• Roles/responsibilities: clearly defined• Consistency and timeliness	
Be cognizant of political environment	
Enhance process of communication and prioritization among staff, Board and community	

Linkage: Strategic Plan and Operating Plan & Budget



Measuring and communicating progress

- How can ICANN accomplish the right balance of initiatives that are specific and measurable, yet strategic versus tactical?
- How can ICANN enhance its communication to the community re: its progress?
- What types of metrics would be most valuable to the community in evaluating progress toward achieving strategic objectives?

Thank You



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 **PRAGUE**