



Standards

Learning

Advocacy

Networking

ISEA's Strategic Plan encompasses a set of strategic priorities that give focus and direction to all association activities. It expresses the common purpose of the association and its member companies in accomplishing successful standards development, learning, advocacy, and networking for the benefit of the industry and its customers.

**ISEA Mission:** *To be the catalyst that ensures safety products are better, conforming, understandable, and used.*

### ISEA Value Proposition:

As a member you:

- Have a seat at the table and a voice when standards are being set.
- Have access to world class education and training that differentiates you from your competitors helping increase your sales and market share.
- Have an advocate in the halls of Government and places of power that impact your business
- Have a platform to engage and collaborate and network with your peers in a spirit of learning, understanding and best practices.

... When it comes to safety products, ISEA is where it all happens.

### THE CORE PILLARS

There are four critical elements to ISEA's continued growth and strength. They are the core pillars of the association, the structures and programs that provide value to the members and the marketplace.

#### Standards

The safety equipment marketplace is based on product performance standards, and ISEA is a recognized, accredited developer of consensus standards. The association's expertise is in managing the process – bringing together stakeholders including producers, users and regulators; reconciling disparate views and producing standards that satisfy the demands of the marketplace as well as personal protection; promoting the use of safety equipment that meets exacting standards of performance.

The association manages all aspects of the American National Standards under its purview, from drafting through consensus development and approval, publication, interpretation, promotion and periodic updating. In addition to its own



standards, ISEA is officially represented on numerous standards committees of other organizations in the U.S. and around the world, and is a trusted participant in standards deliberations in government agencies.

Matching the process expertise is the role of ISEA in setting standards policy, determining where new standards would benefit the marketplace, and promoting fresh ideas like a voluntary standard for conformity assessment.

ISEA's standards priorities are influenced by an understanding of where ISEA fits in the world of safety equipment standardization, and what is required to keep ISEA standards relevant.

There are multiple standards developing organizations in the and around the world addressing the same class of products.

ISEA must be aware of all the trends and activities in safety equipment standardization, coordinating efforts with other developers where appropriate to prevent overlap, and harmonizing U.S. requirements with Canada, Europe and the world where it makes sense to member companies and users.

## **Learning**

In a marketplace crowded with training providers, ISEA identifies opportunities to provide targeted training that benefits its member companies. It can do this by leveraging the product and technology expertise of its member companies, to prepare and deliver training and education programs that help purchasers and end-users select the right safety equipment and technologies, and maintain and use them properly.

- **Workforce Development and Training**

In alignment with growing the use of standardized safety equipment through the development and dissemination of technical knowledge, ISEA develops and deploy instructor-led, and web-based courses to educate sales and marketing professionals on the technical and regulatory fundamentals of workplace safety and health.

The Qualified Safety Sales Professional (QSSP) training program and designation is a recognized and sought-after achievement, for sales and marketing personnel of personal protective equipment manufacturers and suppliers. ISEA maintains the high-standards of the QSSP program through frequent implementation of technological advancements and policy updates, as well as technology solutions that optimize adult-learning to support continuing education requirements of



safety sales and marketing professionals. Building on QSSP, ISEA's development of QSSP-A, and advanced learning program, designed to provide an experiential approach to occupational health and safety education.

- **Research and Data Development**

ISEA's stewardship of industry research and data development initiatives elevates the association's positioning in discussions encompassing technological advancements and market disruptors, and provides members with relevant and timely information, through market data reporting.

### **Advocacy**

ISEA members and their products are closely tied to government regulation and advocacy: Some PPE must meet government performance standards, the use of many types of PPE is mandated by regulation, and ISEA members must meet all the regulations that affect manufacturers wherever they operate.

Through comments and testimony, official meetings and constant engagement, the association maintains a strong and steady relationship with important government agencies and Congress, working to influence laws and regulations that affect its members' business and products.

ISEA understands politics, but the association is non-partisan, and does not get involved in campaigns or elections. It also performs an important role in interpreting the actions of government, keeping its members informed and providing them a virtual Washington office to represent their collective interests.

While its non-partisan approach may limit the ability of the association to influence individual members of Congress, it enables ISEA to promote its worker safety agenda on both sides of the aisle. ISEA's ability to reach members of Congress is enhanced by constituent relationships of its member executives, especially to legislators on key committees.

### **Networking**

ISEA is a forum for the free exchange of ideas and information. This includes not only the multi-channel flow of information through various internal and external media, but also networking - the interchange among members at association meetings and functions. ISEA organizes meetings where members can learn, share and conduct the important business of the association, and advance the safety industry.