

IBCS Association

Minutes of General Assembly, June 27, 2019 in Vienna

1 Welcome

At 7 p.m. Heinz Steiner, Secretary and Member of the Executive Board, opens the 6th General Assembly (GA). He gives thanks to all attending the GA and showing their strong interest in the IBCS Association.

In total 65 persons are present, of which 60 are active members (with the right to vote), 5 are passive or non-members.

Alexander Pröm acts as vote counter for this GA.

2 Minutes of the GA of June 7, 2018

The GA accepts the minutes without discussion.

3 President's Annual Report

President Rolf Hichert informed about the highlights of the past 12 month:

As for June 1, 2019, here are some facts about the active and passive members:

- Total number of members: 2'545 (PY 1'643)
- Thereof active members: 205 (PY 163)

Rolf and Jürgen were busy with the new book. The German version has just been published, the English version will be finished by the end of summer.

4 Financial Status and Report of the Auditors

Johannes von Mulert explains the figures per 31st of December 2018. In 2018, there was no income and the assets in bank accounts of CHF 2'536 was used for the synchronization of the explanatory film produced with Michael Schelkle and for some changes on the Standards page of ibcs.com. The association has no funds any more.

The IBCS Institute (HICHERT+FAISST) will continue organizing and paying for the General Assembly. The General Assembly will take place in the same location as the Annual Conference.

The Auditors Beat Honegger and Holger Gerhards recommend to the GA to approve the Annual Report 2018. The GA follows this recommendation and accepts the Annual Report 2018 with 100% of the present votes.

5 Results of IBCS version 1.2 survey

Jürgen Faisst, Managing Director, presents a specific result of the survey conducted among participants of IBCS courses from Controller Akademie and HICHERT+FAISST dealing with the IBCS Association: From 120 participants, 92 (76,7%) saw the most important task of the IBCS Association in fostering dissemination and acceptance, whereas only 14 (11,7%) wanted a further refinement and specification of the Standards. This fits to the results of General Assembly 2018 in London, where we decided not to strive for a new version with completely new topics, but to focus on minor changes in 3 fields, for which we have formed three work groups:

Work group 1: Semantic notation concept for more scenarios per scenario type (Holger Gerhards, Sina Orth, Jens Herrmann, and more members of the Bonn work group)

Work group 2: Aligning scenario notation of previous periods with titles (Raphael Branger, Beat Honegger, Kristof Gramm, and more members of the Zürich work group)

Work group 3: Application of semantic notation: Which rules are mandatory, which optional? (Edyta Szarska, Bryan Gough, Jürgen Faisst)

The results of Group 1 need some more discussion, whereas Groups 2 and 3 did not suggest highly sophisticated but more editorial type of changes. But still the feedback on the comments of these groups was very low. To gain a little more confidence, Raphael suggested to perform a poll, asking the Active Members explicitly whether they agree to these editorial changes. We've got 23 votes from 205 Active Members. A few of these 23 even voted NO or UNDECIDED without corresponding comments on ibcs.com explaining the reason for not voting YES.

Now the board of the IBCS Association had to decide on how to proceed. As all Active Members had the chance to comment and/or vote, and a vast majority of 78% to 100% accepted all changes but the one about the poster picture for "Unify scenarios", the board decided to trust in the results of the work groups 2 and 3. They have asked Jürgen to take those suggestions that are undisputed in the sense that there are no controversial comments on ibcs.com and prepare a corresponding version 1.2 in the months to come.

6 Results of the collaborative marketing initiative

Jürgen Faisst, Managing Director, reports what happened since the discussion at the General Assembly and Annual Conference 2018 in London, leading to a “Collaborative marketing initiative”.

The attendees of last year’s conference who had expressed their willingness to collaborate on marketing initiatives had a conference call on Aug 8 where we identified several areas of activities:

Managing social media campaigns: The ultimate goal is to go viral with the IBCS message and to increase traffic on our common platform ibcs.com.

Managing global print media coverage: The ultimate goal is to place articles in the top print media such as Harvard Business Manager, Manager Magazine, or Financial Times.

Managing global lecture speaking opportunities: The ultimate goal is to place one of our speakers at TED.

Managing the roll-out of the IBCS idea in public education: The ultimate goal is to establish IBCS as a standard part in the academic teaching of business administration.

After the call, we tried to form teams working on these subjects and to find people heading them. Several people expressed their interest in collaborating, emphasizing the importance of orchestration instead of everybody doing his own thing. But people were reluctant in taking the lead in one of these areas, except Ronald in the area of public education. I guess this is what Rolf had in mind when at the end of our conference call he expressed his concern about how to bridge the gap from talking about these things to doing it.

There was a further call about the exchange of lectures and articles and consequently Edyta, Raphael, Ronald and Jürgen shared some presentations slides. Edyta, Xavier and Jürgen were giving many IBCS lectures and writing many articles, but also Ronald, Raphael and others acted as speakers and authors. Ronald also gave a lecture course at Fontys Hogeschool and initiated a student project evaluating digital marketing opportunities for IBCS and giving valuable hints.

We learned that collaboration in terms of sharing experience works to certain extend. Collaboration in terms of spreading the same message and acting orchestrated is much harder. Collaboratively spending money – impossible. We have to respect that everyone got his own business, focusing on a specific region, software technology, industry or whatever, with limited resources to spend on a missionary, global and software-agnostic initiative like IBCS. The only player, who is independent from technology and location, is the IBCS Institute.

So Rolf and Jürgen changed their view on how to achieve global awareness. Instead of pushing others, who have their own businesses and whose engagement is biased

by the choice of technology and regional presence, the neutral IBCS Institute should move forward and invite others to collaborate if the initiative fits to their strategy.

After finishing the English version of the book, the IBCS Institute will start two initiatives:

New digital marketing strategy: Increase the number of IBCS members and website visitors significantly:

- a. Reducing the complexity of the IBCS message by focusing on semantic notation (see opening session of the conference)
- b. Creating emotions and community feeling (which makes perfect sense because semantic notation doesn't work if you are the only one who practices it)
- c. Positioning IBCS membership as an indication that you identify with the goal of getting a visual reporting language
- d. Motivate members activating their peers to also become members
- e. Leveraging individually timed email campaigns and other online tools for the acquisition of new members and website visitors

We expect this initiative to have a short- to mid-term impact on dissemination. The IBCS Institute is willing to hire a digital marketing specialist helping us to move forward with this initiative.

Academic teaching initiative: Establishing IBCS in the curriculum of business schools:

- a. Train academic teachers
- b. Develop and provide teaching material

As a start, we plan a conference for German-speaking professors in the Frankfurt region in autumn.

We expect this initiative to have a very sustainable mid- and long-term impact. We hope, that Ronald, Xavier and others will support this initiative when going global.

In parallel, all Active Members of the IBCS Association are encouraged to continue spreading the word about IBCS by

- a. taking every speaking opportunity, they can get
- b. writing articles in relevant magazines, newspapers, online media
- c. creating a collaborative social media buzz around all activities (posting, liking, forwarding, commenting)

7 Election of Executive Board and Auditors

Jürgen Faisst, Managing Director of the IBCS Association asks for a joint vote of the Executive Board (for 1 year) and the two auditors (for 2 years) which is agreed upon.

In the following vote 100% of the present votes reelect Rolf Hichert, Heinz Steiner and Johannes von Mulert as Executive Board and Beat Honegger and Holger Gerhards as Auditors.

Rolf mentioned that he could imagine becoming an Elder Executive Board member next year. In this case, we would need a new member for the Executive Board next year.

8 Miscellaneous

Heinz Steiner expresses his thanks to Rolf and Jürgen for their tremendous work to push the idea of IBCS and specially to drive its internationalization.

He extends his thanks to many active members who invest a lot in products and concepts to bring the idea of IBCS down to earth and are actively promoting IBCS in the social networks and other channels.

As there are no further interventions, Heinz Steiner closes the General Assembly at 7.30 p.m. and invites all participants for a get together.

Heinz Steiner, July 3, 2019