

O for 2: Process Compliance vs Mission Compliance

VIDEO TRANSCRIPT

Hey folks, it's Owen again for an O for 2. The topic today is process compliance versus mission compliance. I don't know if there's a lot of research done on that, or formal writings or any of that, and I apologize, I'm not a student of that stuff. It's just something I've seen a lot in the last two weeks, and it reminds me of how much I see it, and I thought I'd post about it. With the idea that I'd be interested if you see this happening at your place of business, serving your clients or you just see it out there in the market in general.

I see it as a customer, I see it with client sometimes, and what do I mean, but I just see it during personal life activities, what do I mean by that? Well, process compliance would be being so focused on the steps and the next steps in the sequence and the checking and the validation and getting to the end of the process without regard for the outcome. Versus mission compliance is going through the necessary processes and steps to generate that outcome that fulfills the mission. I know it may sound really stupid, or off, but I see it and if you look forward to run across it, you'll see it.

The only example I could come up with that was kind of generic enough to hit home the point was something a couple years ago with one of my daughters, and a volleyball team she was on. She was young at the time, it was a young team. They were there in a match, and they were clearly losing to a team that they should have been much more competitive with. Everybody on the team knew, and the girls were really getting inside their head, and things were spiraling a bit out of control. The coach calls timeout and she tells the girls, "hey, good message, you play like you practice" and they practiced well this weekend etc., and she said, "hey girls, we got to talk out there because the ball kept hitting the floor and nobody was going after it so you got to talk." So, immediately

the team goes out and they start talking, all six of them just start talking and saying stuff. Some of it was volleyball-related, and some it wasn't, but it was just chatter.

To me that was a good example of process compliance: they followed the steps that the coach wanted them to do without regard for the outcome which was communication. Whereas mission compliance, they would have been talking about who's the center, what hitter to watch, you know, all that sort of fun stuff, and they didn't.

Anyway, that's my example. I don't know if it's relevant. I'd be curious if you see that sort of stuff happening you know, at work, or your service delivery model. Thanks again.

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