

# Messages from the Chief Trade Commissioner

The following is an index to the e-mail messages from Kathryn E. McCallion, Assistant Deputy Minister — International Business and Communications, and Chief Trade Commissioner, which were distributed to all trade personnel between quarterly issues of *TCS International*.

MESSAGE 8, OCTOBER 10, 1997

## *Performance Measurement Initiative (PMI)*

- The PMI was launched on October 8 as part of our continuing efforts to renew the Trade Commissioner Service (TCS).
- It will reduce your workload and make your job more interesting.
- The TCS will become more focussed while being truly productive, rather than just busy.
- We can no longer afford to be everything to everyone.
- The TCS needs to find ways to share the workload through partnering.
- We need to prioritize our services and streamline their delivery.

## *Why are we taking the initiative?*

- The PMI is not merely about measuring performance — it is a process to re-examine and improve the way we do business.
- There is an ever-increasing demand for TCS services.
- Pressures are mounting on management to allocate scarce resources more efficiently for the continuous improvement of service delivery.
- Taxpayers, elected officials, and government central agencies are insisting that the success of government programs be measured against specific objectives and value-for-money criteria.

## *How will the PMI help us?*

- The PMI will provide a single streamlined list of TCS services, including conditions of performance by clients.
- For program managers, the PMI will highlight the strengths and weaknesses of our current programs and policies and thereby assist in the improvement of resource allocation and service delivery.
- The PMI will allow us to demonstrate beyond

question the usefulness of our work and our true worth in serving the Canadian people.

## *How will the PMI proceed?*

- Consultations and surveys will be undertaken with employees and clients to determine which services should be delivered to whom and under what conditions; to what extent our services contribute to client success; and how much TCS time is spent doing what.

## *The PMI's six components:*

1. client and service definition
2. client surveys
3. employee surveys
4. workload indicators
5. service standards
6. service-charge feasibility

## *Commitments from the Chief Trade Commissioner:*

- The process will draw on consultation with, and participation of, TCS employees and clients.
- TCS employees themselves will design the PMI.
- The measurement process will maximize information value while minimizing reporting burden.
- The PMI is not a "one-shot deal."
- The initiative will be co-ordinated with Team Canada partners and other government departments involved in international business development.

MESSAGE 9, OCTOBER 21, 1997

## *Blueprint for an International Trade Strategy*

Based on input from the department on the results of a retreat with senior officials at the end of August, Minister Marchi has developed a blueprint for an "International Trade Strategy." He asked for an initial response from the department by the end of September. The response took the form of a deck presentation to the Minister and the presentation of a briefing book, a follow-up action plan and a timetable.

The summary of "Departmental Recommendations, Decisions and Responses to MINT Requests" will put

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Old age isn't so bad when you consider the alternative.

**Maurice Chevalier**