

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