This talk discusses the upcoming ISO 9001:2015 edition of the international quality management standard, exploring some of the new requirements, and the new challenges that will be faced by users, along with “survival strategies” for navigating the future.

- **New Requirements**
  - The new "high level structure" arrangement of requirements
  - Context of the organization
  - Updated process approach requirements
  - The introduction of Risk
  - Human factors

- **Anticipated problems**
  - Negative feedback already received on the Working Draft / Committee Draft
  - Threats of “decoupling” (dropping ISO 9001) by major industries
  - Possibility of return to 2nd Party audits due to lack of confidence in 9001 certification

- **Impact on ISO 9001 certified companies**
  - Vague language introduces interpretation clash between clients and registrars
  - Potential – and expensive – pitfalls in implementation or upgrading

- **Survival strategies**
  - Interpreting the new standard to get the most value
  - Minimizing “upgrade” expenses
  - Holding fast on the interpretation against registrars and others
  - Marketing ISO 9001 certification in the post-ISO era