

**Room: US**  
**Scribe: Bart**

**Round 1: Topic - Stimulating voluntary best practices: Segun.**

Continuous Improvement. Voluntary best practices: objective of ccNSO. How effective or efficient has ccNSO been to best practices.

Each ccTLD as per obligation managing registry, registrar, servicing registrant. Each country own way. Is ccNSO able to say are there measuring instrument, what level of diminishing level. DNS Abuse: what is volume is de-or increasing? Measure performance of ccNSO,

Sometimes you can't measure success. Also good to exchange best practice. User satisfaction, operator involvement.

Is voluntary best practice as area continuous improvement.

Each model has its own pigeon holes. Scrum method to see if works. Putting KPI, less practical in some areas, some are

Tangible methods, and also

Best practice of methods: to share it.

Some performance can't be measured, some don't. Subjective vs objective ccTLD example Good, poor, fail. No survey to measure customer satisfaction

Compendium of best practices; Stimulates ccTLD need to answer questions on how to reach individual ccTLD, to follow voluntary ccTLDs. Exchange information and compare use of information

How we rate performance, work backwards to find appropriate framework

Best in practices: it is hard to determine "best" . ccNSO and ccTLD lot to contribute: learning from colleagues

**Round 2: Topic - do we foresee role AI helping ccNSO improve performance**

Use AI to analyse data, about measuring data. AI new developing area. Are we managing large data sets? Responsibility to help ccTLD to perform, use information set analysed AI to mine data for continuous improvement.

Use AI to mine data on ccNSO, to improve performance?

Positive feed-back between AI and data available. Both ccNSO have a lot of data

Question to ask before use AI as tool

**Round 3: Topic - Changes required to successfully implement continuous improvement culture**

To successfully implement, cultural change needed. What changes are required?

Mind-set change paradigm, less changes from business oriented community like ccTLDs. Advantage over some parts, ensuring what is meant is first point.. ccNSo may

Collaboration is needed. Lagging behind may be demotivational.

To deal with inertia: go for long hanging fruit first. Strategy to change. Find a particular part that helps overall. Communication between groups always happens, if they think it works, they will copy

Find a carrot/reward? To keep donkey moving.

What is motivation for parts and across ICANN. Motivations might not be the same. Show and tell in safe environment. If handled well it could benefit all.

People just think about their own group , not about ICANN general. Important for survival itself. Parochial culture. Don't fix it if it is not broken. Get on board , or left behind. If enough is looking at greater good, others will be left behind tough ....

Communication at different levels (targeted at levels of involvement)  
Clear messagement, build from ground up  
Internal complimentary

Culture: leaders

Need to improve needs to be understood by default.

Mind set

Not just part of community, part of the BoardMagical thinking

Not enough time, needs to b e continued.