



# BUSINESS NUMBER PLAYBOOK

Public Sector Service  
Delivery Council [PSSDC]

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## **1A. Business Number Playbook: English Language Version**

- *See separate attachment.*

## **1B. Business Number Playbook: French Language Version**

- *See separate attachment.*

# 1C. Engagement Plan

## Communications Objectives and Expected Results

- The primary objective is to create awareness of the *Business Number Playbook* within jurisdictions (especially municipalities).
- Promotion of the *BN Playbook* within jurisdictions (including municipal governments) that will support incremental jurisdictional adoption and expansion of the business number that will reduce red tape for business start-ups as well as existing businesses.
- Increase jurisdictional confidence in value-for-money of intergovernmental relations that benefit Canadians.

## Target Audiences

### Primary

- Senior government executives responsible for providing thought leadership, direction, and resources that make it easier for businesses to access government services.
- Design and delivery teams within government responsible for making improvements to services to business.

## Strategic Approach

- Engagement plan to launch at the earliest opportunity. Will be medium-profile, targeted, proactive, and focused on low to no cost channels.
- Implementation of plan to be led by co-chairs of the F-P/T PSSDC Service to Business Working Group and their respective teams within their jurisdictions.
- Publish the *BN Playbook* on the F-P/T DMs' Table on Service Delivery Collaboration GCcollab group and website of the Institute for Citizen-Centred Service (ICCS) for internal government audiences only.
- E-mail with link to *BN Playbook* for PSSDC members within each provincial and territorial jurisdiction to share within their respective jurisdictions to key program areas as well as internal stakeholders.
- The PSSDC and the S2B Working Group must sustain the focus and interest on the *BN Playbook*, including updating for new case studies, promote continued adoption and expansion of the BN, and track jurisdictional progress in the maturity model.

- As part of later phase (timeframe to be determined), the S2B Working Group will look at communications objectives, approach, and tactics for audiences external to government.

## Measurement and Evaluation

- The Service to Business WG will consult with the Service Network Collaboration WG and Data Driven Intelligence WG on how best to create common measurement and evaluation standards that could demonstrate the value of playbooks developed by the Joint Councils.

## Key Messages and Selected Tactics

<b>Target Group</b>	Senior Government Executives	Operational Teams in Government
<b>Overarching Message</b>	<i>Based on experiences of previous adopters and best practices, the new Business Number Playbook is intended to provide senior leadership and practitioners in governments across Canada with insights and share knowledge related to the adoption of the Business Number.</i>	
<b>Key Message(s)</b>	<p><i>Expansion of the Business Number is critical to strengthening the Canadian economy and ensuring our future shared prosperity.</i></p> <p><i>The BN Playbook makes the business case for governments to invest in increasing and expanding its adoption.</i></p>	<p><i>Business Number is key to increasing client satisfaction, channel shifting, and uptake of government services by businesses.</i></p> <p><i>The BN Playbook is a how-to guide to help business teams in government design and build for the digital future.</i></p>
<b>Channels</b>	Online In Person Print	Online In Person

<b>Selected Tactics</b>	<p>Publish on GCcollab and ICCS website for internal government audiences.</p> <p>DM Champion (+ ISED Canada DM) to contact F-P/T DMs' Table to share GCcollab and ICCS links to <i>BN Playbook</i> and direct for wide distribution within their jurisdictional government departments and report-back on progress.</p> <p>DM Champion + DMs' Table Co-chairs to demo at F-P/T Clerks and Cabinet Secretaries</p>	<p>S2B WG co-chairs to demo to Pan-Canadian BN Working Group, Joint Councils Digital Identity Working Group, etc.</p> <p>Continue outreach into operational teams within each jurisdiction (e.g. Ontario's MEDCT, ServiceOntario)</p>
<b>Products</b>	<p>1A. BN Playbook (EN)  1B. BN Playbook (FR)  1C. Engagement Strategy  1D. Critical Path  1E. Playbook Demo with Slide Notes  1F. Key Messages for Internal Stakeholders  2A. Internal Stakeholders  2A (i). Internal Stakeholders – Jurisdictional Template  3. Key Contacts</p>	

## 1D. Playbook Demo with Slide Notes

- *See separate attachment.*



## 1E. Key Messages for Internal Stakeholders

- The purpose of this [*meeting/agenda item*] is to engage with you [*the other stakeholder*] to help expand the use of the Business Number (BN) and for those of you who have not yet adopted the BN.
- The top three benefits of adopting the BN identified by jurisdictions include:
  - Reduces administrative burden on businesses: The introduction of the BN provides:
    - A single identifier to interact with government.
    - Support for the “Tell Us Once” principle.
  - Enables information sharing: Enables information sharing across all levels of government, providing opportunities:
    - To streamline information collection, simplify internal processes, reducing duplication and creating efficiencies, and improve data quality and integrity.
    - To improve compliance through meaningful comparison and analysis across programs.
  - Enables digital-by-default service delivery:
    - The BN enables association of individuals to businesses permitting them to interact with government services on behalf of the business through digital channels.
    - Streamlined services and information collection allows for the bundling of common services (e.g. business start-up).
- Canadians’ expectations of government are increasing. They expect simple and seamless services regardless of which jurisdiction provides the service and expect all levels to work together to reduce confusion and make things easy.
- Within this context, the Public Sector Service Delivery Council (PSSDC) has developed a *Business Number Playbook* for use by Canadian jurisdictions seeking to either adopt the BN or expand its existing use.
- As you know, the BN is a foundational element of the business regulatory environment – enabling businesses to connect and participate in various programs at all levels of government through a standard (or common) business identifier.
- Based on experiences of previous adopters and best practices, this playbook provides senior government leaders and practitioners with insights and provides information on how to adopt the BN. This includes the benefits of BN adoption, step-by-step approaches, lessons

learned, and best practices for the following aspects of a BN program: governance, funding, outcomes, organization, policies, processes, and technology and data.

- PSSDC and the FPT DMs' Table on Service Delivery Collaboration have asked that we leverage the *BN Playbook* with the right audiences, within and across jurisdictions, to create awareness and increase rates of adoption and expansion of the BN.
- [Explain what PSSDC and FPT DMs' Table are if the stakeholder does not know]
  - The Public Sector Service Delivery Council focuses on major public sector service delivery issues confronting all levels of government in Canada. It is comprised of senior officials of service delivery organizations at the federal/provincial/territorial levels of government and senior municipal representatives via the Municipal Service Delivery Officials Association (MSDO).
  - It supports the FPT DMs' Table on Service Delivery Collaboration, which shares many of the same priorities. These include Identity Management, Services to Business, Client Centred Design, and Data Driven Intelligence.
- The *BN Playbook* is meant to be a resource for different types of public servants, e.g. strategic policy, programs policy, operations, and I&IT.
- For today's demo, we would like to:
  - Take a look at the *BN Playbook* to see if and how it applies with respect to the state of BN adoption and expansion in your jurisdiction.
  - Identify other stakeholders who may be interested in learning more about BN adoption and expansion.
  - Set the groundwork for ongoing collaboration to keep the momentum going on BN adoption and expansion, for example, encouraging the use of GCcollab amongst government employees to make the *BN Playbook* better.
- If you are interested in discussing successes or challenges in using this playbook or have ideas on how we can make it better, please share it with us by joining our Service to Business GCcollab Group, which any Canadian public servant can apply to join.

*[A demo presentation is provided to walk through the BN Playbook for those not yet familiar with this resource.]*

## 2A. Internal Stakeholders

**Purpose:** *The purpose of this e-mail template is to create awareness of the Business Number Playbook within government and to improve understanding of government's sustained efforts to make it easier for businesses to succeed through step-by-step guides for adopting the Business Number, tools, checklists and best practices. This will also help increase public confidence in value-for-money of intergovernmental relations that benefit Canadians.*

### Recommended Stakeholders

- To be sent to all members of the F-P/T DMs' Table on Service Delivery Collaboration.

### Email Template

Dear Mr./Ms.                     :

As the Federal-Provincial/Territorial (F-P/T) DM Champion for Service to Business, I am pleased to join my colleague, Deputy Minister of Industry at Innovation, Science and Economic Development (ISED) Canada in providing you with this update on our priority area.

I am pleased to say that we now have the English and French language versions of the *BN Playbook* available for download at <https://iccs-isac.org/resources-tools/playbooks>.

The Public Sector Service Delivery Council (PSSDC) has worked very hard indeed to develop this playbook for use by Canadian jurisdictions seeking to either adopt the Business Number (BN) or expand its existing use.

Based on experiences of previous adopters and best practices, the *BN Playbook* provides senior government leaders and practitioners with insights and provides information on how to adopt the BN. This includes benefits of BN adoption, step-by-step approaches, lessons learned, and best practices for the following aspects of a BN program: governance, funding, outcomes, organization, policies, processes, and technology and data.

As you know, the BN is a foundational element of the business regulatory environment – enabling businesses to connect and participate in various programs at all levels of government through a standard (or common) business identifier.

That is why we are now seeking your support in creating a high level of awareness of the *BN Playbook* within your respective jurisdictions, especially with your Deputy Minister colleagues responsible for business, economic development, regulatory services, and job creation within your government.

If your internal government stakeholders are interested in discussing successes or challenges in using this *BN Playbook* or have ideas on how we can make it better, please ask them to share it with us by joining our [Service to Business GCcollab Group](#) which is open to all Canadian public servants.

Please find also attached to this email, the following additional resources that can help you spread the word:

- *BN Playbook* demo with slide notes.
- Sample email template for internal stakeholders in your respective jurisdictions.

Please do not hesitate to contact us if you have any comments or require more information.

Thank you,

**TBC**, *Pan Canadian Deputy Minister Champion for Service to Business*

Deputy Minister

Ontario Ministry of Government and Consumer Services

**TBC**

Deputy Minister, Industry

Innovation, Science and Economic Development Canada

Cc. TBC, Chief Operating Officer and Associate Deputy Minister, Service Canada,  
Employment and Social Development Canada  
TBC, Chief Executive Officer, Service Nova Scotia  
TBC, Executive Director, Institute for Citizen-Centred Service

## 2A (i). Internal Stakeholders – Jurisdictional Template

**Purpose:** *The purpose of this e-mail template is to create awareness of the Business Number Playbook with government stakeholders within their respective jurisdictions (e.g. Ontario to reach out to the OPS' Economic and Regulatory Deputy Ministers' Committee) and to improve understanding of government's sustained efforts to make it easier for businesses to succeed through step-by-step guides for adopting the Business Number, tools, checklists and best practices.*

Dear Mr./Ms. [Name] :

As the Federal-Provincial/Territorial (F-P/T) DM Champion for Service to Business, I am pleased to join my colleague, Deputy Minister of Industry at Innovation, Science and Economic Development (ISED) Canada in providing you with this update on our priority area.

I am pleased to say that we now have the English and French language versions of the *BN Playbook* available for download at <https://iccs-isac.org/resources-tools/playbooks>.

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Based on experiences of previous adopters and best practices, the *BN Playbook* provides senior government leaders and practitioners with insights and provides information on how to adopt the BN. This includes benefits of BN adoption, step-by-step approaches, lessons learned, and best practices for the following aspects of a BN program: governance, funding, outcomes, organization, policies, processes, and technology and data.

As you know, the BN is a foundational element of the business regulatory environment – enabling businesses to connect and participate in various programs at all levels of government through a standard (or common) business identifier.

That is why I am now seeking your support in creating a high level of awareness of the *BN Playbook* within your respective ministries. If your program areas are interested in discussing successes or challenges in using this playbook or have ideas for how we can make it better, please ask them to share it with us by joining our [Service to Business GCcollab Group](#) which is open to all Canadian public servants.

Please do not hesitate to contact me if you have any comments or require more information.

Thank you,

[Name]

[Title]

### 3. Key Contacts for Engagement Plan and Rollout

Partner	Key Contacts	Contact Information
<b>ISED Canada</b> Co-Chair, Service to Business WG, PSSDC  For queries on: <ul style="list-style-type: none"> <li>• BN Playbook Updates</li> <li>• Engagement Plan</li> </ul>	Pirthipal Singh Senior Director, Digital Design Branch, Digital Transformation Service Sector	pirthipal.singh@canada.ca 343-291-4049
<b>Service BC</b> Co-Chair, Service to Business WG, PSSDC  For queries on: <ul style="list-style-type: none"> <li>• BN Playbook Updates</li> <li>• Engagement Plan</li> </ul>	Carol Prest Registrar: BC Registries and Online Services	carol.prest@gov.bc.ca 778-698-1401
<b>ICCS</b> Secretariat, PSSDC  For queries on: <ul style="list-style-type: none"> <li>• ICCS Web Link to BN Playbook</li> <li>• Vendor Management</li> </ul>	Dan Batista Executive Director  Maria Luisa Willan Manager, National Councils	dan.batista@iccs-isac.org 613 697-4130  maria.willan@iccs-isac.org 437-999-6254