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## Certify Your Hedgehog

In the book “Good To Great” Jim Collins describes what he refers to as a Hedgehog concept and attributes this to the breakout success of leading companies. This is the defining strength found at the intersection of three things - the company’s core economic driver, its competitive advantage, and passion for being in the business.

The idea is that like a hedgehog, a winning concept is uniquely differentiated and defensible. This can be a compass helping determine where to conduct spend. Manufacturers seeking advice on whether to proceed with challenging and costly product certification might use Jim’s criteria. If you can offer a world class deliverable, make a healthy profit, and if you’re passionate about the goal, then product certification will be a competitive investment unlocking valuable new markets and sales opportunities.

### Three Rules of Product Development

Rule # 1: Better before Cheaper  
Rule # 2: Revenue before Cost  
Rule # 3: There are no other rules  
-“The Three Rules,” by Michael E. Raynor & Mumtaz Ahmed



**Tip - Design Review:** A design review will inform critical product updates needed to achieve a certification. This is a sound first step informing feasibility and total scope. Zone Advisory Group’s engineering consultants specialize in performing this service.

### Relevant Quotable

*“If you want something new, you have to stop doing something old.”*

*-Peter Drucker*

## FAQ

**Q: Please discuss North American, vs. ATEX, vs. IECEx hazardous location requirements.**

A: We’ll look at **Nonelectrical Requirements, Documentation, and Protection Concepts.**

Nonelectrical Requirements: Globally we must protect against electrical ignition sources. ATEX and IECEx evaluations also consider mechanically generated or nonelectrical ignition hazards. Products must be protected from hot spots and sparks that can be created as a result of friction from impact or abrasion processes, ingress of foreign materials, and rubbing friction.

Documentation: Requirements vary by region. The IEC OD 017 document gives helpful drawing and documentation guidance for IECEx. Consult a specialist to review further.

Protection Concepts: North American protection concepts are defined in the National Electric Code (NEC) and Canadian Electric Code (CEC) and follow Class and Division scheme. North America will also allow certain use of Zone scheme, which is the default for ATEX and IECEx. A product certification to a harmonized Zone standard may be best suited for global sale.