

13 June 2019

The Endurance International Group, Inc. (“Endurance”) appreciates the opportunity to provide a public comment regarding [Evolving ICANN’s Multistakeholder Model](#). We reviewed the issues list and offer comments on the three issues that would have the greatest impact in making ICANN’s multistakeholder model more effective and efficient. Making improvements in these three areas first will drive and/or support improvements with dependent issues.

ISSUE #4 - Prioritization of Work

Prioritization of work is the first step to ensuring more efficient use of resources and more effective policy development processes. Prioritization ensures ICANN and the community are working on what is most important first, and delegating lower priority work to a more appropriate time. Without prioritization, ICANN Org and the ICANN community will continue to try to do everything all at once, each valued with the same sense of urgency. This is not sustainable. Lack of prioritization leads to misallocation of resources, fails to address critical issues, and often brings about a lack of effective work product while over-burdening ICANN Org and/or the community.

Prioritization efforts should take into account (1) forced deadlines (as the community dealt with in relation to the European Union’s General Data Protection Regulation (GDPR) and the [Temporary Specification for gTLD Registration Data](#) (Temp Spec)), (2) risks faced by ICANN Org and/or the community as they relate to ICANN’s mission, commitments and core values established within ICANN’s [Bylaws](#), (3) self-imposed deadlines, and (4) ICANN’s strategic plan.

Issues # 10, 1, 2, 16, and 19 are dependent on successful improvements related to Issue #4.

ISSUE #10 - Precision in Scoping the Work

For people and processes to work effectively and efficiently, the scope of work must be clear, concise, and distinctly defined.

A specific, appropriately-stated objective ensures: (a) selection of qualified, appropriate people for the work, (2) decreased misunderstanding of objectives, and (3) selection of the most appropriate processes to reach the objectives. Clear, concise milestones and timelines provide a common understanding of how to reach the objective(s) and offer an accountability mechanism.

Issues # 1, 2, 16, and 19 are dependent on successful improvements related to Issue #10. In addition, improvements that ensure a common understanding of objectives and timelines and selection of appropriate processes may positively impact cultural issues relating to the Culture, Inclusivity, Consensus, Trust, and Silos issues. While not dependent, Issues #7 and 3 may also be positively impacted by Issue #10 improvements.

ISSUE #3 - Culture

While Culture is specifically identified as Issue #3, other identified issues include cultural aspects (i.e., Inclusivity, Consensus, Trust, and Silos). The multi-stakeholder model is predicated upon the ICANN communities being able to work collaboratively and to reach consensus when developing policies. Creating an environment that fosters a positive culture, trust, inclusivity, etc., serves to support communities' ability to work together consensus and avoid silo creation. Solutions for improving Issue #3 first will positively impact the remaining issues in this area.

Prioritizing solutions to address Issues # 4, 10, and 3 will significantly improve the effectiveness and efficiency of the multistakeholder model and pave the way to finding and implementing solutions for the remaining issues.

We look forward to the opportunity to engage on this issue at ICANN65 and hope we are close to moving away from issue identification and toward identification of possible improvements.

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