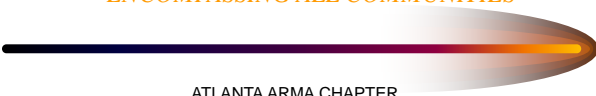



ENCOMPASSING ALL COMMUNITIES

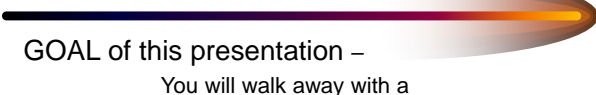




ATLANTA ARMA CHAPTER
November 15, 2016


Facilitated by
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iMERGE Consulting, Inc.

ENCOMPASSING ALL COMMUNITIES



GOAL of this presentation –
 You will walk away with a
 draft Strategic Plan
 to help you initiate a
 Community of Information Management
 that encompasses all communities in your organization.

ENCOMPASSING ALL COMMUNITIES



To achieve this goal:

1. *WHO*
 - ❖ Know and understand our business communities
2. *HOW*
 - ❖ Start with a Strategic Plan
3. *WHY*
 - ❖ Standardize, unify governance of records and information

ENCOMPASSING ALL COMMUNITIES

WHO???

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Community Synonyms

- Group
- Body
- Set
- Circle
- Clique
- Faction
- Informal gang
- Bunch

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Examples of organizational Communities that create, use and dispose of information

- Executive Management
- Human Resources
- Financial Management
- Legal
- Compliance
- Security
- Privacy
- Facilities
- Operations
- Sales
- Marketing
- Information Technology

ENCOMPASSING ALL COMMUNITIES

Definition of Communities

- Having a particular characteristic
- Sharing common attitudes, interests, and goals
- A social unit (a group of three or more people) who share something in common
- Network of People with common agenda, cause, or interest, who collaborate by sharing ideas, information, and other resources

ENCOMPASSING ALL COMMUNITIES

Definition of Communities

- A particular characteristic – **INFORMATION MANAGEMENT**
- Sharing common attitudes, interests, and goals – **CREATE/RETAIN/DISPOSE INFORMATION**
- A social unit (a group of three or more people) who share something in common – **USE AND SHARE INFORMATION**
- Network of People with common agenda, cause, or interest, who collaborate by sharing ideas, information, and other resources – **COMMUNITY OF INFORMATION MANAGEMENT**

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HOW???

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Strategic Planning

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“Cheshire Cat”, She (Alice) began . . .
“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

ENCOMPASSING ALL COMMUNITIES


- VISION
- MISSION
- VALUES
- GOALS/OBJECTIVES
- STRATEGIES

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PARTICIPANTS
WORKING ENVIRONMENT

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Keep in mind:
STRATEGIC PLANS

- Not long or wordy
- Specific and descriptive
- Reviewed and updated annually
- Tool for measurement and evaluation in 2nd/3rd Year

*Collaboration and Standardization
result in efficiency, effectiveness and increased productivity*

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Strategic Plans

Focused
Intentional
Consistent
Collaborative

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WHY???

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Decentralized approach = problems

Each business function develops rules and processes that work for them resulting in:

- Inconsistent vocabulary
- Conflicting policies and procedures
- Different policy for different media and formats
- Confusion for employees – especially new hires

ENCOMPASSING ALL COMMUNITIES

**A “Community of Information Management”
can “Encompass all Communities”**

- Establish standards of practice*
- Streamline management of business information*
- Coordinate activities related to business information*
- Create an organizational culture for managing business records efficiently, effectively and useful*

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INTENTIONAL COLLABORATION

- Penetrate organization
- Ensure standard processes
- Develop consistency thru Life Cycle
- Implement unified training
- Gain Employee Compliance

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Most common mistakes with new initiatives:

- Implement tactics (tools, methods, etc) before knowing the strategy and objectives (i.e shooting from the hip)
- Evaluate without having established goals/objectives

To be successful you must be strategic!

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THANK YOU

Mary W. Haider CRM MBA
