

Getting an Edge with Certification

Increasingly, organizations are seeing the value of information governance. This is a positive trend for organizations, of course, and equally so for information professionals. A true information governance program can be implemented and run only with the support of those who have strong foundations, not only in records and information management, but also in the critical areas of information technology, information security, legal compliance, e-discovery, and privacy.

While your academic degrees and workplace experience can indicate competence in these areas, professional certifications indicate a mastery that can provide an edge when you are competing for more strategic information governance positions. Determining which certifications are the best for you, though, can be difficult.

For this issue, Jeff Whited interviewed several information professionals to find out which certifications are the most relevant for them and why. His article, “Selecting from the Alphabet Soup of Information Certifications,” will help you make a more informed decision on which certifications you might pursue.

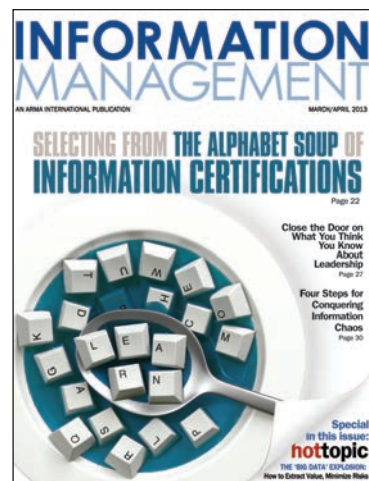
If you are in, or aspire to, a leadership position, don't miss “Close the Door on What You Think You Know About Leadership.” Cy Wakeman, a noted business management consultant, keynote speaker, and author, dispels several pieces of conventional wisdom,

including that you must have an open-door policy and that you just have to suffer with problem employees. Taking the unconventional advice based on her book *Reality-Based Leadership* will enable you to do what the book's subtitle suggests: *Ditch the Drama, Restore Sanity to the Workplace & Turn Excuses Into Results.*

Perhaps you are considering information governance consulting as a career option. In our Generally Accepted Recordkeeping Principles® (the Principles) Series article, “A Consultant's View: The Principles as Diagnostic Tools,” author Julie Gable, CRM, CDIA, FAI, tells how UK-based consultant Alison North has used the Principles on the job and as an expert witness for the California Public Utilities Commission in the still-pending 2010 San Bruno pipeline rupture case.

In our other article series, RIM Fundamentals, the University of Washington's Human Resources Records Management Group shares its model for instilling best practices among its 160-employee HR Department. With the benefit of strong executive support, the cross-departmental team has developed and rolled out training, tools, and special events that are leading to records management practices becoming a habit, part of the university's “muscle memory.”

In addition to emulating what is working for the University of Washington, you can borrow the “Four Steps for Conquering Infor-



mation Chaos” from Deborah H. Juhnke, CRM, to help your organization take better control of its information assets. This process begins and ends with accountability, she writes. “The buck stops at everyone's desk. ...the ultimate success of an information governance initiative will rest with individual accountability.”

This issue concludes with a review of *Zubulake's e-Discovery: The Untold Story of My Quest for Justice*. Our reviewer writes that the book is suspenseful even though most readers know the outcome of the landmark case. It is also an inspirational story and a call to action for organizations to whip their information governance into shape. We trust that this issue of *Information Management* will be instrumental in helping you do just that! **END**

Vicki Wiler
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