

Shattering Stereotypes with IG Skills

Far from fitting into the outdated stereotype of those toiling among musty boxes in subterranean spaces, today's successful records and information management (RIM) professionals are stepping into information governance (IG) roles that more directly contribute to their organizations' ability to meet their strategic goals. If you are aiming to shatter an outdated stereotype in your own career, developing skills across the IG landscape – including in the areas of information technology (IT), legal, risk, and business, among others – is imperative.

For example, if your organization is among the majority of those considering contracting with a cloud services provider (CSP), you must be proactive in ensuring that it has considered not only the benefits, but also the IT, legal, and business risks of doing so.

In this issue's cover article by Brian Boyd, J.D., CIPP/US, the author writes that contracting with a CSP means giving up a measure of control over – but not responsibility for – the information's security, availability, and quality. He goes on to explain various cloud services models, how to determine cloud solution requirements, and what due diligence you must do to ensure a successful relationship from inception through termination.

Forrester Research analyst Cheryl McKinnon also focuses on technology in her report on the results of the just-completed 2014

survey tracking key trends and challenges facing RIM. In combination with other Forrester research, the survey results suggest that IG programs need to be rebooted to focus on what her company is calling the “business technology agenda” that has organizations “investing in new technologies and changing their systems and processes, specifically to attract, retain, and serve their customers.”

This means, McKinnon writes, that RIM pros must anticipate moving to the cloud, prepare for digitation to accelerate, address risks in new sources of ESI, and focus as much on the needs of business stakeholders as on legal stakeholders' needs.

The importance of aligning with corporate objectives and sharpening IT skills in this “big data” age is echoed in the final feature article, written by Bruce Dearstyne, Ph.D. He quotes Tom Davenport's *Big Data at Work* in saying that big data “is revolutionary and holds transformational possibilities for almost every business” and that because the world and the data that describes it are constantly changing, “those organizations that can recognize and react quickly have the upper hand.”

Dearstyne writes that “the growing importance of digitally powered enterprises should open new possibilities for RIM programs,” but to capitalize on these opportunities, program leaders need to develop broader and



deeper leadership skills, embrace new ways of thinking, encourage creativity, and foster innovation.

Finally, in the Generally Accepted Recordkeeping Principles Series® (Principles) article, Julie Gable provides two case studies, including one to help you understand how to apply the Principles to expand your RIM program into “IG territory.”

We trust that these articles provide plenty of practical guidance for helping you ensure that your organization is one of the “successful digital enterprises” that Dearstyne describes, one that combines “fundamental best practices in RIM with leaders and teams that are creative, innovative, and not afraid to ‘fail small’ so they can win big.” Please tell us how else we can help by e-mailing us at editor@armaintl.org.

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