

Learning • Change • Creativity & Innovation

Putting Awareness into Your Organization

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Session S23

Why are we here?

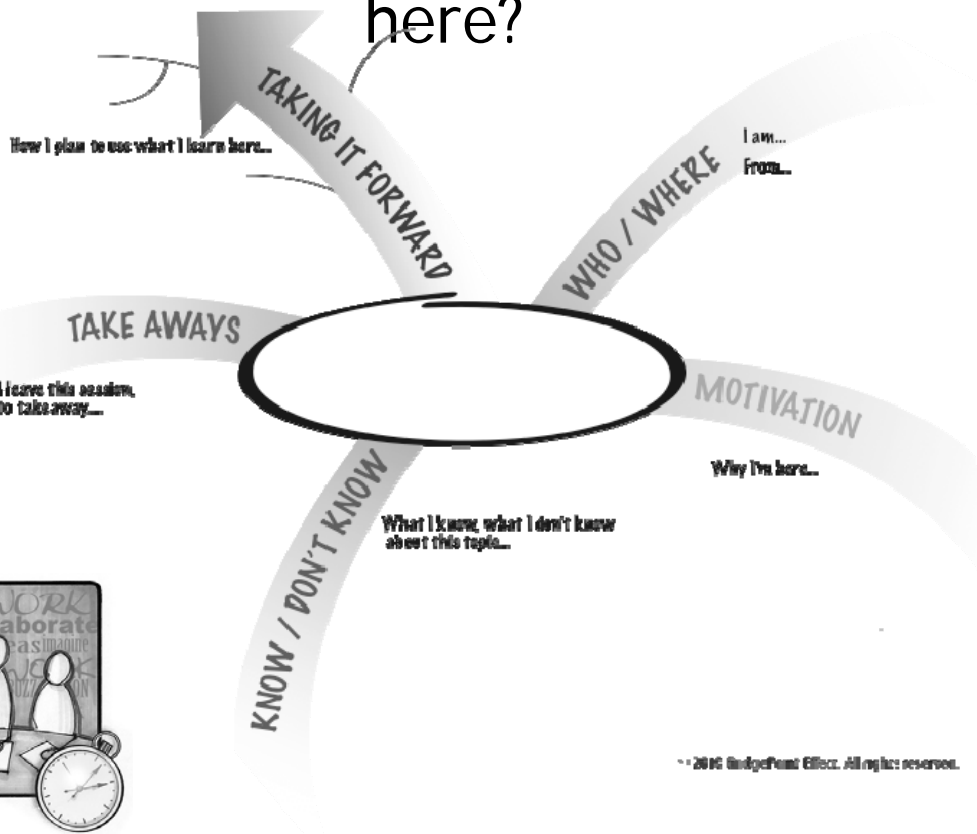
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We're curious... why are you here?



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Learning Objectives

- Understand the differences and relationships between IM Awareness and Training
- Understand the scope of work associated with promoting and sustaining awareness about IM issues and concerns
- Explore a practical model for organizing your team to deliver on IM Awareness

Agenda

- Warming up
 - ARMA Competency Links
 - Background information to help place IM Awareness in your organization
- Deepening expectations
 - Rethinking IM Awareness
 - R U ready to do IM Awareness?
- Taking it forward
 - Now what...

ARMA Competency Links

Communications & Marketing

- Levels 3 + 4
- Communicate with key stakeholders to proactively *ensure organizational understanding* of the *interrelationship of records and business processes*.
- Collaborate with stakeholders by developing a communication and outreach strategy to *achieve awareness and integration* of the RIM Program

Leadership

- Levels 3 + 4
- Champion projects by *communicating* with, and *marketing* to, stakeholders *consistent with organizational goals and objectives*.
- *Empower others through leadership and training* to maximize the potential of the RIM professional and create a positive work environment.

Key Points

- Know what awareness is and requires
 - A Communications Strategy linked to a larger organizational vision for change
 - A campaign to sustain it
 - Delivery with a focus on style
 - Symbiotic relationship with training
- Deliver key messages focused on style and fit consistent with the realities of your organization's culture, norms, values and budget
- Don't go it alone - Engage other corporate groups in the awareness process

Let's have some fun

Records Management is a multi-million dollar administration and the cost of maintaining records is not readily mounting.

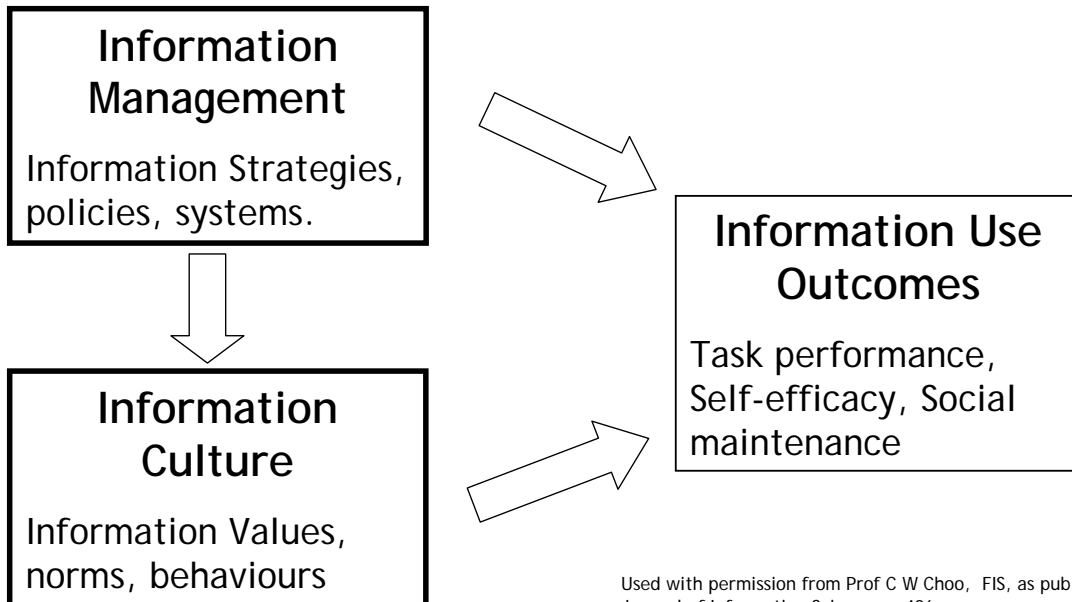
Annually, at least 250,000 cubic feet of records are created in Canada, utilizing the equivalent of 30,000 filing cabinets and almost 18,000 square feet of space.

Furthermore, the cost of maintaining a standard 4-drawer filing cabinet of records in good office space is approximately \$15.00 per year.

These are the facts. It is true, regardless of cost, records must be kept. But it is far from true that all records must be kept, or that they must be kept in prime office space, or that they must be kept indefinitely.

What year was this written?

Information Culture



Used with permission from Prof C W Choo, FIS, as published in Journal of Information Science pg 496

So you need to get started... Where?

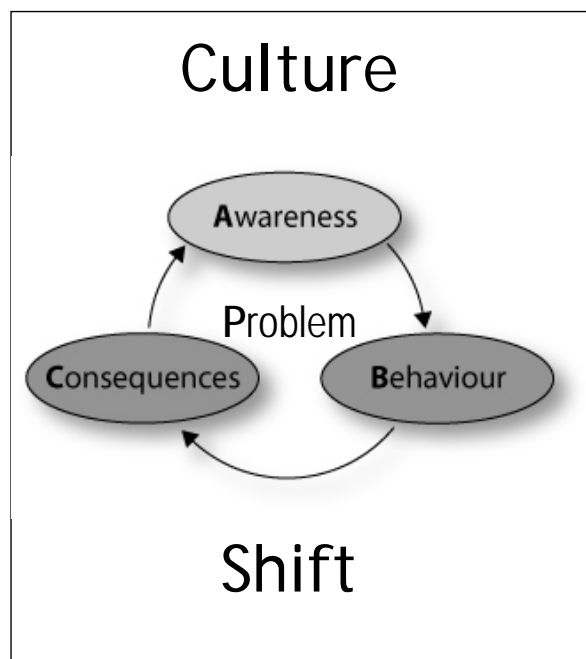
- Organizational structure (or restructuring)
- Emphasis on Communications as specific duty within your shop
- Ensuring Plans and Techniques are there
 - Comms plan and Awareness Techniques

R U ready and what to do if you're not...

DEEPENING EXPECTATIONS

The Questions of Change that Awareness Answers

- What's the **problem**?
 - The issue you want to put focus on
 - The **awareness** you want to create
- What do you want me to do about it?
 - The **behavior** you want me to **change**
- How will you help me deal with the **consequences** of making this change?
 - What information or training can you give me?
 - What resources can I access? (Policies, guidelines, people, tools, job aids, etc.)



Awareness vs. Training

	Awareness	Training
Focus	<p>Develop an individual's appreciation of an issue, or set of issues.</p> <p>Bring attention to expected rules of behavior that are implied in policy and directives and that apply to everyone in the department / agency.</p>	<p>Skills development to enhance an individual's performance in a specific job function.</p>
Goal	<p>To change behavior and reinforce good IM practices.</p> <p>To allow all individuals in an organization to recognize IM concerns and to respond accordingly to them.</p> <p>To provide a springboard upon which training and education efforts can be built.</p>	<p>To produce relevant and needed IM skills and competencies in relation to job responsibilities.</p>
Driving Question	<p>What do we want all employees & managers to be aware of regarding IM?</p>	<p>What skill or skills do we want target audience(s) to learn?</p>

Rethinking Awareness

- To change work habits and behaviors
 - Set direction
 - Build commitment
 - Create alignment
 - Build knowledge and skills
 - Foster development of the necessary attitudes (culture shift)
 - Articulate clear "learning" objectives



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A Model for Clear Learning Objectives Bloom's Revised Taxonomy



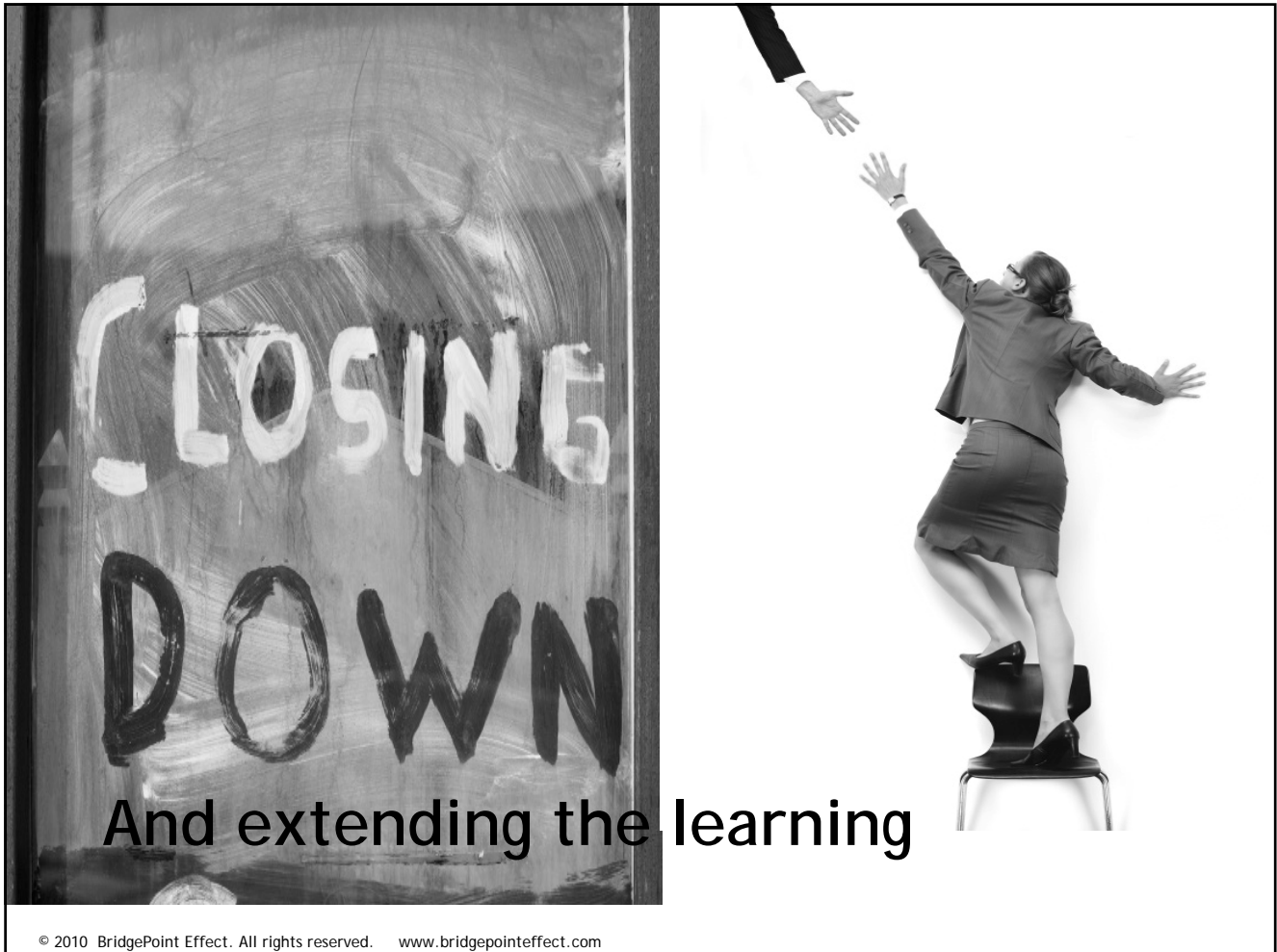
*Adapted from Anderson & Krathwohl (2001),
p. 20 © BridgePoint Effect.*

Aligning to the Win

- What's the problem(s) you can help your organization solve?
- What's the risk(s) you can help them avoid?
- What's the process you need to take in planning your campaign?
- Be practical and realistic
 - Only target changes that you can support
- Refer to handout
 - Issues & Messages Worksheet

5 Steps to IM Awareness

1. Get your house in order
2. Diagnosing - issues definition, reality check, and linking to the strategic context
3. Messaging - key messages and linkages to how you can help audiences make the change
4. Planning & logistics - building the campaign and sustaining it
5. Evaluating - organizational learning



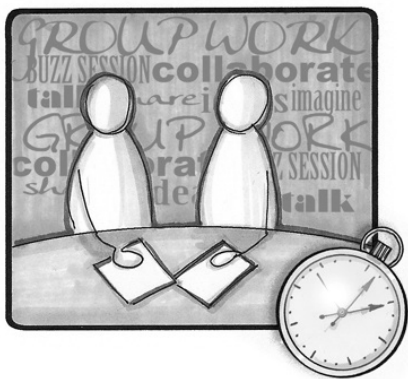
Closing Down

- What did we do?
- What surprised you?
- What do you understand better now about putting IM Awareness into your organization?
- What does this suggest?
- What do you want to do about it?



Extending the Learning

Hot wash up!



Discuss

- 1 thing you really liked...
- 1 thing of value you could use or do...
- 1 thing you could do differently...



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Course evaluation

Please complete your workshop evaluation

- Session: S23 - Putting IM Awareness into your Organization

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Federal Government Context

The Problem

- The Government of Canada is unable to meet its requirements for trusted, relevant and timely information. This stems from an inability to effectively aggregate and share the information necessary for informed decision making, transparency and accountability.

Root Causes / Challenges

- A lack of GC-wide IM strategy / common practices
- Inconsistent and frequently inadequate IM rules, capacity, and oversight
- A culture that does not understand or acknowledge the value of sharing or managing information
- Not enough people with the right skills and tools
- Poor information planning and handling processes

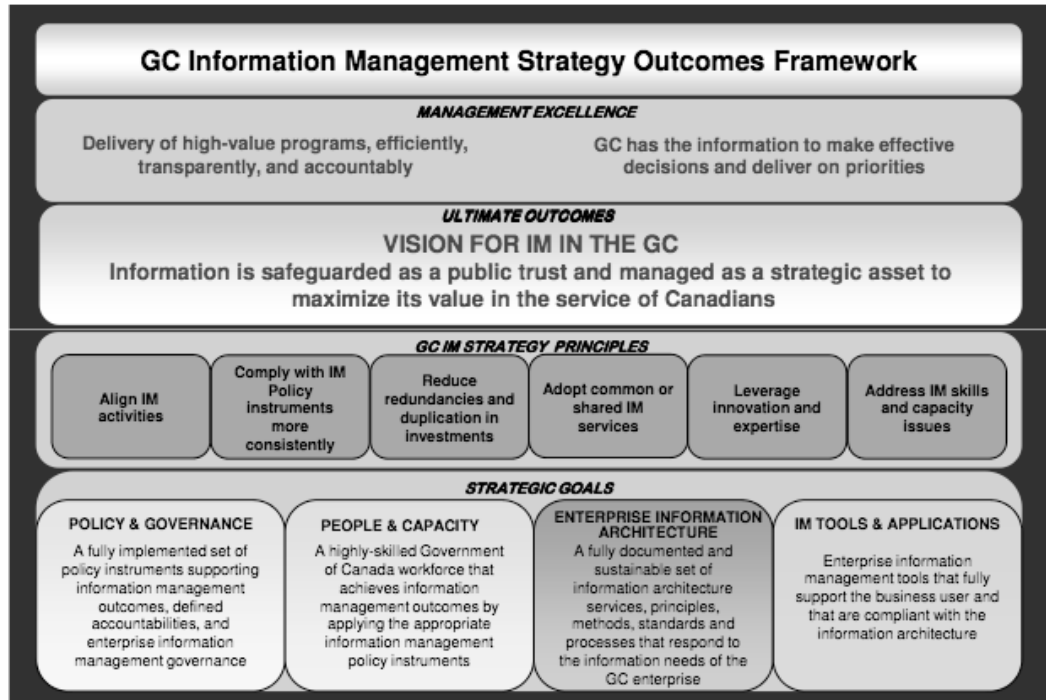
Source: Information Management in the Government of Canada: The Business Problem Assessment (April 2006)

The Risks

- Impact on decisions and operations
- Increased information related costs
- Impact on credibility of government and public confidence

Source: Walker, S., Government of Canada IM Strategy
Presentation to ARMA Fall Conference November 18, 2009, Ottawa, Canada

GC IM Strategy



Source: Walker, S., Government of Canada IM Strategy
 Presentation to ARMA Fall Conference November 18, 2009, Ottawa, Canada