

# Is Your Change Strategy Backwards?

**Consider Inverting the Model!**

Adrienne Bellehumeur

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# What we're talking about

## 1) Intro to “Big C” and “Little c” Change and Dynamic Documentation

- Big D and Little d documentation
- Why “Dynamic” Documentation?

## 2) Little “c” Skills and Techniques to Drive Change

- The 24-Hour Rule
- The Groundhog Trap and Dynamic Memos
- Information Management 101: Principles and Best Practices

## 3) A Dynamic Documentation Framework to Solve Business Problems

- The 6 Steps of Dynamic Documentation

# “Big C” & “Little c” Change and Dynamic Documentation

Using “Little d” Skills to Solve “Big D” Problems and Change

# A New, Inverted Model for Change Management



**What if it is  
the tail that  
wags the  
dog?**



# “Big D” & “Little d” Documentation (or “Big C” & “Little c” Change)

Big 

- Policies /Processes/Procedures
- Knowledge Management Programs
- Project Management
- Systems
- Corporate File Structure
- Records

Little 

- Emails
- Interviewing
- Personal Workflow
- Meeting Notes
- To do lists
- Writing Skills
- File Sharing
- Documentation Skills

“Little d” eats “Big D” for lunch.



# “Big D” & “Little d” Math

(or “Big C” & “Little c” Change)

**Strong “Little d” Skills + Weak “Big D” Solution**

**FAIL**  




**Strong “Little d” Skills + Strong “Big D” Solution**







**Weak “Little d” skills + Weak “Big D” Solution**

**FAIL**  




**Weak “Little d” skills + Strong “Big D” Solution**

**FAIL**  




# Why “Dynamic” Documentation?

A decorative graphic featuring several overlapping squares in shades of green and yellow. Some squares have a dotted pattern. Scattered around these squares are numerous circles of varying sizes, also in green and yellow tones. A small white line graph with two peaks is positioned to the left of the word 'Dynamic'.

Dynamic

**NOT Static** or lifeless piles of paper or records

**Compels Action** at every stage

L  
e  
a  
n

**NOT perfect** files, documents, systems

**Fit for purpose** documentation practices



# “Holy Trinity” of Dynamic Documentation



The diagram illustrates the 'Holy Trinity' of Dynamic Documentation. It features three interconnected shapes on a dark teal background: a yellow-green square on the left, a light blue circle in the center, and a purple triangle on the right. Each shape contains text representing a core component of the dynamic documentation process.

**Information  
Management  
(Information)**

**Personal  
Productivity  
(People)**

**Organizational  
Design  
(Process)**

# Little “c” Skills and Technique to Drive Change

**Making You and Your Team Smarter and Better Using Documentation**



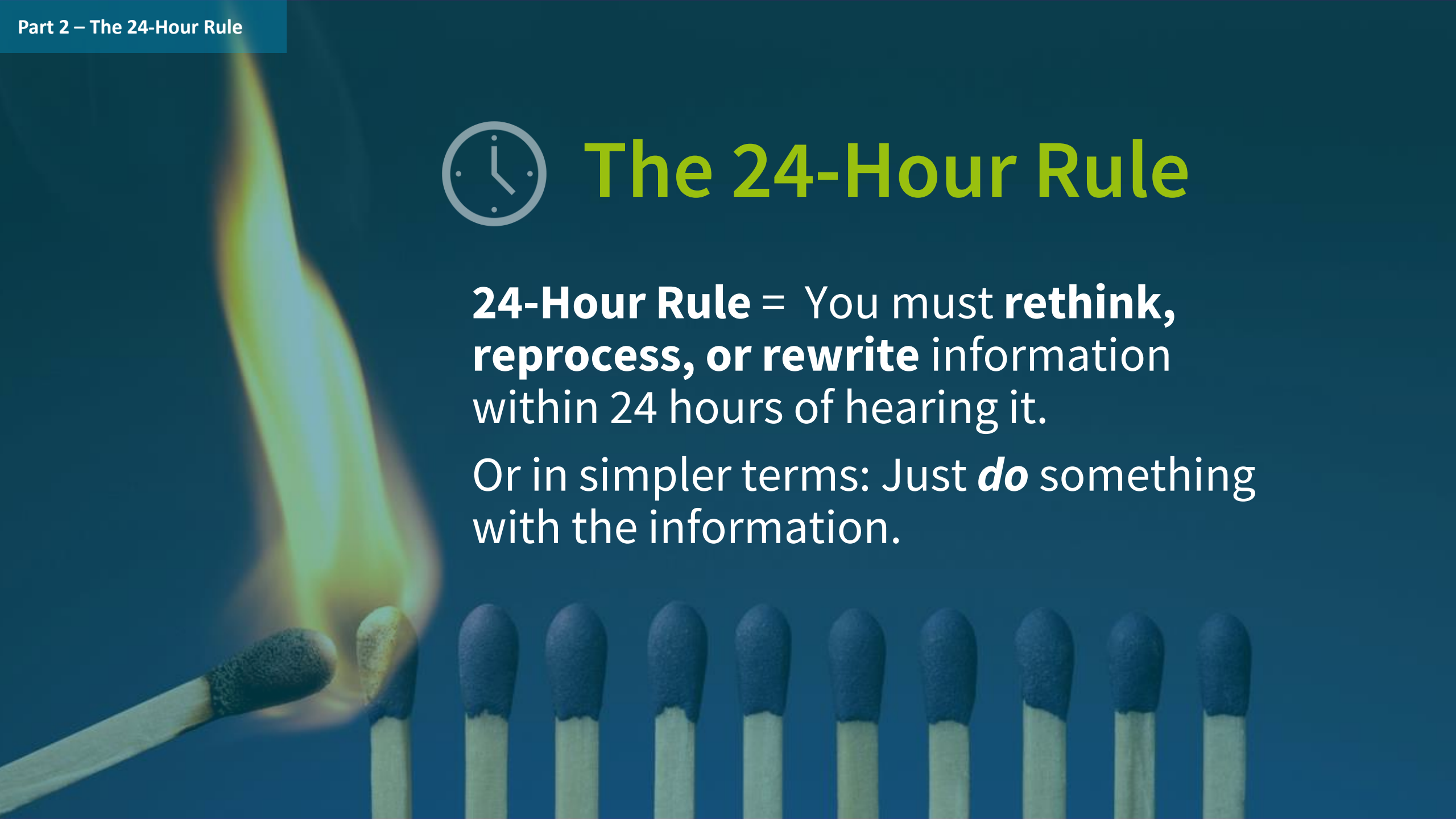
Have  
you  
been  
**here**  
before?



# The 24-Hour Rule

**24-Hour Rule** = You must **rethink, reprocess, or rewrite** information within 24 hours of hearing it.

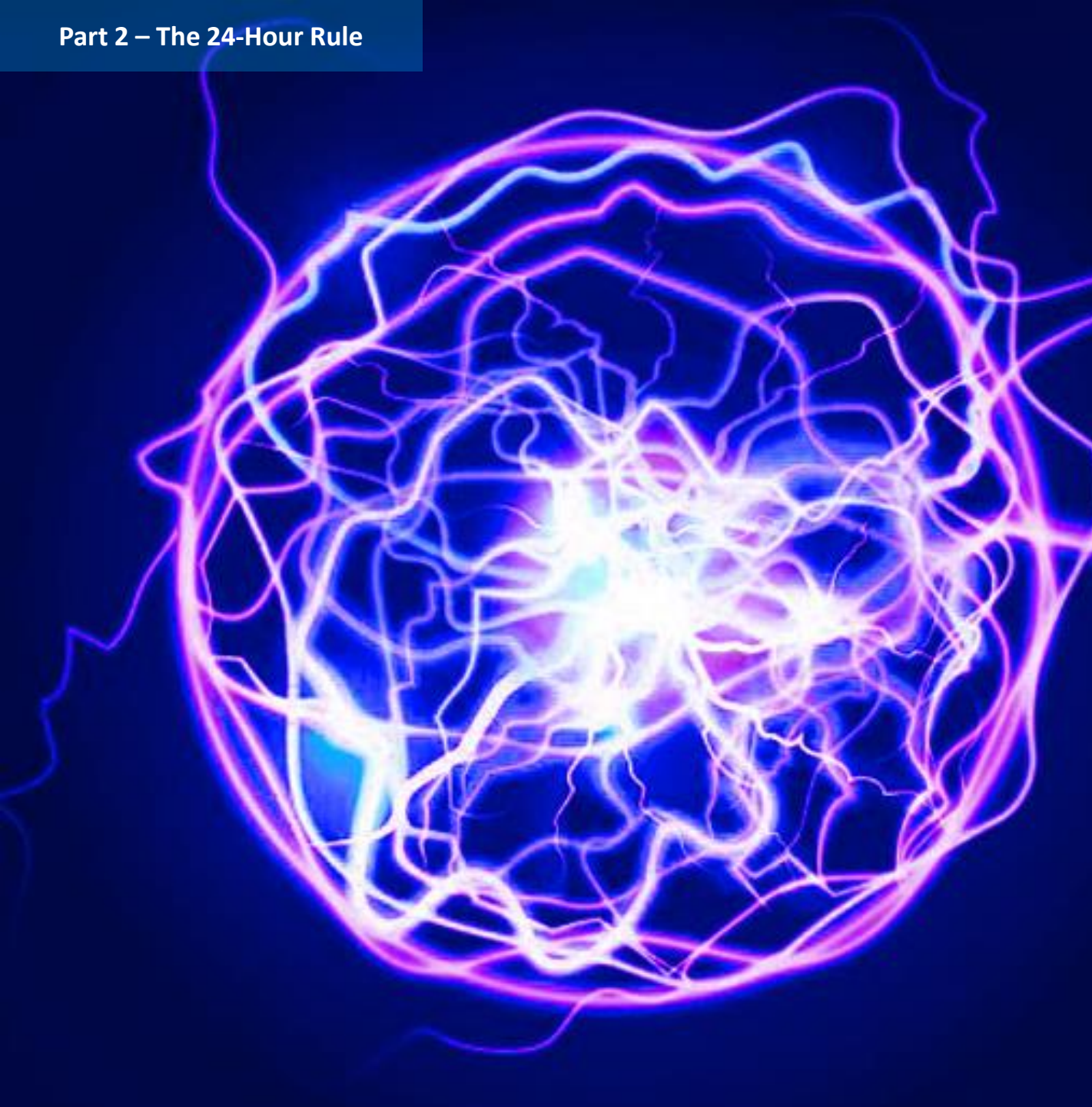
Or in simpler terms: Just ***do*** something with the information.



Your brain only has room for  
**7 post-it notes** – that's it!







We have an  
energetic connection  
with information  
that we hear in a  
**24-Hour window.**

A woman with curly hair is sitting at a desk, looking down at a tablet computer. She is wearing a patterned cardigan over a white top. In the background, a laptop is open on the desk, and a window with blinds is visible. The image has a dark blue overlay.

It's a  
gauge  
on reality.





It's a **Superpower.**  
(Even if it's not perfect.)

# The 24-Hour Rule Tips



**Develop a  
consciousness about  
the last 24 hours.**



**Put short-term memory  
at the top of your  
personal workflow.**



**Try the 3-bullet recap  
for meetings.  
Reflect on your note-  
taking practices.**



**Use it as a gauge for  
how busy you are.  
Reduce your meetings.  
Review your resources.**

# The Groundhog Trap

**The Groundhog Trap** involves using documentation techniques to stop runaround conversations about future projects or past decisions.



In the last week, have you:



Had the exact conversation the week before?



Heard the same topic discussed in about ten different ways across your team?

Felt a sense of déjà vu at work?

Groundhog Day issues



# The Use What You Know Draft

*Build your first drafts based on what you know, using the information you have and your experiences and instincts.*

**Don't wait until you are 100% sure.**

**“Don't let perfect be the enemy of good”**



# The Jeff Bezos Memo

*“Memo” your ideas to communicate them to others. Use the memo to drive discussion, debate, and next steps.*

**Get your ideas on paper – and explain them.**

**Memo to replace runaround meetings.**





# The What's Working and Not Working Memo

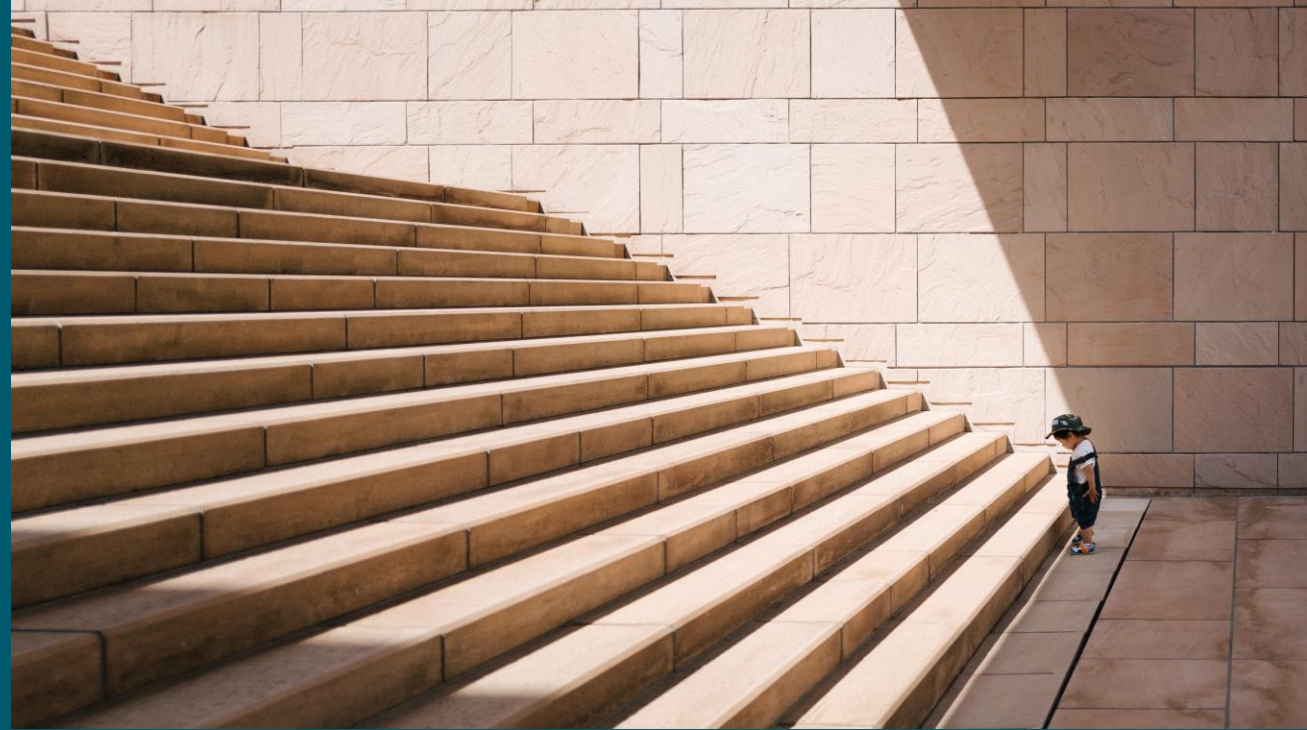
*Report out at a point in time to voice your opinion about the project and to determine next steps.*

**Stop overthinking.**

**Reflect on the information you have.**



# Information Management Challenges Today



- 1) Managing information in 24-hour increments.
- 2) Technology is not the problem, IM policy is.
- 3) Understanding the shifting value of information.



# Information Management 101: Policy Basics

- **Controlled information** – what information do we care about or not?
- **Types** – what are our types of information?
- **Repositories** – where do we keep it?
- **Status** – is it work in progress, archived, or ROT (redundant, outdated, trivial)?
- **Other stuff:** Retention, metadata, naming conventions



# How To's of Basic IM

- Create great documents first.
- Develop a good (and consistent) structure to your storage system
- Bucket and “split out” information at critical junctures
- Build in review cycles
- Assign an owner...or at least someone who cares



# A Dynamic Documentation Framework to Solve Business Problems

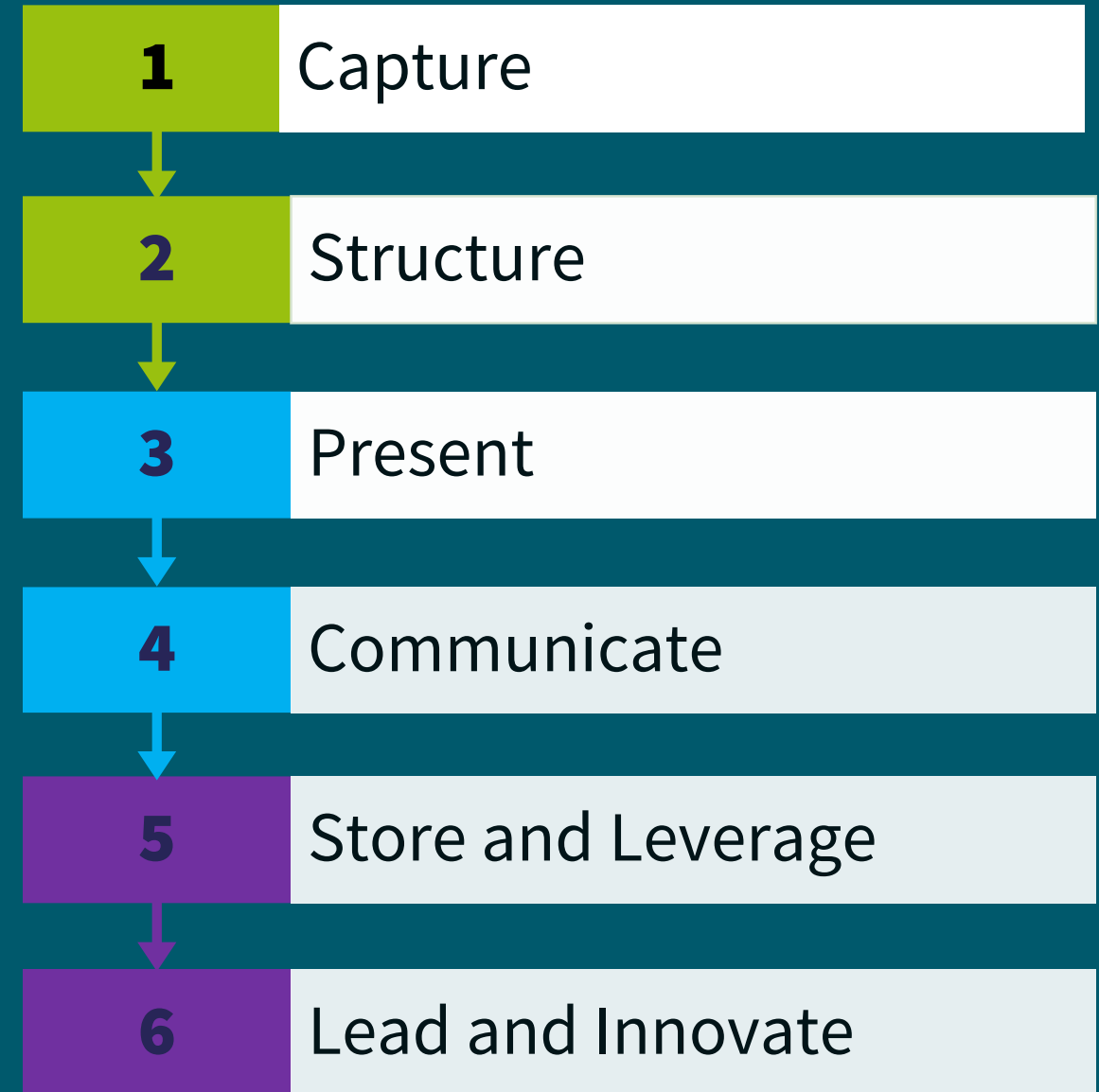
Using the 6 Steps of Dynamic Documentation to Drive Change

# What is your documentation problem?

- Your team can't find anything (ever).
- You are constantly recreating the wheel with projects.
- You are stuck in a vortex of meetings.
- Sally is the only person who knows how to run a key process in your company.
- Peter built your critical systems from scratch 15 years ago and is retiring in two months.
- You implemented a fancy document system but haven't seen any results.
- You hired a top consulting firm but haven't seen any results.
- Your company is constantly chasing new “transformation” projects with subpar results.
- You are pulling your hair out trying to get your team to document.
- Your company is going public, expanding, or moving into new markets.



# Dynamic Documentation: 6 Steps for Solving Your Business Problem





# 1 Capture

- Information Out of Your Own Head
- Information Out of Someone Else's Head
- Information in Meetings
- Presentations, Conferences and Other Learning
- Machine and Data Capture

# 2

## Structure

- Creating content from scratch
- Templates
- Grouping content or data in logical categories
- Pulling together content into different forms or formats





# 3 Present

## Dynamic Writing

- Writing to the reader
- Making your work clear and engaging

## Dynamic Design

- Simplicity, functionality, and screaming your message
- Formatting
- Use a standard grid
- Create design harmony to tell your story
- Diagrams
- Graphics and other visuals

# 4

## Communicate

- Getting your message out there
- Communicating is a two-way street
- Communicating involves risk
- Knowledge is meant to be shared

# 5

## Store and Leverage

- A place for your information and content
- Leverage this information over time.
- Systems for managing this information over time

# 6

## Lead and Innovate

- Reaping the rewards of your knowledge management and documentation efforts
- Influence others
- Look to the future







# The 6 Steps of Dynamic Documentation

As my gift to you, please scan for this download to help you to solve your documentation problem.

**Or you can find it at this link**

**[www.bellehumeurco.com/toolset](http://www.bellehumeurco.com/toolset)**

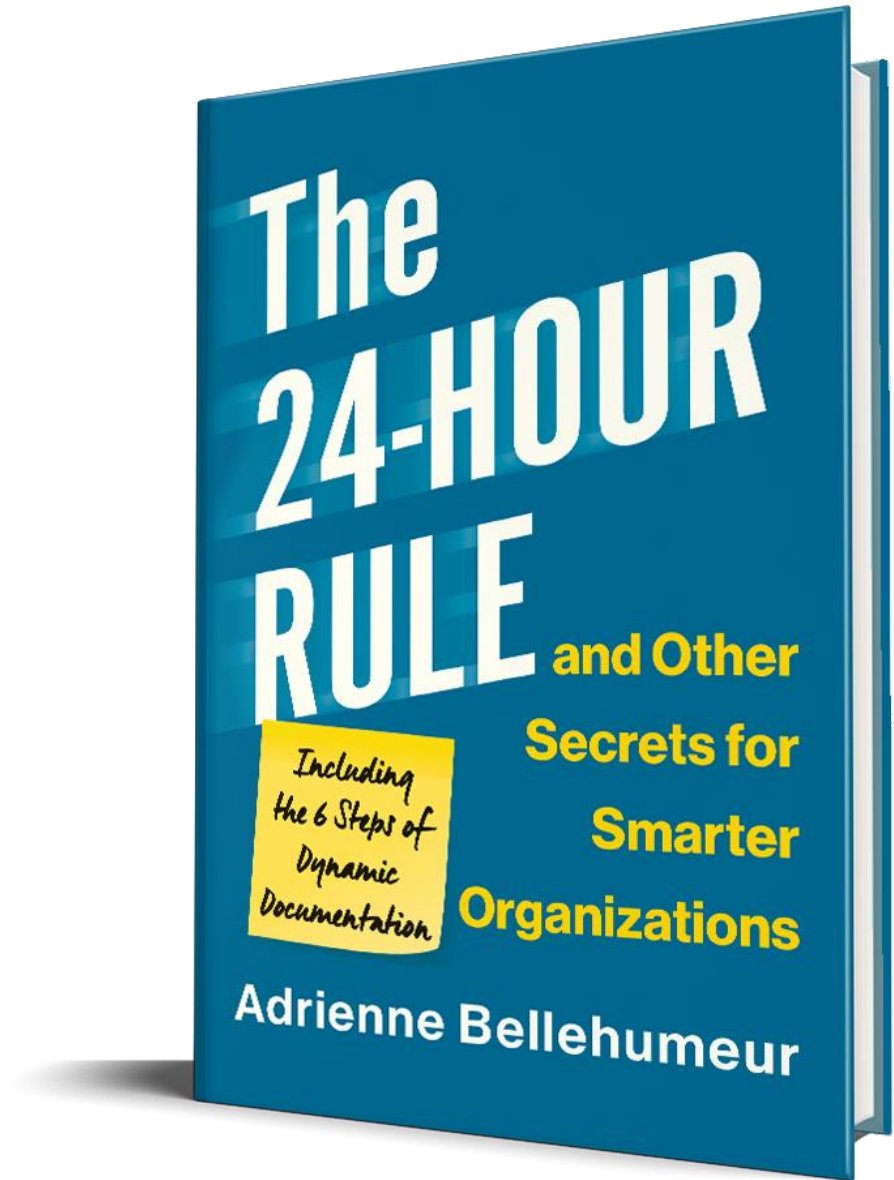
# Released March 7<sup>th</sup>!

**How do we change our focus from what we KNOW to what we DO with what we know?**

Convert your abstract ideas, plans, and proprietary knowledge, into purposeful action with the practice of Dynamic Documentation, a six-step approach proven to solve your business problems and strengthen your workflow.

Check out [The24HourRule.net](http://The24HourRule.net)

**\*Bonus presentations and workshops available for team orders.**



# Stay in Touch

**ADRIENNE BELLEHUMEUR**

RiskOversight.ca

Bellehumeurco.com



@AdrienneBellehumeur



Adrienne@RiskOversight.ca



SCAN ME

