

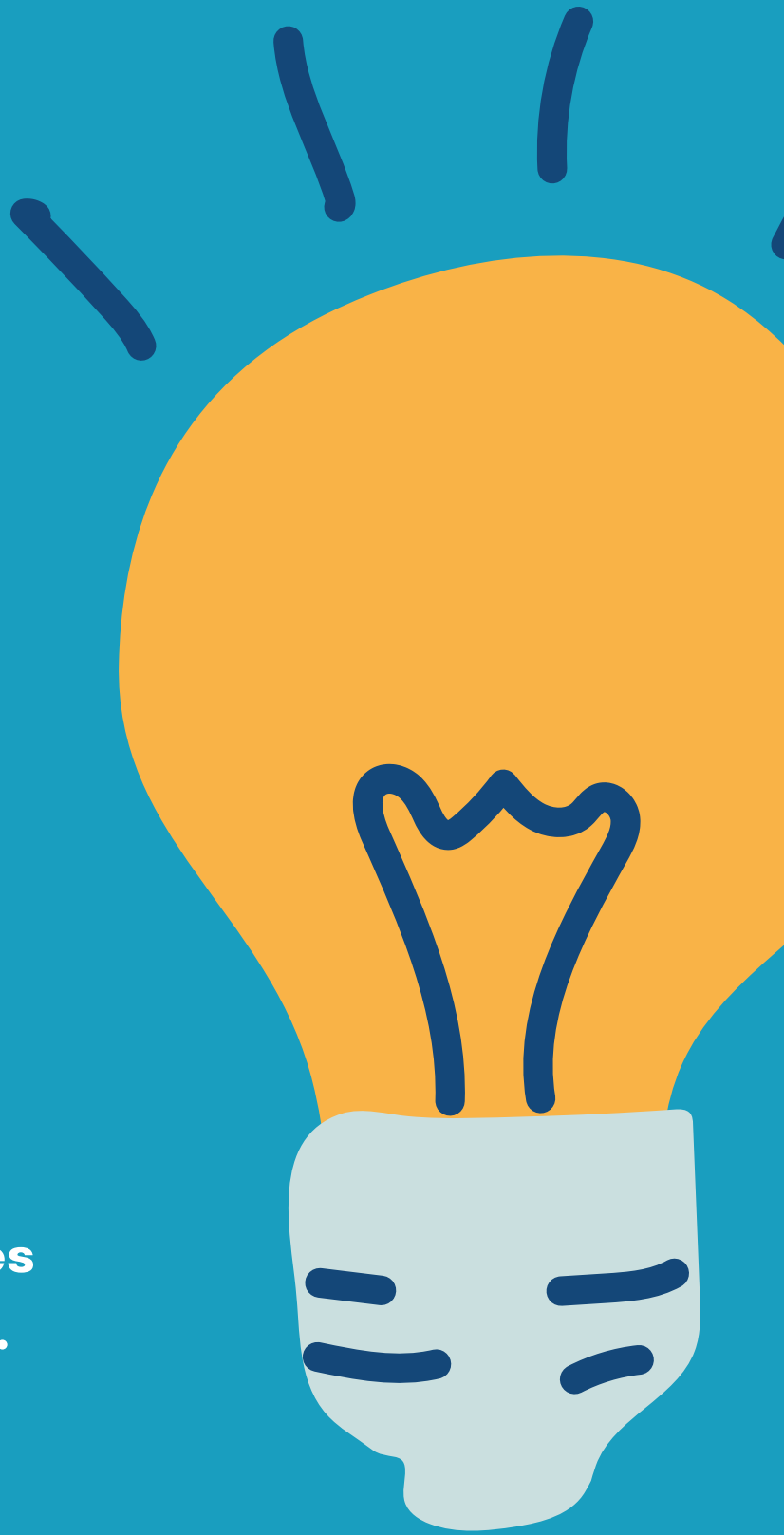
# RAISING IMM AWARENESS

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Created by:  
Kevin Craine, AIIM

With key takeaways  
from discussions,  
solutions, and strategies  
of The AIIM Community.

[community.aiim.org](https://community.aiim.org)



# INTRODUCTION

AIIM members consistently tell us that their biggest challenge to innovation and transformation isn't technology; it's bridging the gap between information management and business strategies.

Indeed, in our 2021 State of the IIM Industry Watch Report, our research uncovered a dramatic gap; 46% of the practitioners we surveyed said that their alignment between IM and business strategy is either "poor" or "needs improvement." Why do so many give their organizations such a failing grade? It is because of the lack of alignment with the C-Suite and no agreement on objectives, solutions, and strategies. Feedback is that there is no thought to understanding the relevance of information governance on business outcomes.

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# TALKING UP IIM

Thankfully, AIIM is here to provide a resource for members to explore the solution. That was the case in a recent AIIM Community discussion where several members explored the need to raise the profile of records and information management at a C-Suite level and ways to build awareness campaigns aimed to bridge the gap.

[Katriina Timm](#) from the Alyeska Pipeline Service Company was first to spark the discussion: "Has anyone mapped out an awareness campaign? We're planning a virtual showcase highlighting recent developments in our systems and processes. We're brainstorming ideas, and it would be good to know if anyone has a list of themes around Information Governance and Records Management."



# SHARING CAPABILITIES AND SUCCESS

The idea of conducting internal showcases and awareness sessions is one that other AIIM members are considering as well. [Pieter Jan Hermans](#) at the Belgian Nuclear Research Centre is planning an internal webinar. "The working title is 'effective document management at our company,' and we will highlight the existence of our relatively unknown document management policy and how our system supports it with specific and often relatively new features."

## STEPS FORWARD

[Beth Thomes](#) from Dairyland Power Cooperative suggested some specific steps they are taking to raise awareness, and activities are beginning this week. "It's a month-long series of short challenges," said Beth. "Here are some of our ideas (in no particular order):

- 'Clearing out the deleted items in email
- 'Using File Naming Conventions
- 'Easy to Delete items (ROT)
- 'Inbox clean up
- 'Physical space clean up
- 'Identifying a Record Series
- 'Identifying Business Continuity Items
- 'Clearing out the Downloads folder
- 'Creating folders for Legal Holds
- 'Managing User's H: drives





## BUILDING BUY-IN

Building awareness is a great idea, but how can you get folks to pay attention? Beth says that they have budgeted for gift cards as prizes for participation. "We plan to do that weekly with bit-size sessions so that participants see the items as approachable and not some big task added onto their already busy schedules."

Building buy-in now is important because 2021 will certainly be a year where any number of records management-related initiatives will pop up. As a result, Pieter and his colleagues have worked to anticipate what those needs may be. "We have developed controlled solutions for specific processes or user groups, as well as strong information protection policies."



# FROM GRASSROOTS TO THE C-SUITE

For many IIM practitioners today, there is a grassroots movement afoot aimed to combat a generalized lack of support and sense of urgency at the C-level. "We do have some freedom...as long as we don't ask for resources," says Pieter. "Although I am not mandated to make promises about the records management and collaboration projects, we will hint to them and speak about 'the road ahead'. This should reinforce the grassroots support we already have and ultimately create the demand that will force our sponsors to support us more fully."

## MOVING FORWARD

What is your experience raising awareness regarding the strategic importance of information governance and records management? Have you been successful in bridging the gap? Join in the discussion and let us know! [The discussion continues here](#), or go to the [AIIM Community](#) and start your own discussion.