Chapter 21
Creating a Winning and Salable Records Management Culture in a Dynamic Space

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ABSTRACT

Records and information management, in this exponentially growing technological era, has enjoyed its relevance but has also weakened its competitiveness as organizations seek to search for faster way to access information, make decisions, and ultimately, retain indefinitely everything in cyberspace. This phenomenon and paradigm shift create a disconnect in the retention period assignment as cost for space in the cloud is no longer a deterrent as many CEOs may equate same to the compensation of a records manager. This chapter looks at the strategies that practitioners can employ to address risks. The risk matrix connects the variables legal, control, compliance, and fiduciary deliverables for a sustained salable and winning environment. The coordinated strategies will reposition practitioners and ultimately restructure the change management agenda of the organization. It is experiential and allows practitioners an opportunity to use templates as aids.

1.0 INTRODUCTION

Many Records and Information Management (RIM) professionals can excite other like-minded persons within similar field when discussing roles and responsibilities at work. The conversation often changes tone as soon as issues relating to other areas- of knowledge, business specific subjects, value of roles and cultural impact permeates the discussion. Sadly, to the comfort of many records and information management practitioners is that the role remains important to the organization's structure but such importance is not felt in either compensation, job grade, benefits and or ways of working. Ulrich, D., & Brockbank, W. (2016) aptly put it "Individuals can be champions, but it is teams that win championships." How, therefore, can records and information management professionals move beyond being champions

to winning championships at work through a salable records and information management culture in a dynamic space. This chapter will not only explain but make experiential through:-

- Shifting gears from Retention Scheduling to Information Asset Inventory;
- Sales augmenting tactics: the regulatory environment meeting the financial requirements;
- Process improvement, compliance and control – diluting the change management strategies to ensure sustainability/retention;
- Launching a visibility platform – making records and information management a brew worth drinking;
- MM&E strategic positioning - creating a winning culture where information fuels the heart of the organization.

The dynamic space according to the NSK group is an environment which provide challenges and opportunities to employees, channeling their skills and fostering their creativity and individualism. The group further explained that within this environment, employees can work enthusiastically and enjoy ever-increasing job satisfaction. This dynamic space drives the essence of winning and salable records management culture.

The NSK model looks at four fundamentals as noted below:-

1. Making the most out of diverse human resources;
    a. Realization of diversity;
    b. Facilitating a work-life balance;
2. Creating environments where employees can work with vitality;
    a. Respect of fundamental rights at work;
    b. Creating secure, safe, and comfortable workplaces;
3. Providing opportunities and workplaces that foster the growth of self-motivated employees;
    a. Realization of talent management;
    b. Providing workplaces that foster self-development and offer educational opportunities;
4. Making use of individuals in a fair manner and in a dynamic work environment.

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