Getting a seat at the top table

At our session we talked about:

Why Information Management should be recognised as a “top table” topic:

- Ensure protection against risk management/data privacy/legal concerns and recognising the integrity of well-managed information assets
- Support the organisation’s strategic objectives
- Help protect against knowledge/intellectual property loss
- Engendering organisation and stakeholder trust in the management of information
- Retain competitive advantage
- Help deliver operational effectiveness

How to ensure that Information Management and our roles as Information Professionals are recognised and invited to take a seat at the top table:

- Listen to end users/colleagues – respond to their needs and build our programme/goals around delivering what they need so we are relevant and current
- Partner with other groups, especially those already sitting at the top table, to more effectively deliver
- Being clear of the role we play in building employee and stakeholder/customer trust through the integrity with which we manage information
- Demonstrate the return on the investment made in us by being very clear of the areas in which we add value and contribute to progress of the organisation’s strategy, which relies on us building team and individual objectives that directly link to and support the overall organisation strategy and don’t exist or operate in isolation
- Become trusted advisors in our organisation – in an age where Google makes everyone a “researcher” demonstrate the extra contribution that we make as skilled, trained and experienced information professionals
- Build strong and extensive stakeholder relationships – identify and cultivate Champions and Advocates

Who are the Champions and Advocates in your organisation and where do they hang out:

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Attributes of a Champion/Advocate:

- Willing to associate/speak up and stake their claim
- Walk the Talk
- Will make a commitment – time, personal investment, resources
- Will role-model key or desired behaviours, demonstrate change in action
- Will use own networks and connections generously

Once we get our seat at the top table and we have recognition of the role that Information Management plays across the organisation, we need to watch out for:

- Over-burdening: we need to manage our stakeholder needs carefully, be aware of conflicting priorities and know our stakeholders well enough to know how to prioritise them
• Staying current – what got us to the top table won’t necessarily keep us there – stay up to date with the direction of travel of the organisation and internal/external influencing factors
• Look ahead to what’s coming next – leverage the relationships with our advocates and champions to help us do that

In summary:
• It’s all about relationships – know your users and your stakeholders
• Identify and Cultivate Champions and Advocates
• Listen and respond to users: put their needs and priorities front and centre
• Stay current & think about by staying in touch with those who can keep you informed
• Adapt and flex in rhythm with your organisation

Stay in touch, if you’d like:

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