Getting a Clue
 Conjuring a Vision
 Executing a Plan

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What Matters?
Getting A Clue About What Matters
Things That Don’t Really Matter

- Rounding Errors
- Risk Mitigation -- only matters to that special someone
- Nonaligned Activities
- Rules Without a Cause
- Rebel Without a Clue
- Things that Don’t Advance Business
- Sell Once, But Pick Wisely
Conjuring a Vision
What Sells Better Than Anything?

- Chocolate
- Fear/uncertainty/Doubt
- Money
- Efficiency
- Risk Management
- Compliance
- Your Cute Little Face
### A. Overview of Information Lifecycle Management Strategy

**Vision**
- Information is a key corporate asset. We will manage it in an effective and efficient manner that maximizes its value and complies with legal requirements throughout its lifecycle.

**Strategic Objectives**
- Information advances business interest
- Information protects legal interests

**Guiding Principles**
- Make the process predictable and practicable
- Make it easy to comply
- Right information at the right time for the right purpose
- Make the process simple

**What’s Wrong With My Vision?**
Don’t Eat The Elephant at One Sitting

DO THINGS
IN ORDER OF THEIR
IMPORTANCE

Number 1
Number 2
Number 3

Don’t forget!
• This
• And this
• And this as well

Don’t forget!
Dear Santa,
For Christmas this year...

Something I want:

Something I need:

Something to wear:

Something to read:

And I really want you to bring:

Love,

Make a List & Check it Twice...

• What is on your wish list
  • Whose eyes do you sell through?
  • Don’t waste your time with rounding errors
  • Don’t look backward
  • Think big, if you can
  • Think alignment
  • Think value add
  • Think “carrots” before “sticks”
How Can It Align With the CEO’s Vision?

• How would you sell your program if the CEO wanted to “Go Green”
  • Reduce the size of the information footprint
  • Purge unneeded information in a legally defensible way
  • Simplify rules to make application seamless
Developing a Plan

• Project
• Purpose
• Business Case
  • Make it conservative
  • Set Goal
  • Objectives based on business case
  • Obtain buy in and funding
  • Set realistic measurable milestones
  • Milestones should be broken down into tasks
  • Assign tasks to resources
  • Measure progress

"This committee will have two functions - to execute my plans and to accept responsibility if they fail."
Executing Plan A, Right and Once

“A goal without a plan is just a wish.”
— Antoine de Saint-Exupéry

“By failing to prepare, you are preparing to fail.”
— Benjamin Franklin

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”
— Abraham Lincoln
Implementation

• Document it
• Test it
• Fix it
• Implement it
• And don’t forget to love it long time
“You've got to eat while you dream. You've got to deliver on short-range commitments, while you develop a long-range strategy and vision and implement it. The success of doing both. Walking and chewing gum if you will.” — Jack Welch