



“Reclaiming our Birthright”

Ibersid Conference

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The 21st Century is definitely the information age. We have reached a point where information anywhere, anyhow and anywhen is a reality.

But our organisations have not yet evolved the skills to manage this either at an individual, team or corporate level. The situation is coming to a head in many organisations and a series of initiatives are underway to solve it.

However, the nature of the solutions devised and implemented depend very much on the professional background of the individuals involved in the diagnosis. Polarised positions and solutions frequently emerge.

A new holistic approach is needed in which the balance is redressed.



Information & the new economy

- Wikipedia
- Amazon
- Google Earth
- Google Scholar
- iTunes
- Youtube
- Flickr
- Basecamp
- Facebook
- Slideshare

The new economy in action

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Each one of these revolutionary technologies has information science and information management techniques at their core.

Without “change management” programmes, they have swept across the planet capturing popular imagination and they now have strong constituencies demanding their introduction into our businesses. At least one of the Government Departments in the room have a YouTube channel and a Wiki – both started initially as “black ops” – completely outside their information management strategy.

Indeed my frustration is that even when these revolutions are clear – our professions are still refusing to engage. You can't lead from the back, your jobs are to get to the front of the agenda – bring on disruptive change.



Information & the new economy

- Wikipedia - Knowledge management tool
- Amazon - Library catalogue/OPAC
- Google Earth - Indexed information overlays
- Google Scholar - Citation analysis
- iTunes - Metadata tagging
- Youtube - Syndicated channels
- Flickr - Tagged cloud storage
- Basecamp - Internet collaboration
- Facebook - Communities of interest/practice
- Slideshare - Shared indexed media collections

Information professionals inaction

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We are living in the ***information age***

There are no excuses for
information professionals and
students being sidelined



Information - the 4th Strategic Resource

1. Accounts

- Director of Finance – 1950's

2. Personnel

- Director of HR – 1970's

3. Transport, Manufacturing, Customer Service

- Director of Ops, Chief Operating Officer – 1980's

4. Library, Records Management, Web, Intranet, IT

- Director of Information, CIO – 1990's

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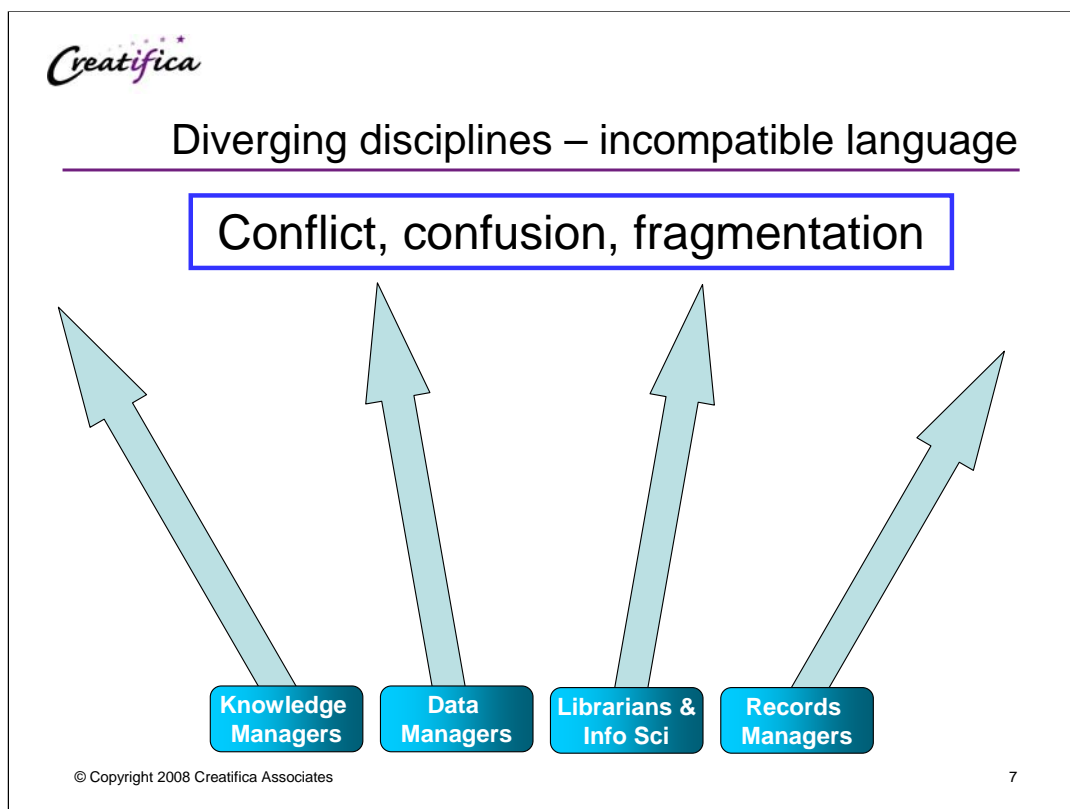
Some patterns have emerged in the strategic development of organisations during the 20th and 21st centuries.

In each case the change has been characterised by the maturing of a “back room” administrative function into a board level professional discipline.

Information management is the latest of these but it suffers from the disadvantage that it is the amalgamation of a range of sometime collaborating but often competing disciplines.



And how are we responding?



These four communities have historically used very different and conflicting terminology to classify business activity. The standards in these areas are now beginning to converge but many organisations have projects that are still on a divergent path.

Knowledge Managers have focused principally on know-how and the organisation of documents/facts/relationships in KM systems.

Data Managers have focused on the information systems and supporting technology required to support businesses information. Data modelling, object modelling and database design have featured strongly in their work with a focus on very structured information.

Librarians have focused on the unstructured information held in document systems or in physical collections using library style classification terminology

Records Managers have focused on the records series produced by business processes and have classified information in file plans supported by additional key words.

As information systems become more sophisticated, there are no longer clear dividing lines between these requirements and an integrated architecture is required to support them with a language that brings the fields together.

The Government has made things more complex by putting in a series of recommendations in each of these areas that until recently were conflicting or inconsistent in some respect.



The Enterprise Information Manager

Organisations have a range of overlapping information related disciplines and roles

Emerging Enterprise Information Managers have a clear understanding of how they all fit together and a good model showing how they can make a powerful and unique contribution.

They are innovative risk takers – not afraid to break organisational rules and boundaries.

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A new breed of information professional is now needed, someone who can bridge each of these camps and harmonise the language and concepts involved.

They need to be able to see the organisation differently – viewing it through an information/knowledge “lens” revealing the challenges, problems and opportunities that are presented.

The problems and opportunities are now of strategic importance and the Enterprise Information Manager needs to step up to the mark and make their voice heard.



And who will teach these new
Enterprise Information Managers?

YOU