

# Information Management

**Martin White**

## Information Management and CILIP

Over the last few years CILIP has paid very little attention to information management other than a very vague definition on the old version of the website. However over the last year or so significant progress has been taking place, largely due to the enthusiasm of Peter Griffiths and a small group of IM activists who were kidnapped by CILIP and formed into the Information Management Advisory Group. One of the objectives of the Group has been to support CILIP in incorporating information management into its new [Professional Knowledge and Skills Base](#) where you will see references to

- Organising knowledge and information.
- Knowledge and information management.
- Using and exploiting knowledge and information.
- Information governance and compliance

The second objective is to help CILIP prioritise the actions it should take to raise the profile of information management as a professional discipline and to be seen as a thought-leader in this sector.

On 31 October there is going to be an IM Summit at CILIP to provide input into the work of the Advisory Group, which is due to report to Council in early 2014. The programme for the summit has been developed by Sandra Ward (formerly with GlaxoSmithKline and then TFPL) with assistance from the other members of the Group. The programme should be up on the CILIP website by the time this issue of *eLucidate* appears but at present I can't give you a URL. The keynote speaker will be Clive Holtham, Professor of Information Management at City University, and he will be followed by a further eight speakers from the corporate and public sectors and academia. There will be a working lunch and a lot of discussion. I'm acting as Chairman for the Summit.

In parallel the Advisory Group has been developing a list of resources on information management and a short briefing paper on the subject. These will be tabled in draft form at the Summit for comment and then published on the CILIP website.

Attendance at the Summit will be by invitation only, as we want to influence quite a number of senior managers both within and outside the profession. This is not so much a conference as working session of the Advisory Group. However, once the invitation list is finalised there could be some spaces left over and these will be advertised on the CILIP website in the next couple of weeks. We will be asking for a £50 contribution to offset the costs of the Summit.

If you have read my comments in the July and August issues of Update you will have seen that the Advisory Group is very anxious to expand its membership. We have already had quite a number of potential volunteers and if you are interested send an email to [IM@cilip.org.uk](mailto:IM@cilip.org.uk). Guy Daines is the lead within CILIP but we have also had very active support from Annie Mauger in the development of the Summit and for the work of the Group. The next meeting of the Group will take place in November and will agree a programme of work for the remainder of the project period.

I think that this is a very important area of work for CILIP and the Advisory Group have been very encouraged by the response from the speakers we have invited. I don't think we have had a single rejection slip and many of the speakers have agreed to facilitate discussions around the tables at what will be a very working lunch.

## **A new book on decision-based information strategies**

*Decision Sourcing - decision making for the agile social enterprise*. Dale Roberts and Rooven Pakkiri. Gower Publishing. 2012. ISBN 978-1-4094-4247-9

My clients and my workshop participants over the last few years will be very aware of my focus on identifying tasks and decisions that have to be made in designing intranets and implementing search. In developing information management strategies I like to work backwards from decision and task analysis to defining what information/data needs to be made available, and how it should best be accessed. In that way the impact on the organisation of effective information management can be positive, immediate and measurable.

However I often feel that I am treading a lonely path in this approach, so was delighted to be alerted to this new book from Gower Publishing. The authors are Dale Roberts (Artesian Solutions) and Rooven Pakkiri (Collaboration Matters). Reading this book has been a delight both because of the content and the style of writing. In addition the authors have combined an almost endless array of case studies (many from the UK) with a very sound knowledge of published research and experience in this topic.

Rather than list the chapters it may be more useful to pick up on just some of the topics

- The relationship between decision making and organisational success
- The real difference between data, information and knowledge

- How the enterprise social graph replaces the organisation chart
- What is missing from decision support
- The convergence of social and analytics for collaborative decision making
- Why social listening is more authentic than questioning and polling
- How the agile social enterprise engages everyone in decision making
- Clearing up the confusion between consensus and collaboration

This list should convey the very broad scope of the book. I especially liked the Seven Interaction Model for decision making and the discussion about roles in decision making in a networked organisation. The authors have provided a good list of references but the inclusion of screenshots from some commercial products (e.g. IBM Connections) does not add value and several of the diagrams look as though they have been lifted from PowerPoint presentations.

My own approaches to decision-based information strategies have been developed pragmatically through consulting projects, and this book has reassured me that others have been taking similar approaches and come to similar conclusions. The authors are not prescriptive in saying “This is what you should do” but provide evidence and insights that will make you think differently about information support for decision-making. Overall this is a book I would strongly recommend to managers with responsibility for making sure that intranet, collaboration, social media and digital workplace platforms deliver value to the organisation.

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