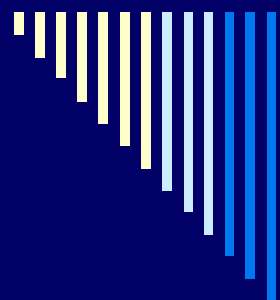


HERDING TECHNOMADS:

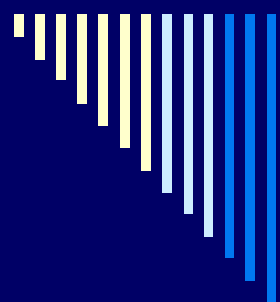
Preparing for Those Records Discussions

Mimi Dionne, MLIS, CA, CDIA+, CRM, PMP



Agenda

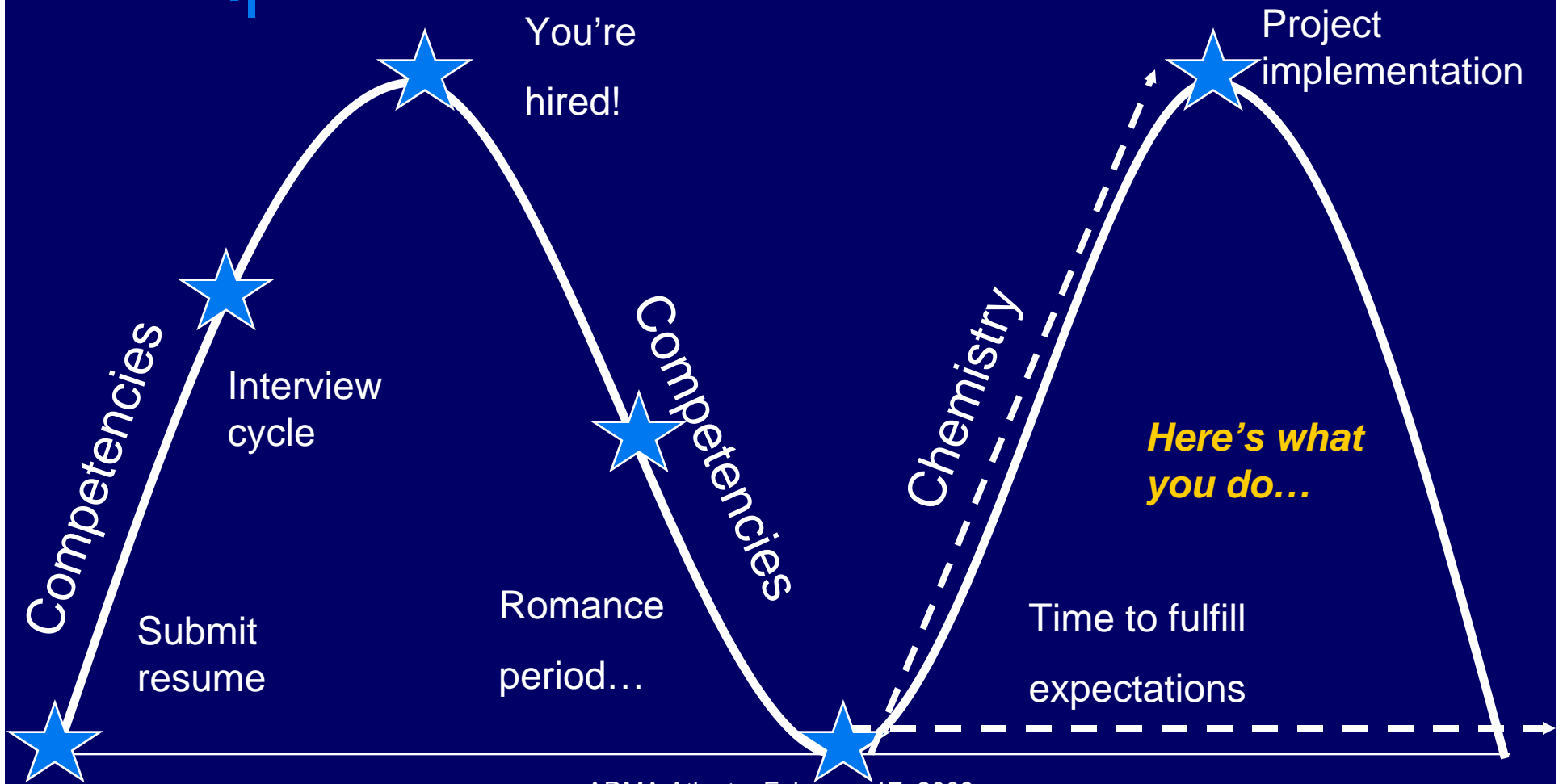
- Technomads
- Getting the work, getting the branding
- Language
- Ugh. Networking.
- Making mistakes: how else do you learn?
- Case studies with example slides
- Forgive and forget
- Conclusion
- Q&A



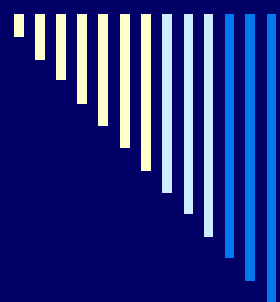
Technomads

- At least, in the Energy field
 - With the recession...is it over?
- The Departing Employee procedure
- How to get a handle?
 - An excellent relationship with IT

The Many Highs and Lows

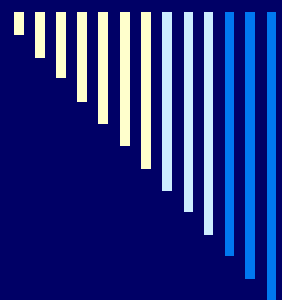


ARMA Atlanta: February 17, 2009



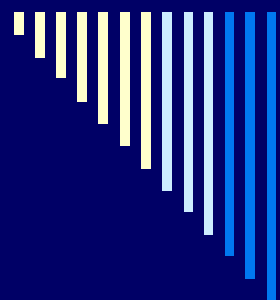
Your (Records) Brand

- Specific
- Easy to understand
- Repeated
- Personal
- Targeted
- Tip/Trick: work with the Communications function to write a mission statement and create a program logo.



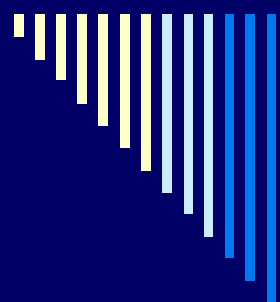
Verbal Language

- Communication paths: $n(n-1)/2$
- I made a mistake
 - Judge the elevator speech moment carefully!
- Prepare written statements for each audience
 - But practice them out loud, objectively
- Tip/Trick: instead of Records jargon, may I recommend...



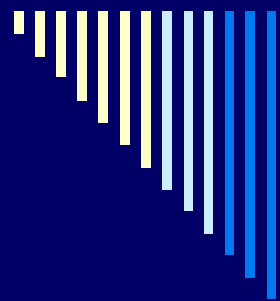
Body Language

- There are sources better than this presentation, but...
 - Shake on it
 - Be a wallflower: watch who sits where in a meeting
 - Facial expressions? Fidgeting?
 - Oh, and by the way: who goes to lunch with who?



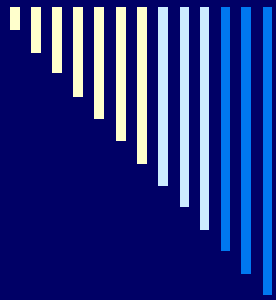
Numeric Language

- 'Cause statistics tell a story
 - Numbers
 - Percentages
 - Declaration
 - Qualification
 - Accuracy
 - Critical path
- ...and they often tell you what's in the office pipeline that you're not hearing
- Tip/Trick: have the one-pagers ready



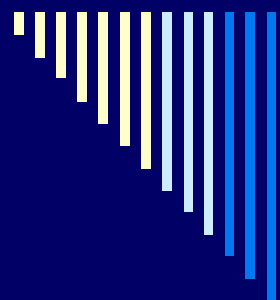
Formal Language

- Increase revenues
- Decrease costs
- Improve operational efficiency
- Revitalize the organization
- Increase competitive differentiation
- Faster response time
- Decrease operational expenses
- Improve asset utilization
- Minimize risk
- Provide additional revenue streams
- Reduce direct labor costs



3:1 Ratio

- Ratio
 - To build rapport
 - To build trust
 - To get the person opposite you to buy-in
- Who, What, When, Where...
- Tip/Trick: but NEVER “Why?”
 - That has gotten me into more trouble...

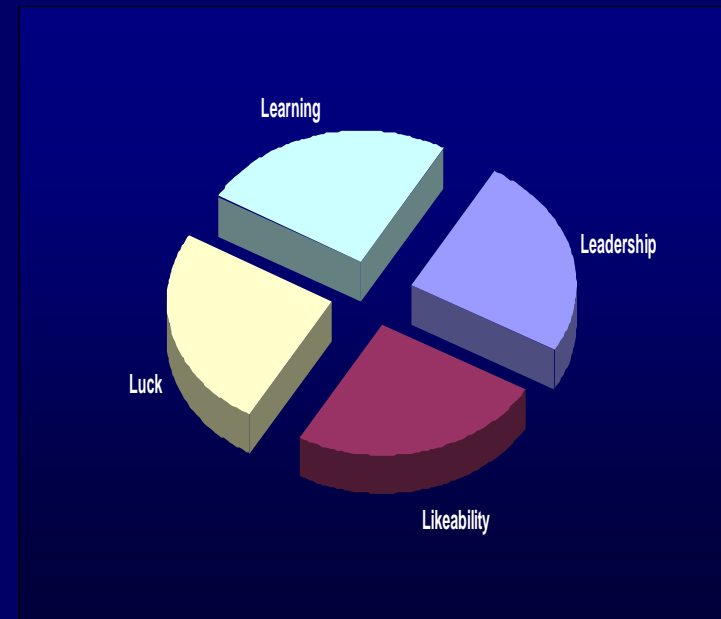


Ugh. Networking.

- ❑ ARMA-nians love it
- ❑ Quantitative approach to networking doesn't help
- ❑ Make it personal and friendly because you are unique
- ❑ Annual conference: a time for learning and a safe zone for practice
- ❑ Cultivate those who cultivate others
- ❑ TIP/TRICK: do not talk to anyone without a referral or introduction

Making Mistakes

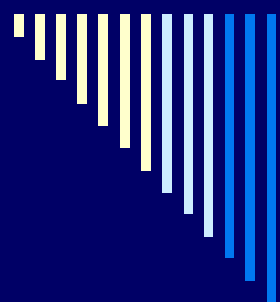
- Communicating with
 - Analysts
 - Managers
 - Directors
 - VPs
- TIP/TRICK: I prefer face to face
 - Better to interpret body language and inflection
 - Shows courtesy and deference
 - Opportunity to communicate sincerity





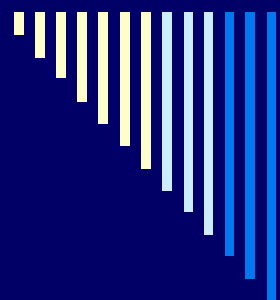
Sample Slide Decks

- Directors & Executives: the top three things
- Analysts, Managers, & Coordinators: training
 - Let's take a look at the handouts: see "Corporate Decisions" now



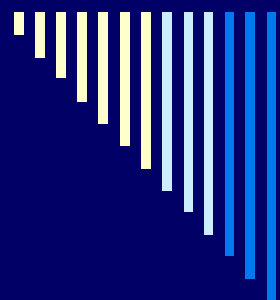
Why Do They Say No?

- You're too anxious and they can tell
- You sat down before they did
- Smarter vs. respectful
- You didn't do your homework
- Listen!
- Closing



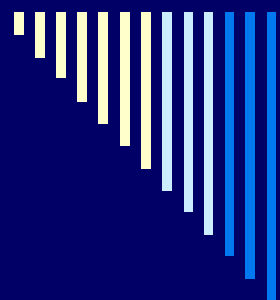
Tips & Tricks

- ❑ Left-brain, right-brain interpretations
- ❑ Slide decks for every meeting
- ❑ Be genuine
- ❑ There's something lovely about everyone
- ❑ You don't have the right to be dull
- ❑ It's not who you know, it's what you know
- ❑ Develop better communication skills
- ❑ Know the population
- ❑ Become a technomad so you know how to herd



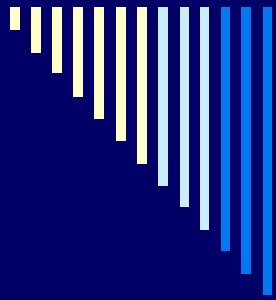
And Remember...

Records programs struggle for visibility. If the exec has ideas, even bad ones, don't worry. The important thing is you're talking with each other.



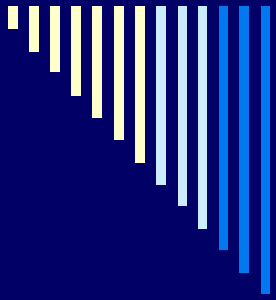
A Few Words on Snazzy

- ❑ Be genuinely enthusiastic and interested in the other party
- ❑ Diversity is key
- ❑ Your voice is neutral



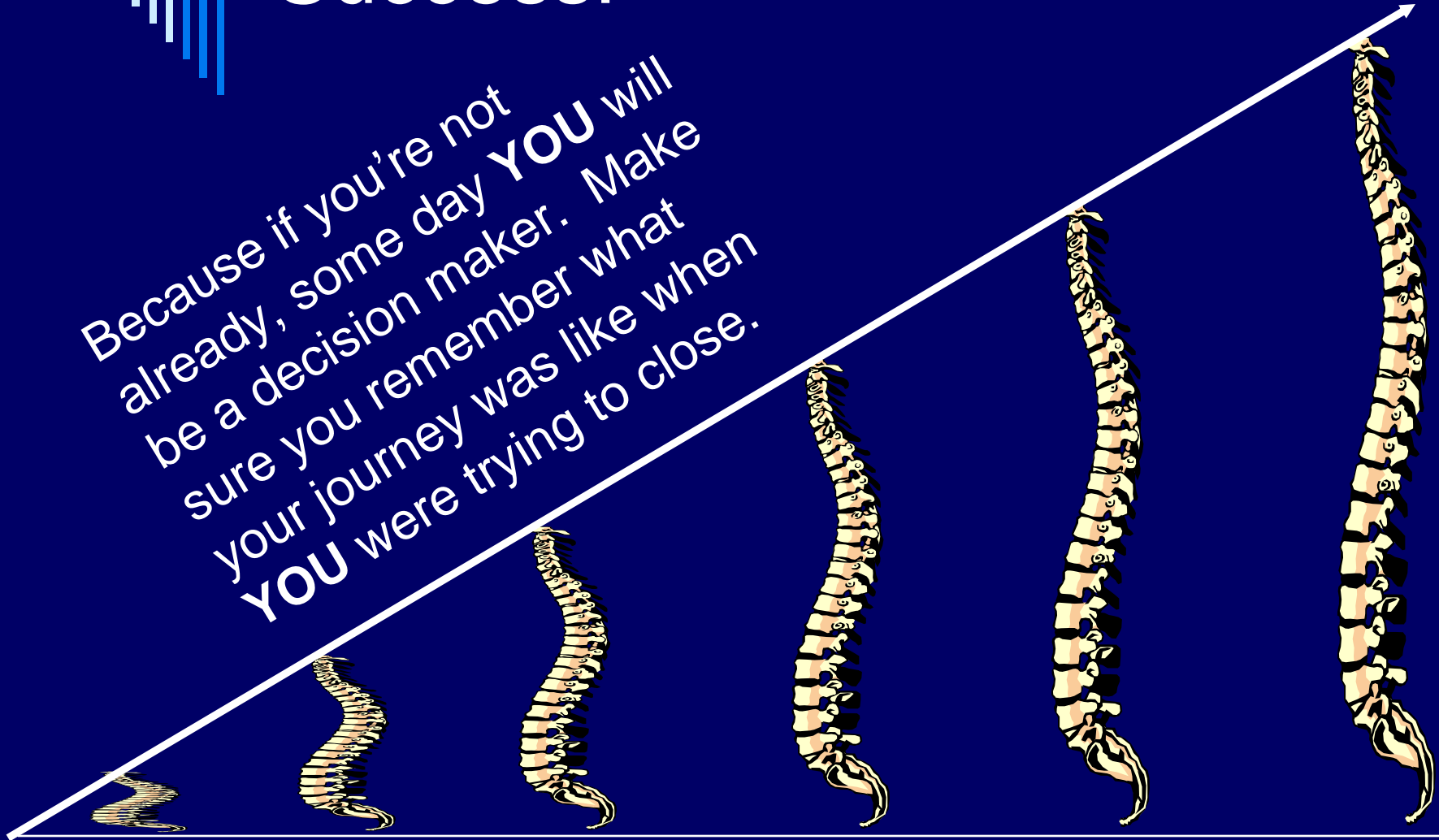
International Communication

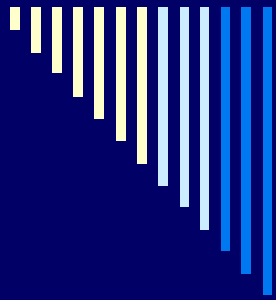
- They speak English. Pepper your speech with the native tongue.
- Continental style
 - Manners
 - Dress
- They will curse, so be neutral



Success!

Because if you're not already, some day **YOU** will be a decision maker. Make sure you remember what your journey was like when **YOU** were trying to close.





Consider The Source(s)

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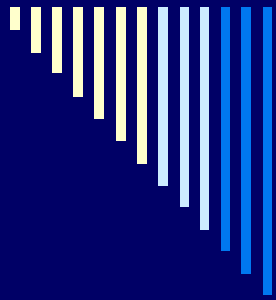
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Thank you!

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