

# ARMA METRO NYC ANNUAL SPRING CONFERENCE

RIM & IG for Today & Tomorrow



**TUESDAY, MARCH 7, 2017**

**8:00 am - 5:00 pm with  
Reception immediately following**

New York Executive Conference Center  
1601 Broadway, New York, NY 10019

[http://armanyc.org/2017\\_Spring\\_Conference](http://armanyc.org/2017_Spring_Conference)

**SPEAK LIKE YOU KNOW YOUR STUFF**

*Presented by:* Lauren Barnes, Jennifer Watters-Farley and Cindy Shea-Zuvich

# Introduction

**A**DVANCING **S**PEAKERS: **P**RESENTING **I**SSUES IN **R**IM **E**FFECTIVELY

## ASPIRE Team

### Leader

Lauren Barnes, CRM



Director of RIM at S&P Global

### Moderator

Jennifer Watters-Farley, CRM, IGP



Manager of RIM at Ropes and Gray LLP

### Moderator

Cindy Shea-Zuvich, CRM, CIP



Owner and Principal at Unigrated Global

# Speak Like You Know Your Stuff

## Agenda

- Goal
- Speak Like You Know Your Stuff
- Table Topics to Build Confidence
- Break-out Groups
- Round-up

# Goal of this session

- Tools to help you speak with confidence to peers, management, and others about what you do
- Show you know your stuff and seize the opportunity to further your RIM program, your career, and be your own best advocate

# Speak Like You Know Your Stuff

- Build Confidence – presence, breathing, pace, gestures –  
Jennifer Watters-Farley
- Introduce and Convince – Lauren Barnes
- Know Your Stuff – Keep it simple and basic – Cindy Zuvich

# Know Your Stuff

## Explain What you do using the three Ps

**P**olicies (RIM Policy and Records Retention)

**P**rocess (Procedures, guidelines, and best practices)

**P**eople (Manage behavior and expectations through change management)

## Bring your conversation back to what matters to management as C R C

**C**ompliance (Laws and regulations)

**R**isk (Litigation, data breach, etc.)

**C**ost (e-discovery, storage cost, program cost, opportunity cost, etc.)

# Table Topics to Build Confidence

- Always be prepared to say something
- General Table Topics

# Break-Out Groups

- Table topics for IG and RIM
- Role Playing
- Group Discussion and feedback



# Round Up

- Questions and Answers
- The ASPIRE Program

*If you are interested in developing your professional career and helping others do the same, please send an email to [ASPIRE@Armanyc.Org](mailto:ASPIRE@Armanyc.Org)*

# ASPIRE PROGRAM

## ADVANCING SPEAKERS: PRESENTING ISSUES IN RIM EFFECTIVELY

Records and Information Governance professionals must effectively communicate and engage stakeholders at all levels of an organization, from support staff to the C-suite. *ASPIRE will help.*

### MISSION STATEMENT

- Cultivate speakers and develop leaders in the RIM/IG Profession for the ARMA Metro NYC Chapter;
- Opportunity to grow speaking and presentation skills in a relaxed and nurturing environment; and,
- Refine and enhance the communication skills of participants at all levels of experience.

### HOW ASPIRE WORKS

From seasoned presenters to those new to the RIM/IG community, ASPIRE has something to offer everyone. Over a series of meetings, chapter participants will learn effective presentation techniques, such as how to present a formal speech related to RIM/IG, how to speak extemporaneously, how to chair a meeting, how to evaluate other speakers, and how to make the most of audio visual tools and props. Participants will also learn techniques to control difficult situations and audiences, and how to engage their audience.