



## **Retraining senior managers in business information best practice**

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There is an urgent need for business information management to be a crucial aspect of management training for executives in any kind of business or any size and in any location. This is a largely ignored aspect of management training with everyone leaving it to IT or information management professionals to deal with what the business needs, what it needs to spend and what it can expect. This will always result in outcomes being attached to output, in this case financial. But there is a fundamental component that is missing and it is time that it was noticed and replaced.

Messy, unstructured computer networks do nothing to support productivity and economic viability or encourage success for the average small, medium and large business. They are also a potential source of business degradation for large companies and government. Messy, unstructured information renders the business unsafe and unmanageable and messy unstructured information masked by document management systems and clever search functions are putting the business at risk, reducing its effectiveness and leaving it without the means to exploit the power of policy, training, resources and business knowledge .

Most business owners and managers are capable of setting out the rules by which their business information is managed but are unaware of both the need to do this and its relationship to their management role. They know they are capable of understanding the needs of the business but are not aware of the benefits of information structure and control. There are limits to their view of what is really available to them by controlling their precious but undervalued business information.

It is this lack of awareness that ensures that they are not in charge. Others are in charge. Those others do not have the interests of the business at heart because it is not their business but they have been given responsibility for all business information only because owners and managers are not aware of its importance.



Information management technology is viewed as more than just a tool for creating, collecting, storing and using business information. The technology, having produced the information, is then used to try to create a context for the content.

Systems currently used to manage business information generally focus on creating context at the point at which the information becomes storable and not at the point in which it is determined as being usable. They do this by applying search terminology to enable the business to look back at what has been used. This application of terminology is totally reliant on the person who is undertaking this work and it may or may not be in the best interests of the business.

**Business Information Organization (BIO)** is a methodology that maintains the context throughout the life cycle of all business information. That context is firmly seated within the operational profile of the business.

BIO as a methodology on an intelligent network does not rely on the artificial application of keywords and search terms to both point to location of the information and return to it at some later date, but relies totally on the context of location of the information from the moment of generation or collection. Nothing is generated or collected unless it is controlled by location or context.

This focus on location will make its existence relevant to the business only so far as the business has already determined what that location should be. This means that the location is predetermined and controlled.

The computer and the business computer network has not been recognized as the tool for location. Despite the tendency of many individuals to do this for themselves as they create order and control in where and how they store the business information for which they are responsible, most businesses have ignored both the potential and the power of organization as a business-wide strategy.

Much of the current management training focuses on making use of existing systems and software. What if business executives were shown the basics of **Business Information Organization (BIO)**, the power of the intelligent network and how information best practice is one of the options for managing the business?

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