

Seminar

Strategic Information Management (IM)

Organiser *Competence Center Records Management*

Target audience Board members, chief executive level, senior executive management

The 1-day executive seminar is addressing strategic challenges of the digital transformation to the top management of mid-sized and big enterprises incl. public administration. It provides insights to tackle related issues from a personal concern and from the perspective of your company in order to harness possible solutions for your organisation.



Content

- Handling business information today – information as a corporate asset
- The changing work environment and the digital workplace
- Social media – what is the meaning for your enterprise?
- Digital natives vs. digital resisters/laggards – changing cultures
- Information as a key competitive factor of your business
- How to setup a pragmatic and sustainable IM-strategy?

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Methods

Lectures with discussion, exercises, team works, case studies, audio visual productions

Language german or english

Preconditions: [Practitioners guide Information Governance \(2015\)](#)
[Information Management Strategy \(Guide 2009\)](#)

Time 1 day

Costs 4000.- CHF

Instructor Dr. Bruno Wildhaber

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