

12 tasks for modern Information Professionals

- 1. Understand the business** – develop a deep understanding of why a certain individual wants information, be aware of how it is used, and try to anticipate business needs.
- 2.** Show how you add value in the way you combine, analyse and deliver information – **deliver decision-ready information, be the solution to information overload**, and don't be afraid to provide your own view.
- 3. Actively communicate** with your colleagues across the organisation. Never hide away in a silo, and provide a dialogue, not a transaction.
- 4.** Link your work to **savings and profits** at every opportunity. Make the value of information more quantifiable and clearly linked to the activity of the business.
- 5.** Link your work to **risk mitigation** at every opportunity. In particular, highlight the risks of relying on Google and free information sources.
- 6. Proactively create solutions for the business.** Never let yourself sit passively and respond to requests.
- 7. Build relationships** with key stakeholders and new stakeholders. Integrate yourself as deeply as possible into the business.
- 8. Be a technical mastermind** – learn new useful skills every week, explore new technology and show off your capabilities.
- 9. Go to the top** – ensure senior leaders see your value-adding efforts and become your advocates, instructing their teams to use your services (not Google).
- 10. Walk the floors** – network, stay on the pulse of the business and seek out new opportunities to make a contribution.
- 11. Pursue initiatives that reduce the burden of stretched resources** – build self-service access points, make better use of existing libraries and follow up the usage of your deliverables with an eye to reducing what you provided (saving time on both sides).
- 12. Change your mindset** – Look to users as more than your colleagues: they are **your client or customer**, treat them as such by going the extra mile to help them, ensure they 'buy' from you again.



For more information on the challenges and opportunities facing the modern day knowledge specialist, download our exclusive report "**The evolving value of information management**".