



Deborah Robbins

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INTENTIONAL RIM- GAINING BUY-IN FOR YOUR RECORDS MANAGEMENT PROGRAM

Soft skills is one of the most neglected areas in our profession. With Deborah's background in teaching and coaching at a high level, she will provide a unique, practical approach with proven effectiveness. Her goal for this session is to have attendees better understand how to get stakeholders involved in their processes and tools; gain an actual step-by-step method for improved compliance; and learn skills to develop IIM heroes in their organization. This story focuses on identifying and overcoming barriers to buy-in. Emphasis in on people, rather than the process and the tools.