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What’s your passion? What drives you to succeed? What motivates you to reach beyond the expected? That’s the theme of this issue of *RIM Matters*.



Mary Colak, CMC

More often than not, sometimes we end up working in records management (or any role for that matter) just because no one else happened to ‘volunteer’ for the job or maybe you just really needed a job. Or perhaps you’re the most organized in your office or you happened to be the last one hired or you just can’t say no to that additional responsibility and, lucky you, before you knew it, you got the job of managing the office’s records holdings.

At first you think what an honour to be entrusted with the office’s memory bank—your boss and co-workers really think you’re great. And of course you’ll prove to them that you are great and that you can be trusted with this monumental responsibility. And then time passes and you start to question this great honour that has been bestowed on you.

After awhile, your heart just isn’t in it anymore. What started out as a great idea doesn’t feel so great to you anymore. The management of records starts to slide. First maybe one or two documents get misfiled. Then files go missing. Then documents or files get lost (who would think of using the trash or recycle bins as filing cabinets?). Filing starts to pile up and you are inundated with requests for files.

If any of this sounds familiar in your office, read this newsletter or pass it on to your ‘record keeper’ for some insight.

Best wishes,

Mary Colak, cmc

# How Passion and Focus Will Rock Your Career

By: Corbett Barr, Free Pursuits

There's an age-old question that everyone seems to struggle with at some point in life. Is it better to be a Renaissance man or woman and be *good* at a lot of different things or to be laser-focused and really *great* at one specific thing?

The "jack of all trades" question is something I've struggled with for a long time. I love the idea of being a generalist. I really enjoy the act of creation, and happen to pick new things up quickly. Over the past few years, I've taken up entrepreneurship, blogging, sailing, acting, learning Spanish and living abroad.

Jumping from one thing to the next, or becoming moderately good at a lot of different things is exciting. It keeps the brain stimulated, and makes for interesting conversation and an adventurous life.

The problem is that what makes for an interesting life doesn't necessarily make for a lucrative or successful career.

## Why Focus is So Important in Work

If you're drawn to doing a lot of different things like I am, it's probably because you enjoy the rush you feel when trying something new. The Pareto principle applies here because you might be able to learn 80% of a skill in 20% of the time it would take to master it. That quick progress is addictive and fun.

In work, however, jumping from one thing to the next doesn't necessarily pay off. You will undoubtedly end up competing with people who have focused on one thing for much longer than you have. Those people will eventually become really *great* at that one thing. If you're only *good* at that one thing, you'll lose in a competitive marketplace. The other things you're also good-but-not-great at probably won't help you land jobs or customers.

That's why focus is so important in your work. By focusing on doing one thing, you not only give yourself a shot at putting in the effort to become amazingly great at something, but you also make it easier for potential customers or

employers to see you as "the guy who's really great at that thing."

Being great at one thing and being known for it is what will help you command premium rates for what you do. Being only good at a lot of things will lead to earning commodity rates for each of those things.

I'm not advocating against trying a lot of different things in life. Experiencing all life has to offer is important and fulfilling. What I am suggesting is that trying to do a lot of different things professionally *at the same time* makes it exceedingly difficult to succeed.

A better approach is to choose one thing to focus on and do it until you're great. One of the rewards of being really great at something is that eventually you'll have the time and luxury of being able to try something else professionally.

## Let Passion Be Your Secret Weapon

What should "that thing" you do be? How do you figure out what to focus on? The ideal situation would be to focus on something you're passionate about. Here's why.

A lot of people have written about passion and work lately. Leo has talked about finding your passion here at Zen Habits recently. Gary Vaynerchuk wrote an entire book on the subject. There is a lot of advice out there telling you that passion is the key to really succeeding in your career or in being self-employed.

Why should you be passionate about what you do for a living? Because focus alone might not be enough to make you successful. Focus is important, but what happens when the path you've taken is more difficult or longer than you anticipated?

That's where passion comes in. Passion can keep you from quitting when you feel like there's no end in sight. Passion can help you enjoy the road to your destination enough that you don't have to only rely on your focus to drive you. Focus alone might get you there if the journey is short, but what if it takes three or five or ten years?

*See Passion on page 5*

# How to Find and Ignite Your Passion

By Erin Pavlina, November 30, 2009  
([www.erinpavlina.com](http://www.erinpavlina.com))

When I'm doing intuitive counseling sessions, one of the areas that often gets people stuck is in the area of passion. Do you know what you're passionate about? As it turns out, many people don't. At first I thought that was sort of odd. After all, passion is excitement, and shouldn't most people know what excites them? And then I started to see that in many cases people have squelched their passions because they couldn't figure out how to earn a living with them. Instead, they took jobs in areas where they had skill or talent, you know... something secure that would pay the bills. These people usually get their excitement on their off hours. This is a shame. It doesn't have to be this way.

During my sessions with clients, I am often able to tune in to their passions. There's this big aha moment when I dig up something they long thought buried, and then outline the steps they can take to leave their old passionless job and step into a career that excites them. Recently I did a reading for a woman who was at the top of her game career-wise, making a mid-six-figure income, success all around her. But she wasn't fulfilled, so she was about to quit her job and go into consulting in the same industry she'd been working for for years in an attempt to at least have some freedom. She wanted advice on her new chosen career path. But her guides wouldn't go there with her because she was not on the path with passion. Instead her guides showed me a scenario where she started a foundation to help impoverished women and children in third world countries, which was not even close to what she was doing today. I reminded her that before she went to college this is what she wanted to do. She agreed that was accurate; that that had been her dream long ago but she didn't think she could accomplish it so she went the corporate/law route, and rose through the ranks in a very large, well known company. Her hope was that she could convince this company to be more charitable, but it never happened as she got



lost in the corporate shuffle of earning profits or else. When I tapped her back into her compassion and outlined the steps she would take to make this foundation a reality she was really quiet for a moment and then got really emotional and said, "I would love to do that more than anything on the planet. Thank you for reminding me who I really am. It makes so much sense now." On the bright side, her power, contacts, and connections in the corporate world are now going to assist her with manifesting her dream.

So what are you passionate about? Do you remember? If you're not sure, here are some steps you can take to tap into the passion you buried long ago or are putting to the side until "later." Get some paper or open a Word document. You'll want to keep this handy for "later."

## What makes you giddy with excitement?

Think about all the things in your life you love to do. Whether it's skiing, reading, hiking, socializing, going to parties, making videos to upload to YouTube, playing poker, or just meditating quietly for hours.

Just make a list of all the things you would feel eager to do if someone told you to take the day off from work and just do what you wanted to do. "Hey so-and-so, why don't we blow off work today and go \_\_\_\_\_?" Fill that blank in with a list of things you'd rather do than work.

It doesn't matter if it seems wasteful on the surface. One of my friends goes nuts over video and computer games. He's a gamer, pure and simple. There's nothing he'd rather do. He went to college to learn computer science because it seemed like a likely choice for him career-wise, but he really wasn't into it. Now he works as a game tester and gets to play games all day. He rose through the ranks quickly and is well-liked because he is excellent at providing constructive feedback that will make the games better. If he keeps at it, he could potentially create his own game one day or be on the design team.

*See Ignite Your Passion on page 4*



*Ignite Your Passion, continued from page 4*

Another friend of mine loves movies and television. He spends a lot of time watching both and getting excited about upcoming new shows and movies. He'd be excellent at creating a new television series, which is something he is now looking into. But before I suggested it, he thought it impossible. His day job is at an accounting firm where he daydreams and imagines new characters, stories and shows in his head. The talent and passion are there, he just has to take action on them.

Once you've got your list of the things that excite you, really consider how you might segue into a career that allows you to do that all the time! Think hard and be creative. You don't have to quit your job today, just start thinking about ways that other people are earning money doing what you love, and see if you can find your way into that same arena.

### **What breaks your heart?**

When you look around the world today do you see people suffering? Do you see things that are wrong with the world that you'd love to see fixed? What breaks your heart? Starving children? Abused children? World politics? The homeless? War and conflict? What breaks your heart is often a clue to passion. If you were ignited and believed yourself capable of making a difference in the world, where would you turn your attention? What problem would you tackle? No one is saying you have to end world hunger overnight. Just tap into your heart break and see what's there.

Make a list right now of all the things that really break your heart. I'm talking about the things that really tug at your heart strings or ignite you with passion and zeal. Once you've got your list, see if you can figure out a way to take action on your heart break. This doesn't

have to be something you do for a living, but maybe it's something you start doing on the side, which will eventually lead to expertise, progress, and job offers. There are people out there who earn a living tackling world problems, such as politicians, movie producers, and bloggers.

### **What would you do if you knew you couldn't fail?**

What I hear most often from those who know their passion but aren't taking action on it is, "But I don't know how." No one knows how when they're first starting out. Not knowing how to do something is not a good enough reason not to do it. You learn how. You either find someone who is successful doing it and learn how they did it, or you go through your own trial and error until you figure it out.

On your sheet of paper, write down the phrase, "If I knew I couldn't fail I would ..." and then make a list of what you would do. Think big, really big. The sky's the limit. Here is my own list: If I knew I couldn't fail I would want to help people remember that we are all connected, that we are all One, and that hurting others only hurts ourselves. I would

teach people about compassion and kindness towards their fellow man. I would empower others to awaken and take action in the area of their passion. I would teach acceptance and love.

Now think about it, there are so many ways to accomplish the items on my list. I could be a motivational speaker, a diplomat, a politician, a counselor, a writer, a coach, a screenwriter, etc. As long as I stay tapped into my message, the medium is my choice. What could you do with your list? Make a list of all the careers or jobs you could have where you could make progress on your "If I knew I couldn't fail" goal. See what emerges.

*See Ignite Your Passion on page 5*

*Passion also gives you that extra edge that will show through in your enthusiasm. It will make you stand out as someone who really loves what he's doing, not just someone who is doing it for a buck. That enthusiasm combined with the drive to go the distance is what makes passion your secret weapon.*

*Passion, continued from page 2*

Passion also gives you that extra edge that will show through in your enthusiasm. It will make you stand out as someone who really loves what he's doing, not just someone who is doing it for a buck. That enthusiasm combined with the drive to go the distance is what makes passion your secret weapon.

That's how passion and focus combined can rock your career. Being really great at one thing you're passionate about is an excellent strategy for work. Being just good at a lot of different things professionally stacks the deck against you.

### **Answering the Age-old Question**

So, which is better overall, being good at a lot of different things, or being really great at just one thing?

It isn't a matter of which one is better. A full life will probably involve doing both in different ways. What's important is that you're happy and living the life you desire. When it comes to being successful at work however, it's hard to deny the power of being focused on something you're passionate about.

What do you think? Can you be successful at your career without passion and focus? Would you rather be good at a lot of things, or really great at one thing? ■



*Ignite Your Passion, continued from page 4*

### **What makes you feel like you've contributed?**

Another way to determine your passion is to ask yourself to finish this phrase, "At the end of the day, I feel best when I've \_\_\_\_\_" and fill in the blank. Do you feel best when you've solved a problem, helped someone who was suffering, had an impact, made a change in your life, challenged yourself, organized an area, gotten all the kids to after-school activities on time, made a nice dinner for your spouse, taken time out for yourself, meditated, communed with nature, etc? What gives you that nice sigh of contentment and the feeling of a job well done? Could you earn money doing that for a living? You bet you could. Even if you feel most content sitting in a hot bubble bath or getting a massage, why not open a spa and sell that contentment to others? What if you're a stay-at-home-parent who is super organized and you feel great at the end of the day if everything is in its proper place and all the children are well fed and clean? Write a book to help others who aren't as good at it as you, or start a blog, or do workshops on it. Don't discount contentment and contribution. If you love it, chances are other people would love it too. Help them find it if they don't have it and you've got a new career.

Your passion is in you somewhere. Remember it or find it. Then turn your passion into action. Find the road that leads to success with your passion. You can do it! When you combine passion with skill and contribution, success is not far behind. Don't spend another day doing something you hate. Find and ignite your passion today! ■

As you ponder your passion and reflect on records management, consider this statement:

**Records & information management is much more than a strategy for business. It is one of the glues that hold society together, and it has serious moral, ethical, and societal aspects. As such, it can elevate and ennoble the endeavors of humans.**

**RIM can be a powerful force for good.**

**—Gordon E.J. Hoke, CRM**

## A Conversation with Gordy Hoke on RM

(Reproduced from AIIM, *Infonomics* Article, no date provided, author: Bryant Duhon)

### **How does a pastor become a certified expert in records and information management?**



As you can see in the interview below, Gordy Hoke is passionate about records and information management. As a Certified Records Manager, his expertise is documented. I've also had the great pleasure of working with him as a contributor to the magazine over the years. He made my job as an editor much easier.

### **Infonomics: What about records management is attractive to you?**

**Hoke:** First, Records & Information Management (RIM) can be a tremendous force for good in the world. Our avalanche of information – physical and digital – is worse than useless if we can't organize it and find it at appropriate times. Certainly, without RIM, businesses can barely operate. But more than that, society depends upon secure, readily available records and information.

- Regulatory compliance is not just a game. The regulations are there to protect people and ensure justice. Organizations prove compliance by producing documenting records.
- Democracy depends on records management because RIM ensures fair elections. Voter registration/roles, making sure no one votes twice, processing absentee ballots, and more are all dependent on high quality records management. In new democracies, these may be new concepts, and that's why I support the International Records Management Trust ([www.irmt.org](http://www.irmt.org)). But if we

had better records management here in Minnesota, we would have a senator by now.

- Both business and government depend on RIM to function. How confident are you that the Social Security Administration will have accurate records of your work, so someday you may be able to collect a pension? How confident are you that, when the big plasma TV you bought goes blank, the manufacturer will be able to find your warranty registration? It depends on the quality of their RIM.
- Whereas criminal prosecution may turn on, literally, a smoking gun, most civil legal cases turn on the presentation of records. RIM is essential to justice.

Second, RIM appeals to my sense of order. You wouldn't know it from looking at my desk, but I like to have everything in its proper place. RIM is a discipline developed over thousands of years, and it works. That's gratifying. As a discipline, it continues to evolve, and I like to the challenge of applying timeless principles in new ways.

### **Infonomics: And how does someone with a degree in Theology become involved in the ECM industry?**

**Hoke:** You know that list that St. Peter purportedly keeps at the Pearly Gates to see who gets to play a harp and who goes south? That's records management. And you know those stone tablets that Moses brought down from Mt. Sinai? That's records management. But more seriously, you might say I was led here. When I finished my calling as a pastor, I transferred my skills. After a series of steps (including counselor and news anchor), an imaging software vendor hired me for my writing and speaking. That led to a career in content management. Then, when the implications of Sarbanes-Oxley sank in, I realized Records & Information Management was an essential, complementary, but very different skill set. The unending challenge of applying RIM discipline to ECM technology fascinates me.

*See Gordy Hoke on page 8*

*Gordy Hoke, continued from page 7*

**Infonomics: What's the value of involvement in a local chapter?**

**Hoke:** Community, education, resources, and service.

- For most of my career, I have worked out of a private office. That gets isolating, even lonely. My Twin Cities AIIM and ARMA chapters keep me in touch with my peers, bringing camaraderie, encouragement, and support. The chapter members are both colleagues and friends.
- The education I receive at chapter meetings and conferences is top-notch. In a field that evolves as quickly as the technology it uses, staying current is essential. There is always more to learn, and the chapters bring the best teachers in the world to our doorstep.
- Minnesota has tremendous local talent and resources, and chapter meetings are where I learn about them and develop an appreciation for them. Sharing information and resources is a superb and easy way to improve one's work.
- I receive so much value from my chapters that I can't help but want to give back. So I serve the chapters wherever I can. But it's a strange thing...no matter how much I try to give, it seems I always get more back.

**Infonomics: You write a lot. What about writing appeals to you?**

**Hoke:** I am a wordsmith. I love playing with words and using them effectively. It's fun, and it allows me to express myself with precision and clarity. But I am happiest when I write half the time and work with clients the other half. The

research I do for my writing makes me a better consultant, and the work I do in the field keeps my writing realistic and helpful.

**Infonomics: You spent a lot of time with AS/400 user group related to document imaging. Can you explain that involvement and what that is/was?**

**Hoke:** IBM's AS/400, released in June of 1989, was the first commercial computer optimized for content management (then called document imaging). Its target market was the huge number of mid-sized businesses, and it sold well over a half-million boxes. But by the mid-1990s, software developers, including IBM, seemed to be ignoring the platform for content management. With AIIM's endorsement, I organized a user group for sharing and advocacy. This increased awareness at software developers and improved cooperation among users. The group continued until IBM decided to sell solutions, not platforms, and the need evaporated.

*"How do we manage and control all of these media? RIM is media-independent...the principles remain the same. But it is a challenge to apply the old principles in new ways. Sometimes it requires adding a new ECM tool to the RIM tool belt, but the goal of an organized, controlled information lifecycle never changes."*

**Infonomics: Currently, what do you find most interesting about the direction of the industry?**

**Hoke:** This challenge: adapt the discipline of RIM to all of the new technology that content management evolves. It seems like every month or two, there is a new medium for communicating or storing records and information. (Social networks are a different medium from Web content management, for example.) How do we manage and control all of these media? RIM is media-independent...the principles remain the same. But it is a challenge to apply the old principles in new ways. Sometimes it requires adding a new ECM tool to the RIM tool belt, but the goal of an organized, controlled information lifecycle never changes. That's fascinating! ■



## Book Review: “Luck by Design, Certain Success in an Uncertain World”

Reviewed by: Leigh Isaacs in “Information Management” — July/August 2010

*Luck by Design, Certain Success in an Uncertain World* by Richard E. Goldman  
Publisher: Morgan James Publishing  
Length: 212 pages

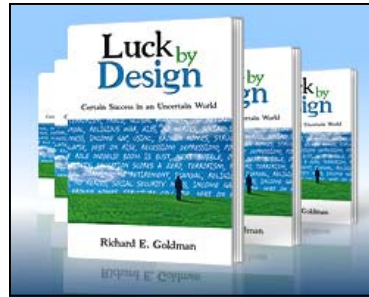
*Luck by Design, Certain Success in an Uncertain World* by Richard E. Goldman is a motivational and thought-provoking book that falls outside the realm of the traditional ‘self help’ books. Goldman began his career in a small, local clothing store that evolved into what is now the Men’s Wearhouse. He has taken experiences from his own journey through life, with its unexpected twists and turns, and translated them into a captivating, easy-to-read narrative.

At an early age, Goldman thought he knew the path he was destined to take in life. When that didn’t work out as planned, he followed his instincts and took a few risks to travel down another path. Against the advice of those individuals whose counsel he valued, he invested several thousand dollars in an unknown start-up company.

Through hard work, a genuine appreciation for building relationships, high professional and personal standards, and intuition, Goldman became owner of the Men’s Wearhouse. Because of this ‘luck,’ he was able to retire early and now lives what he refers to as his dream life.

But was it just ‘luck’ that afforded him this success? The very nature of the title captures the essence of the book; luck is not something that just happens. It is something individuals must create for themselves. Regardless of a person’s profession or goals it is important to take control of one’s own destiny.

Goldman’s stories will entertain as he chronicles his journey and how he discovered along the way that self-awareness and attention to surroundings are imperative to shaping one’s own destiny. These qualities allow individuals to recognize both opportunities and pitfalls as they present themselves, and realize that, more often than not, getting what is wanted and adjusting



the plans brings an individual to a better place in life—or as Goldman says, find one’s ‘luck.’

Although you may have heard much of the sage advice

he offers, Goldman relays his lessons in a light-hearted and humorous manner. He directs the content of his book to the children of the Baby Boomer generation and attempts to address various issues they will face when making choices for their future and planning for success. This is no get-rich-quick book, but rather a straightforward plan to achieve personal and professional success.

The value of having balance in life and the importance of taking care of physical and emotional selves are stressed in the book. There is no one-size-fits-all solution that can be applied universally. He clearly sends the message that individuals must define, pursue, and achieve success and happiness in their own way, but there are many lessons that can be applied to those who have a desire to listen.

*Luck by Design* highlights the results of actions and inactions of the Baby Boomer generation, some of which have created problems here and abroad. The book is a collection of practical advice that worked for Goldman. Of particular relevance are his theories that:

- Management starts with managing one’s self.
- Hard work is only one requirement for success. Individuals cannot underestimate the need to plan, design, and possess the ability to readjust those plans and designs.
- Messages are sent at a very early age through television, schools, movies, and so on that result in a warped view of reality and how life works.
- Post-Baby Boomer generations will have to work harder and longer—and likely settle for less than generations before them. ■



## RECORDS AND INFORMATION MANAGEMENT RESOURCES

**AIIM-The Enterprise Content Management Association**—AIIM is the international authority on Enterprise Content Management (ECM) - the tools and technologies used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM enables four key business drivers: Continuity, Collaboration, Compliance, and Costs. [www.aiim.org](http://www.aiim.org).

**ARMA International**—is a not-for-profit professional association and the authority on managing records and information – paper and electronic. [www.arma.org](http://www.arma.org).

**British Columbia Corporate Information Management Branch**—CIMB provides central information management services and support to ministries, Crown corporations and agencies within the Government of British Columbia. CIMB is responsible for government recorded information management policy, standards and procedures. [www.cio.gov.bc.ca/services/records/](http://www.cio.gov.bc.ca/services/records/)

**Gartner**—global leader in technology-related research and advice. [www.gartner.com](http://www.gartner.com)

**Forrester Research**—Forrester Research, Inc. is an independent technology and market research company providing advice to global leaders in business and technology. [www.forrester.com](http://www.forrester.com)

**IDC—International Data Corporation**—get the latest trends, surveys and forecasts. [www.idc.com](http://www.idc.com)

**ISO—International Organization for Standardization**—check out the latest information on ISO 15489, the world's first standard for records management. [www.iso.org](http://www.iso.org).

**Library and Archives Canada**—Library and Archives Canada collects and preserves Canada's documentary heritage, and makes it accessible to all Canadians. This heritage includes publications, archival records, sound and audio-visual materials, photographs, artworks, and electronic documents such as websites. As part of Library and Archives Canada's mandate, they work closely with other archives and libraries to acquire and share these materials as widely as possible. [www.collectionscanada.ca](http://www.collectionscanada.ca)

**Local Government Management Association of BC (LGMA)**—LGMA is a professional organization representing municipal and regional district managers, administrators, clerks, treasurers and other local government officials in BC. [www.lgma.ca](http://www.lgma.ca)

**National Archives and Records Administration (USA) (NARA)**—Of all documents and materials created in the course of business conducted by the United States Federal government, only 1%-3% are so important for legal or historical reasons. These documents are kept by NARA forever. Learn about NARA's record keeping standards. [www.archives.gov](http://www.archives.gov).

## TRAINING OPPORTUNITIES



The following courses are now available [online](#):

- Introduction to Records & Information Management
- Using Records Classification Systems

For more information and to register, go to: [www.rimsolutions.ca](http://www.rimsolutions.ca)

We are also working on bringing you the following e-learning courses:

- Converting Your File System
- Effective E-Mail Management
- Preparing Records for Offsite Storage
- Designing Records Classification Systems
- Planning & Implementing Your RIM Program

Prefer classroom learning? Contact us:

[info@rimsolutions.ca](mailto:info@rimsolutions.ca)

