PODCAST TOPIC FLOW: TOD CHERNIKOFF

KURT AND OLIVIA INTRODUCE PODCAST

INTRODCUTION

PROMPT AND QUESTION:

- You have an extensive background in records and information management. **How did you get involved in this industry so early in your career**?

- You've held many RM and IG roles over the years, have their been **any commonalities among the roles?**

- **What about the differences among the roles?**

TRANSITION FROM GENERAL BACKGROUND TO SESSION TOPIC

CHANGES IN THE INDUSTRY

PROMPT AND QUESTION:

- Your speaking session this year is titled, "Preventing and Coping with Orphaned Information Assets." We often hear about orphaned records--**what's an orphaned information asset?**

- **Why do you think it's important for others to expand their view to see all information as an asset?**

- **How can people start to successfully shift their mindset to look at all information, not just records?**

TRANSITION FROM SESSION TOPIC TO FUTURE STATE

CLOSING

PROMPT AND QUESTION:

- Besides expanding the definition of a record and information, **what other changes have you seen in the industry over the years?**

- **What others innovations and changes do you expect to see from this industry in the future?**

- **How can people stay ahead of the curve?**

KURT AND OLIVIA CLOSE PODCAST

PODCAST TOPIC FLOW: NICK INGLIS

KURT AND OLIVIA INTRODUCE PODCAST

INTRODCUTION

PROMPT AND QUESTION:

- There have been a couple themes in your past roles-- namely entrepreneurship and leadership. **What draws you to these roles?**

- At the beginning of this conference you hosted the Leadership Summit**s--how did those go? Why is it important to train on leadership?**

- Your past roles include banking, marketing, web design, and now Executive Director of Content and Programming. **How did you get involved in this industry?**

TRANSITION FROM GENERAL BACKGROUND TO INNOVATION IN RM/IG

INNOVATION IN THE INDUSTRY

PROMPT AND QUESTION:

- Let's talk about your previous organization, the Information Coalition--**how did that evolve, and what was the need you were filling?**

- **What are some of your proudest moments from the IC and InfoGovCon?**

- You've just reached your 1-year anniversary at ARMA--**what have you worked on this year?**

TRANSITION FROM INNOVATION IN RM/IG TO FUTURE STATE

PROMPT AND QUESTION:

CLOSING

- **What opportunities have you had at ARMA that you didn't have previously?**

- **What are your proudest moments at ARMA so far?**

- **What does the future look like for the industry? For ARMA? What great plans do you have for InfoCon 2020?**

KURT AND OLIVIA CLOSE PODCAST

PODCAST TOPIC FLOW: LEWIS EISEN

KURT AND OLIVIA INTRODUCE PODCAST

INTRODCUTION

PROMPT AND QUESTION:

- **Tell us a little bit about your background, and what your current role.**

- On LinkedIn you describe yourself as someone who is "breaking the mold of negativity around corporate rules and policy writing--**can you elaborate on this?**

- This is clearly something you're passionate about--**how did this become your focus?**

TRANSITION FROM GENERAL BACKGROUND TO SESSION TOPIC

SESSION TOPIC

PROMPT AND QUESTION:

- You have a book titled, how to *Write Rules that People Want to Follow: A Guide to Writing Respectful Policies and Directives,* which is about how policies often discourage compliance--**how does this happen?**

- **What was the motivation to write this book?**

- In your article, "Three Ways to Make Corporate Policies Concise, you write, "Concise policies do not repeat statements of law, do not repeat statements of fact, and do not contain advice." **Which of these three do you see companies violate most frequently?**

TRANSITION FROM SESSION TOPIC TO FUTURE STATE

CLOSING

PROMPT AND QUESTION:

- **Why do some companies struggle to write helpful policies, even though their intentions may be good?**

- **Why should companies care to make respectful policies?**

- **What some of your future goals? Career and otherwise? Any more books in the works?**

KURT AND OLIVIA CLOSE PODCAST

PODCAST TOPIC FLOW: DAVID COHEN, ESQ

KURT AND OLIVIA INTRODUCE PODCAST

INTRODCUTION

PROMPT AND QUESTION:

- **Tell us a little bit about your background, and what your current role.**

- You have over 30 years of experience in commercial litigation experience and E-Discovery. **How did you first get involved in E-Discovery?**

- You helped to set up the E-Discovery Special Masters (EDMS) program in US District Court for the Western District of Pennsylvania—**what made this project necessary? How long did it take?**

TRANSITION FROM GENERAL BACKGROUND TO SESSION TOPIC

SESSION TOPIC

PROMPT AND QUESTION:

- You are the leader of the Records and E-Discovery practice Group at Reed Smith, which you were actually brought on to start a few years ago. **What was the need to start this group?**

- **How do case opinions and rules impact daily retention decisions made by records managers and compliance professionals?**

- **Do you think these professionals are effectively trained to make these decisions?**

TRANSITION FROM SESSION TOPIC TO FUTURE STATE

CLOSING

PROMPT AND QUESTION:

- You have designed and presented E-Discovery training programs for judges and neutrals around the country—what goes into these trainings? **Why are these trainings on E-Discovery important?**

- **How can other law firms begin to effectively train their compliance professionals to effectively make the correct retention decisions.**

- **What some of your other projects or future projects you're working on?**

KURT AND OLIVIA CLOSE PODCAST

PODCAST TOPIC FLOW: DAVE JONES, CIP

KURT AND OLIVIA INTRODUCE PODCAST

INTRODCUTION

PROMPT AND QUESTION:

- **Tell us a little bit about your background, and what your current role.**

- You describe yourself as a "strategic marketing leader and information management expert"-- **how do those two things go together**?

- **How did you get involved in the records and information management industry?**

TRANSITION FROM GENERAL BACKGROUND TO AIIM

AIIM

PROMPT AND QUESTION:

- **Tell us about AIIM. How did you get involved with AIIM specifically?**

- You are currently on AIIM's Board of Directors--**what makes AIIM different than the other RM/IG organizations?**

- **What are some of AIIM's unique offerings?**

TRANSITION FROM AIIM TO FUTURE STATE

CLOSING

PROMPT AND QUESTION:

- **What are some of the ways AIIM is preparing for the future of the changes in the RM/IG industry? What are the drivers of these changes?**

- **How is AIIM tackling the differences in the information management worlds of the UK and the US?**

- **What some of your other projects or future projects you're working on?**

KURT AND OLIVIA CLOSE PODCAST