Strategy System

aiim — Association for Intelligent Information Management

AIIM'S VISION

Our vision clarifies our future aspirations and defines our long-term intentions.

AIIM will work to create a world in which every organization benefits from information management to reach their desired business outcomes.

AIIM'S PURPOSE

Our purpose is our reason for being and AIIM's most important work in the world. This is what we do and how we create value with and for our stakeholders.

AIIM helps organizations benefit from information by providing future-focused and technology-enabled certification, education, events, networking, research, solutions, and support. We empower information leaders to help their organizations succeed.

AIIM OBJECTIVES AND SHARED LEARNING QUESTIONS

Objectives are the specific areas of work AIIM will pursue to fulfill the purpose of the organization. Each objective is linked to one or more shared learning questions that AIIM will explore as part of its outreach to contributors, partners, and stakeholders. These objectives will shift as we learn and adapt.

01 EMPOWER LEADERS

AIIM will empower information management leaders and decision-makers with actionable guidance and solutions to help drive organizational success by growing and improving information management practices within their organizations.

ABOUT

AIIM will develop a robust understanding of business challenges to create products, services, and experiences to provide information leaders with actionable advice, guidance, and solutions. Information leaders are the practitioners, strategists, project managers, and decision makers who are leading information management programs within their organizations. Our advice will be grounded in 80+ years of information management knowledge and practice.

Shared Learning Questions

1. What are the most significant business challenges facing organizations that AIIM could help them solve?
2. What specific types of content and delivery methods would be most effective in attracting organizational decision-makers and their companies into a relationship with AIIM?

02 EXPAND OUR NETWORK

AIIM will build the information management practice network of the future by engaging current and new stakeholders and partners.

ABOUT

AIIM will go beyond traditional partnerships and segments to create of network of practitioners, solution providers, and partners to strengthen the association and collaboratively design and serve the information management industry of the future. AIIM will bring together interested contributors/stakeholders, including technology solutions partners, for intentional learning and relationship building that strengthens the association and grows the beneficial impact of information management practice in solving core business challenges and creating customer value.

Shared Learning Questions

1. What substantive actions should AIIM take to build a highly-capable information management practice network?
2. What contributions to stewardship can interested stakeholders, including technology solutions partners, make to strengthen AIIM and the future of information management practice?
3. What new stakeholder relationships beyond the current boundaries of information management should AIIM explore?
4. What mutually-beneficial partnerships should AIIM pursue to expand its capabilities?

03 ENABLE ARTIFICIAL INTELLIGENCE AND INNOVATION

AIIM will become the world's primary resource for information management practice using artificial intelligence. AIIM will also work to enable other innovative technologies, including (but not limited to) automation, cloud computing, and cybersecurity tools.

ABOUT

Good information is the key to successful artificial intelligence (AI) applications. AIIM will collaborate with information leaders, stakeholders, and partners to support the development and innovation in AI. We believe intelligent, innovative technology is the key to the future of information management. AIIM will connect information leaders with advanced, technology-enabled solutions. AIIM will develop fresh approaches and next practices that create an ethical alignment of AI-enabled products/services (and other information management technologies/solutions) and information management practice.

Shared Learning Questions

1. Which information management practice contributors/stakeholders bring the right combination of real-world AI capability, IM credibility, and strong ethical orientation to pursue AI + IM collaboration with AIIM?
2. How can information management practice deepen the beneficial impact of AI-enabled products/services and other emerging technologies/solutions?
3. What are the immediate opportunities for ethically-aligned AI + IM to deliver a beneficial impact?

04 EXCEL AS AN ORGANIZATION

AIIM will become a thriving, sustainable organization.

ABOUT

AIIM will be focused first on fulfilling our purpose and serving people. As a purpose-first and people-first organization, AIIM is better positioned to then focus on sustainability. To be a thriving organization, AIIM will aggressively pursue new revenue growth opportunities and increase operational effectiveness and efficiency.

Shared Learning Questions

1. What needs to be different for AIIM to thrive over the next 18-36 months?
2. How can AIIM ensure that its value-creating offers are purposeful and sustainable?
3. What indicators/metrics should AIIM establish to monitor progress?