



HOW TO CREATE AND MAINTAIN WORKPLACE RESILIENCY

Uncover and adopt information management practices that will allow you to thrive, regardless of outside factors and circumstances.

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INTRODUCTION

Along with 40-year-high inflation and the threat of recession, organizations like yours continue to navigate challenges that have emerged since the onset of the global pandemic.

These include keeping up with evolving compliance rules and regulations, working towards sustainability initiatives, overcoming quiet quitting and talent shortages, protecting against data breaches made more prevalent due to hybrid work arrangements, and figuring out your place in a physical-virtual world.

Our 2022 education series dove into these topics and provided guidance on how information professionals like you can strengthen operations and remain resilient, regardless of known and unknown obstacles ahead. Topics we covered included:

- 1 Privacy by Design
- 2 The Metaverse
- 3 Facing the Next Unknown
- 4 Environmental, Social and Governance Initiatives
- 5 Retention of Data Through Its Lifecycle
- 6 The Next Decade of RIM: Where Do You Fit In?

This eBook recaps the challenges we covered in 2022 and offers suggestions for overcoming these obstacles.



THE RESILIENCY OF PRIVACY BY DESIGN



“In this day and age of daily hacking, ransomware, etc., if you don't have a strong foundation of security from end-to-end with full lifecycle protection, you're not going to have any privacy. You have to constantly review these measures and make sure your security is top notch.”

Dr. Ann Cavoukian

Founder & CEO

[Global Privacy and Security by Design](#)

THE SITUATION

Privacy by design – a concept created by Dr. Ann Cavoukian in which privacy is interwoven into all business processes to guarantee personal identifiable information (PII) is protected – has been around for more than 25 years. Having been translated into 40-plus languages, it has been adopted by private and public organizations alike.

But when the COVID-19 pandemic forced us to shift efforts to enable a remote workforce to access and share information, it ushered in data privacy program vulnerabilities.

REDEFINING RESILIENCY IN YOUR ORGANIZATION

To be resilient in the face of adversity, organizations have many factors to consider regarding data privacy. This includes compliance with regulations and commitments to ensure consumer information is never compromised when disruptions from the norm occur – irrespective of reason. So, consider the 7 Principles of Privacy by Design:

- Be proactive not reactive – and preventive not remedial
- Make sure privacy is the default setting - don't assume
- Embed privacy into design – doing so protects PII
- Ensure full functionality – accommodate all interests in a win-win manner
- Provide end-to-end security – full lifecycle protection
- Embrace visibility and transparency – keep it open
- Respect user privacy – keep it user-centric

It's important to remember that this is not one person's job – it's everyone's. It's crucial that all employees are aware of the risks related to data privacy so they can improve the organization's security posture. Ideally, your organization should have stringent security measures to protect PII and other sensitive data – and ensure everyone is familiar with and uses them. [View the webinar >](#)

WHERE VIRTUAL MEETS REALITY: THE METAVERSE, YOUR DATA, AND YOU



“Humans tend to think linearly, but technology moves ahead exponentially.”

Abed Shaheen

Global Vice President
Iron Mountain

THE SITUATION

Innovation invariably outpaces regulation. Over the past few decades, technology has substantially improved business processes and customer experiences, while laws related to using it, such as for data privacy, lag behind. Consider the emergence of digital records related to litigation, for example; it was some time before rules and regulations about their use followed.

Next-generation technology related to virtual and augmented reality – namely the metaverse – ushers in new ways for us to interact with our customers, employees and investors. But it brings with it new challenges for information management professionals.

REDEFINING RESILIENCY IN YOUR ORGANIZATION

As the metaverse ramps up in the coming years, so will the need to manage the virtual assets that go with it. Ensure future readiness by learning how the metaverse, blockchain, and non-fungible tokens (NFTs) work to best manage these new business records that are essentially code.

Since platforms and leaders change right under our noses, processes and industries are also changing. To keep up, thinking ahead is critical. So too is staying abreast of changing regulations to ensure your organization can keep pace with the budding digital revolution. Other recommendations for being well-informed with such new tech includes:

- Knowing the difference between fungible and non-fungible tokens
- Understanding how the two could become crucial to business success
- Grasping the implications for blockchain litigation discovery and production

Information will always need to be managed, whether in virtual business transactions or historical archives inside and outside the metaverse. Where records and data exist, so will retention and destruction rules.

[View the webinar >](#)

RESILIENCE REDEFINED: FACING THE NEXT UNKNOWN



“Our evidence suggests that people recognize the importance of resilience, but it’s one thing to recognize the importance of resilience, and it’s another thing to implement it. 65% of organizations are not yet including middle management in their resilience strategy, which tells us how far we have to go in terms of implementation.”

John Ferguson

Practice Lead, Globalization, Trade, and Finance
The Economist

THE SITUATION

A recent in-depth research study by Economist Impact, the research arm of The Economist, revealed how global executives have changed their interpretations of resilience since the global pandemic started.

This Iron Mountain-sponsored study examined significant shifts in priorities to ensure organizational resilience. Key areas explored included workplace transformation, data governance and security, sustainability, employee retention and recruitment efforts, and operational efficiency. This research provides actionable insights to build resilience into every aspect of business.

REDEFINING RESILIENCY IN YOUR ORGANIZATION

Cross-collaboration is key for resiliency, so information management must have a seat at the table. Whether preparing for a large-scale disaster or small bump in the road, information management professionals know that keeping records and data secure is crucial for any organization to thrive when, not if, the unexpected occurs. Therefore, consider how:

- Resilience is central to meeting organizations’ needs, whether people, process, or technology
- 93% of information management and information governance leaders are ready to clean up records, files, and data
- Hybrid work is here to stay, so flexible choices regarding where employees work helps ensure resiliency in a tight labor market
- Resilient enterprises outperform their peers significantly

Striking the balance between efficiency and resiliency is key for any organization. As such, now is the time to create an action plan to obtain funding and make defensible decisions about legacy records. Resilience is more than a buzzword, it’s necessary for survival. [Learn more](#) about Business Resilience. [View the webinar >](#)

PERFECT PAIRING: ESG AND YOU



“If we peel back the hype around ESG, we’re really seeing a pace of change that’s important for all of us to recognize. Looking at the underlying trends, we’re learning that sustainable business thinking changes the way we think about business in really positive ways that create more value for the business and individuals. Sustainability folks can learn a lot more about records management, and RIM professionals can learn more about how ESG impacts them.”

Kevin Hagen

Vice President, ESG Strategy
Iron Mountain

THE SITUATION

Creating and implementing environmental, social, and governance (ESG) programs is becoming increasingly important for organizations worldwide. Organizations are committing to be good stewards of the planet by contributing to a cleaner carbon footprint; managing relationships with their employees, customers, suppliers, and communities; and ensuring accuracy and transparency across business operations.

In fact, [researchers predict ESG investment](#) will more than double over the next three years and that 70% of employees surveyed for the research said they would not work for a company that lacks a strong purpose.

REDEFINING RESILIENCY IN YOUR ORGANIZATION

Uncovering the hype surrounding ESG helps us realize how to meet environmental, social, and governance goals. This is critical as scrutiny over greenwashing and organizations’ accurate and requisite reporting is rising.

Knowing this, think about:

- Choosing vendors that invest in renewable energy for data centers
- Implementing security measures to protect critical information
- Ensuring e-waste products are properly and responsibly replaced, refurbished, and recycled
- Discouraging printing or paper waste
- Transitioning from paper to digital records and data
- Digitizing work process for greater efficiency and data access

As ESG increasingly gains traction, records and information managers will need to understand their organization’s ESG policies and their role in bringing these to life. [View the webinar >](#)

RETENTION SCHEDULE OPTIMIZATION: MEETING TODAY'S AND TOMORROW'S NEEDS



“One of the things we've done in the healthcare industry is look at what information standards and resources we can apply so that not everyone is starting from scratch. Looking at mechanisms to understand what that data is and what the value is for the organization can help us categorize it in a way that might be better managed in the future.”

Andrea Lorette

Information Governance Lead
Northern Health BC

THE SITUATION

Should databases and algorithms be included in retention schedules? Since this is a gray area depending on the situation, staying up-to-date on the latest trends in the industry is critical.

Always consider what it takes and who, internally, should be involved to create a schedule that prevents data silos, enables compliance, minimizes risk of data loss, and protects brand reputation.

REDEFINING RESILIENCY IN YOUR ORGANIZATION

Increasing privacy concerns and stringent laws like the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) make it critical to co-manage privacy and retention. Doing so gives a unified view of organizational personal data and legal obligations for managing it.

By disposing of PII as soon as possible, we all reduce unnecessary exposure to data breaches. With the right cloud-based retention and privacy policy management solution, it's easy to understand obligations and show compliance.

By doing so, employees can confidently:

- Ensure retention and privacy policies are current so risk of fines is reduced - if not altogether eliminated
- Dispose of information adequately to decrease information storage costs
- Distribute company policy so employees understand how to best store and dispose of information
- Quickly access data when needed

Mandatory data retention requirements are there to protect consumers and organizations by setting standard timeframes for the destruction of records and documents. Over-retention impedes the flow of business by making it more challenging for employees to find the records they need. Oftentimes, less is more. [View the webinar >](#)

THE NEXT DECADE OF RIM: WHERE DO YOU FIT IN?



“The common theme in our stories is that none of us anticipated ending up where we are now. And I think this says a lot about having your eyes open so when good opportunities arise, you can explore them.”

David Kaplan

Enterprise Data Architect
Iron Mountain

THE SITUATION

Most RIM professionals don't envision themselves as so when asked at a young age what they wanted to be when they grew up. They likely all followed different paths to get to their current position.

The future of RIM and Information Governance is always changing, and it's imperative to stay up-to-date to be successful in your role.

REDEFINING RESILIENCY IN YOUR ORGANIZATION

As how and where we work continues to evolve, the role of records and information management professionals must not only keep pace, but be prepared for what the future may hold.

Understanding how to meet what's required today and prepare for tomorrow to enable compliant records and information management is important no matter the role.

To keep pace in this changing environment, consider:

- Understanding how the role of RIM is evolving in your organization
- Leveraging your skills to expand professional development
- Going after professional certifications to benefit you and your organization

As RIM professionals head into 2023, consider what changes to make and what to focus on to ensure your organization is ready for what comes next.

[View the webinar >](#)

REDEFINE AND REALIZE RESILIENCE WITH IRON MOUNTAIN

Iron Mountain is here to help you remove obstacles so you can grow, succeed and realize resilience amid an ever-changing landscape.

Take a deeper dive into the topics of this ebook by viewing our [on-demand webinars](#).

Visit our [Education Series](#) page to register for the new 2023 series coming soon!

ADDITIONAL RESOURCES

THE RESILIENCY OF PRIVACY BY DESIGN

[Privacy by Design - The 7 Foundational Principles](#)

[Retention Accelerator Guidebook](#)

[Privacy as a Competitive Advantage](#)

WHERE VIRTUAL MEETS REALITY: THE METAVERSE, YOUR DATA, AND YOU

[Rethink Information Governance - The Value of Understanding Information Governance](#)

[Global Information Governance Survey 2021-2022](#)

[Rethinking IG: Getting the Most Value from Your Information](#)

[Information Governance Advisory Services](#)

RESILIENCE REDEFINED: FACING THE NEXT UNKNOWN

[Why Organizations Must Move Forward with a Resiliency Mindset](#)

[Global Information Governance Survey](#)

PERFECT PAIRING: ESG AND YOU

[Securing a Sustainable Future: ESG at Iron Mountain](#)

[Rethink Sustainability: How to Incorporate Sustainability Along the Information Management Lifecycle](#)

RETENTION SCHEDULE OPTIMIZATION: MEETING TODAY'S AND TOMORROW'S NEEDS

[Regional Energy Provider Gains Control Over Outdated Field Records](#)

[Iron Mountain Policy Center Solution Professional and Enterprise Editions Video](#)

[Credit Union Teams Up with Iron Mountain](#)

THE NEXT DECADE OF RIM: WHERE DO YOU FIT IN?

[Workplace Trends: Age is But a Number](#)

[Building Resilience through Cybersecurity and Governance for Metaverse Experiences](#)

