



The National Archives

**335 reasons to change our
message**

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IF YOU'RE NOT MANAGING YOUR
INFORMATION...

...Who Is?

Act 1: The lesson of Franklin D. Roosevelt

...let me assert my firm belief that the only thing we have to fear is...fear itself — nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance.

Presidential Inaugural Address; 1933

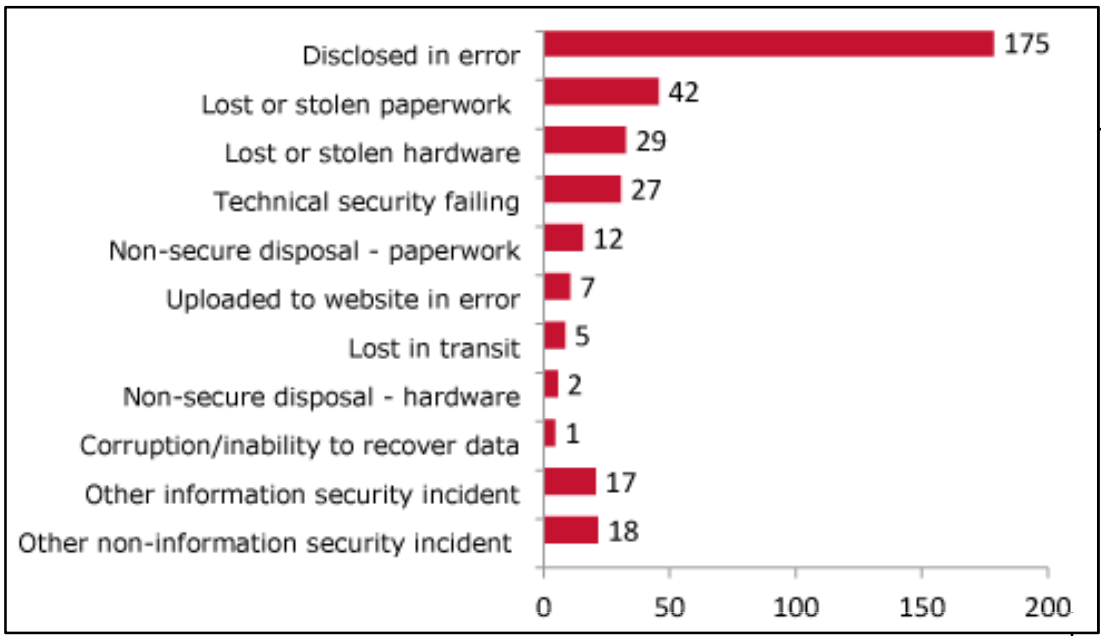
Fear doesn't sell

...Fact

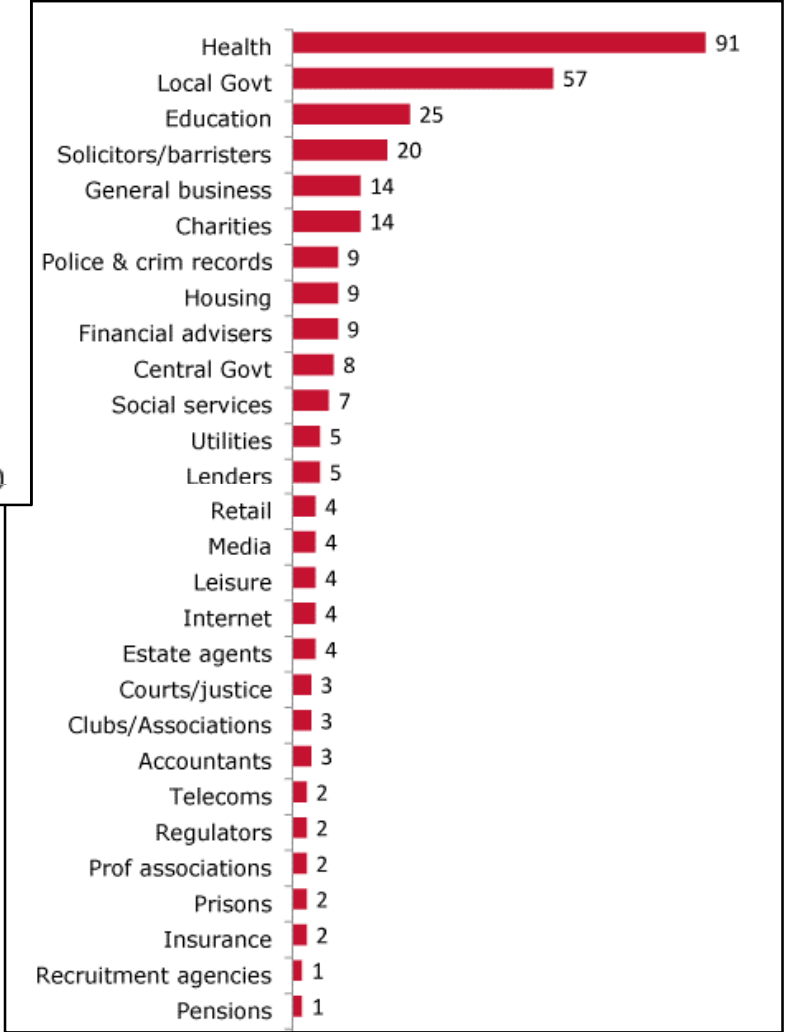
Highest-grossing films adjusted for inflation^[26]

Rank ↕	Title ↕	Worldwide gross (constant \$) ↕	Year ↕
1	<i>Gone with the Wind</i>	\$3,301,400,000	1939
2	<i>Avatar</i>	\$2,782,300,000	2009
3	<i>Star Wars</i>	\$2,710,800,000	1977
4	<i>Titanic</i>	\$2,413,800,000 ^T	1997
5	<i>The Sound of Music</i>	\$2,269,800,000	1965
6	<i>E.T. the Extra-Terrestrial</i>	\$2,216,800,000	1982
7	<i>The Ten Commandments</i>	\$2,098,600,000	1956
8	<i>Doctor Zhivago</i>	\$1,988,600,000	1965
9	<i>Jaws</i>	\$1,945,100,000	1975
10	<i>Snow White and the Seven Dwarfs</i>	\$1,746,100,000	1937

http://en.wikipedia.org/wiki/List_of_highest-grossing_films



Source: <http://www.ico.org.uk/enforcement/trends>



= 335 breaches in 3 months

IT'S NOT GOING TO STOP

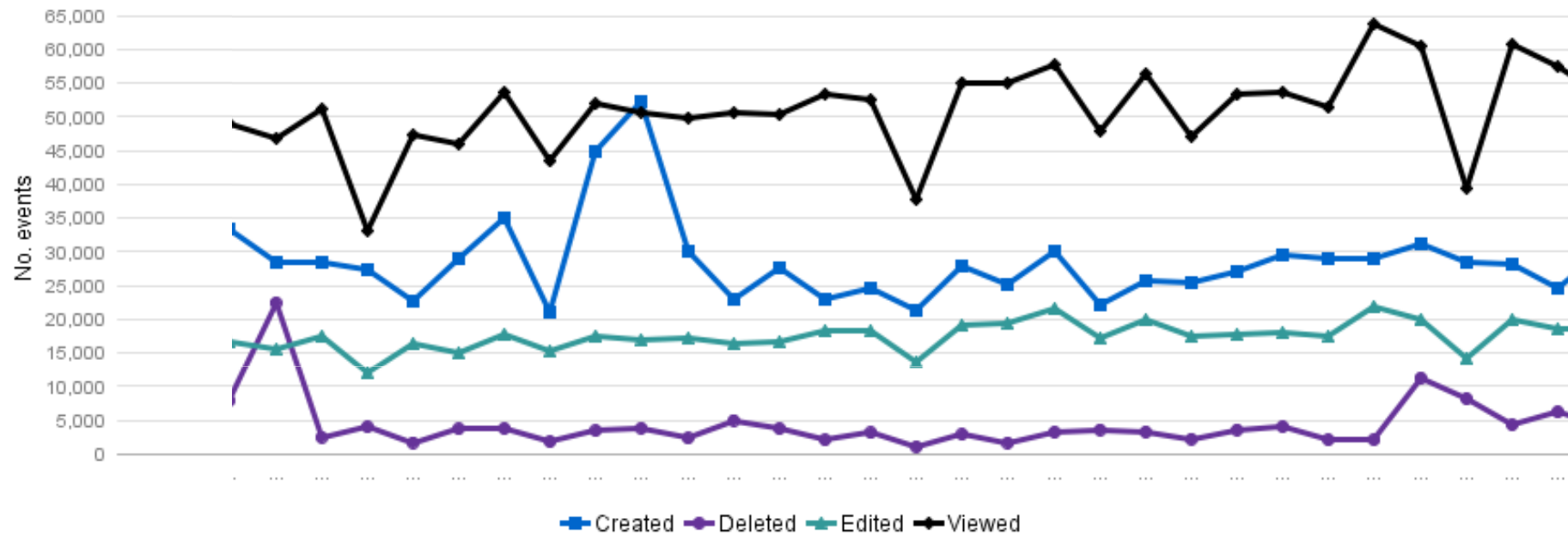
44% predicted rise in unstructured data

Act 2: The Lesson of TR Schellenberg

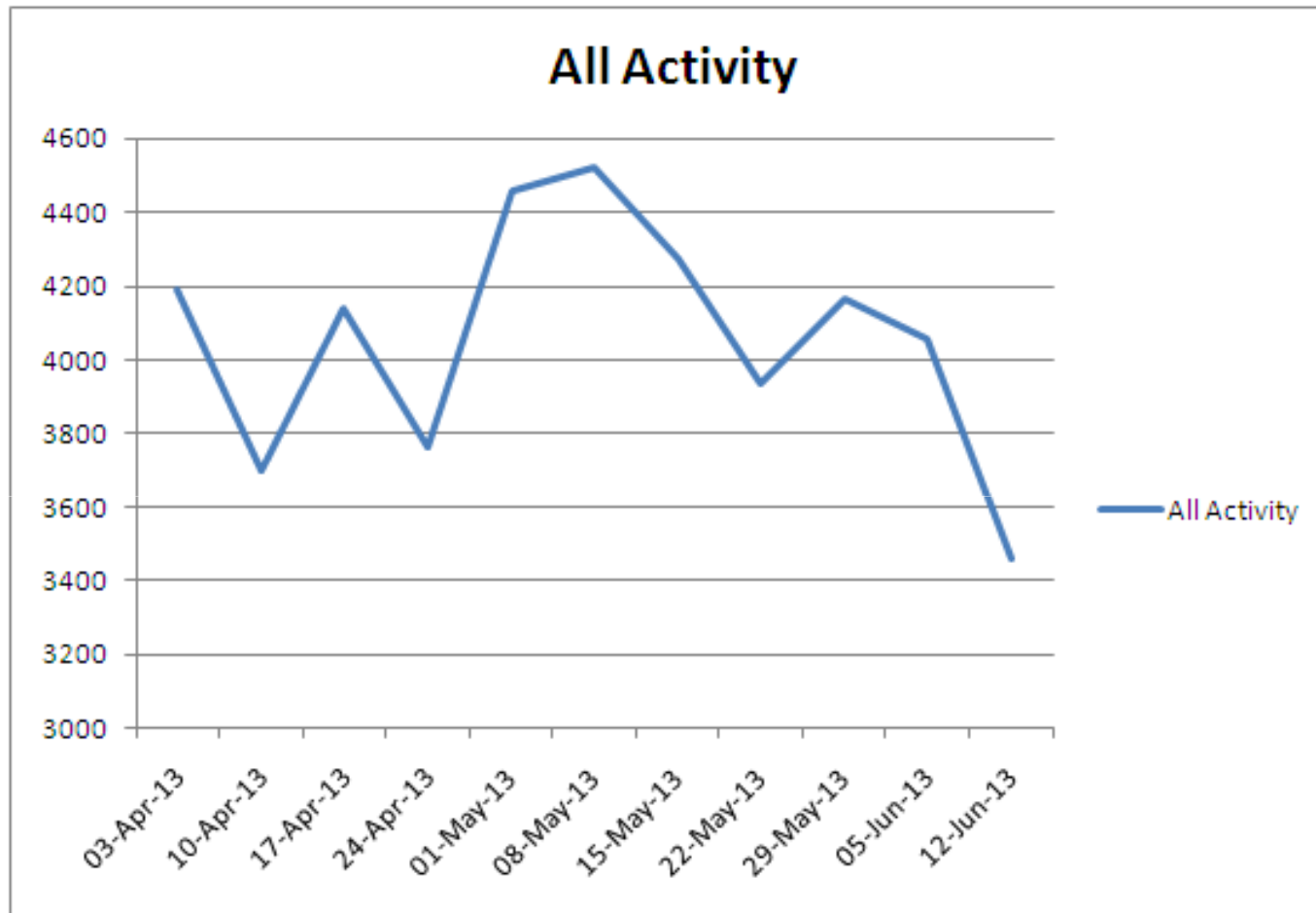
Man does not make records just because he has machines to produce them.

Modern archives; principles and techniques; 1956

Seeing beyond the data



Finding meaning (and possibly goodness)



Knowing what you don't know you know.

1. Learn the tacit secrets of your information. (Socialisation)
2. Translate this into explicit knowledge that you can communicate to other teams.
(Articulation)
3. Standardise this knowledge, putting it together into a manual or embodying it in a product / process.
(Combination)

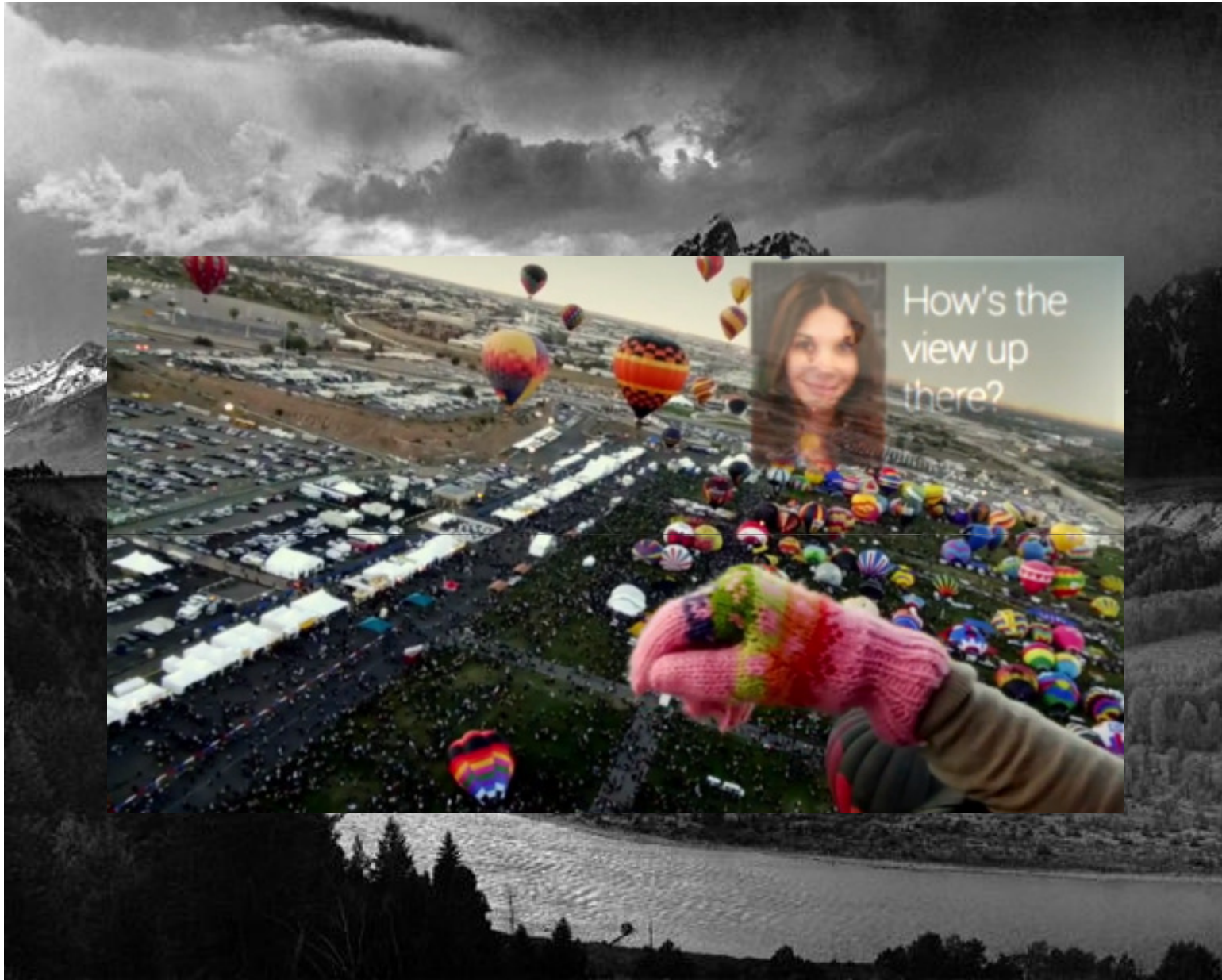
Shameless mash up of the work of Ikujiro Nonaka

Act 3: The Lesson of Barry Schwartz

Adding options to people's lives can't help but increase the expectations people have about how good those options will be.

Paradox of Choice, TedTalks; July 2005





Epilogue: The Lesson of Eric Idle

Always look on the bright side of life