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# THE EXECUTIVE’S GUIDE TO NAVIGATING THE INFORMATION UNIVERSE

Ensure That Employees Are Thinking about How Information Drives Business

Legal Implications

See and Balance Risk and Opportunity

## Rule 2: Be a Transformative Mover

**Executive Takeaway**

**Background**

- Executive Messaging
- Conjuring Up Big Thoughts

**Business Implications**

- Lead the Way
- Incubate Information-Focused Business Initiatives
- Investing in Information Innovation

**Legal Implications**

- Information Innovation: Lawyers Needed
- Innovative Lawyers for Innovative Ideas

## Rule 3: The Days of Companies “Controlling” Their Information Are Over

**Executive Takeaway**

**Background**

**Business Implications**

- Infinite Scalability
- Faster, Better, Cheaper
- Maybe They Are Just Better
- Cost
- Infinite Storage Breeds Bad Behavior
- Generally Little Room for Negotiation
- Do with Policy What You Couldn’t Do with Contract Negotiations
A Lack of Control Is Being Baked into Technologies Like
Blockchain

Information Will Always Be a Target for Criminals

Legal Implications

Lawyers Need to Negotiate Up Front

Legal and Compliance Obligations

Applying Policy to Data

Rule 4: Know the Building Blocks

Executive Takeaway

Background

Data

Records

Non-Record

Why This All Matters!

Business Implications

About Master Data Management

Legal Implications

Rule 5: Your Information Universe Is Chaos

Executive Takeaway

Background

It’s a Volume Problem

It’s a Speed Problem

It’s a Storage Location Problem

It’s a Lack of Organization Problem

It’s a More Laws Problem

It’s a “No End of Life” Problem

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