

What's New in the 2025 Edition

This edition, as have each of the preceding ones, has added hundreds of new ideas from highly recognized and distinguished business leaders from a wide variety of business disciplines.

Materials have been added to the following sections:

- § 1:5. A special note to attorneys and professional record managers.
- § 1:8. First things first.
- § 3:5. Primary purpose of a records corporate management program.
- § 3:6. Objectives of a corporate records management program.
- § 4:4. Overcoming roadblocks to a corporate records program.
- § 4:10. Motivating corporate personnel about effective corporate recordkeeping—Obtaining top management support.
- § 4:13. Career orientation for corporate records managers.
- § 4:25. Marketing and selling a record compliance program.
- § 4:26. Establishing records retention compliance committee or team.
- § 8:3. Electronic mail.
- § 8:19. Using social media to promote corporate success.
- § 8:20. Technology and automation.
- § 9:17. Characteristics of a model or ideal audit.
- § 10:2. What is different and critically important about corporate knowledge?
- § 11:1. What is the difference between explicit and tacit knowledge and why does it matter?
- § 11:7. Effectively implementing corporate information and knowledge.
- § 11:8. The importance of aligning corporate values and personal goals and objectives.
- § 12:2. Adding value to the corporation.
- § 12:3. Achieving record management departmental excellence.
- § 14:7. Is it critically important for a professional records manager to have a positive attitude and effective people skills?
- § 14:9. How should a corporation depend on its lawyers for managing its records?
- § 14:12. What role does trust play in developing and implementing an effective records management practice?
- § 15:3. What influence or persuasion methods should be used before one tries to sell a records management practice?
- § 15:4. How should one sell a records management practice to corporate clients?
- § 16:6. What are the major issues leaders of a law practice for managing corporate records or a records management company face in today's global economy?

- § 18:1. Career orientation for corporate records managers—Leadership and management styles.
- § 18:2. Career orientation for corporate records managers—Leadership and management styles—Centered leadership and storytelling.
- § 18:3. Career orientation for corporate records managers—Leadership and management styles—Leadership and management.
- § 18:6. Career orientation for corporate records managers—Leadership and management styles—Leadership competencies.
- § 18:7. Career orientation for corporate records managers—Leadership and management styles—Leaders as activists.
- § 18:8. Career orientation for corporate records managers—Leadership and management styles—Leadership strategies.
- § 18:9. Career orientation for corporate records managers—Leadership and management styles—Managing a leader’s time.
- § 18:10. Career orientation for corporate records managers—Leadership and management styles—Leadership character.
- § 18:11. Career orientation for corporate records managers—Leadership and management styles—Improving one’s leadership abilities.
- § 18:14. Career orientation for corporate records managers—Leadership and management styles—Leadership attributes and results.
- § 18:15. Career orientation for corporate records managers—Leadership and management styles—Leadership attributes and results—Essential leadership qualities of passion for integrity, trustworthiness, and character.
- § 18:18. Career orientation for corporate records managers—Leadership and management styles—Results-based leadership.
- § 18:24. Career orientation for corporate records managers—Leadership and management styles—How leaders learn and improve.
- § 18:25. Career orientation for corporate records managers—Leadership and management styles—Leadership authenticity and integrity.
- § 18:31. Making effective decisions.
- § 18:32. Taking action and getting things done.
- § 18:33. Being the program champion.
- § 19:1. Building and leading a learning organization.
- § 19:5. Appreciating the importance of emotional and social intelligence.
- § 20:1. Achieving peak performance.
- § 20:2. Appreciating the value of innovation and creativity.
- § 20:3. Solving problems.
- § 21:1. Achieving and sustaining individual success.
- § 21:2. The critical importance of people to business success.
- § 21:3. Achieving corporate success.
- § 22:2. The critical importance of positive thinking.

INTRODUCTION

- § 22:4. Anticipating the future.
- § 23:1. Corporate and business fundamentals: The broad subjects that a corporate record manager should be knowledgeable about to help his or her organization grow.
- § 23:2. Corporate fundamentals.
- § 23:7. Beyond knowledge and wisdom: Dealing with people.
- § 23:8. Beyond knowledge and wisdom: Dealing with people—Understanding, appreciating, and effectively dealing with the differences in individuals.
- § 23:9. Beyond knowledge and wisdom: Dealing with people—Motivating corporate personnel.
- § 23:10. Building a conducive work environment.
- § 23:11. Decision-making.
- § 23:13. Being entrepreneurial.
- § 24:1. Learning how to learn.
- § 24:3. The implications of learning and doing.
- § 24:4. A willingness to change.
- § 25:2. Effective communications.
- § 25:4. Making excellence a company and a personal standard.
- § 25:5. Assuming responsibility and accountability.
- § 26:2. Learning how to work completely and be totally consumed with one's task.
- § 26:4. Achieving happiness and job satisfaction.
- § 26:5. What matters includes politics.
- § 26:6. Taking initiative.
- § 26:9. Anticipating and preventing crises.
- § 26:10. The paradox of the innovative organization.
- § 26:13. Managing risk.
- § 26:14. Developing and executing an effective corporate strategy.
- § 27:1. Understanding and improving oneself.
- § 27:11. Achieving meaning and making a difference.

New sections in this edition include:

- § 27:17. Being grateful for all of one's blessings.
- § 27:18. Being thankful and thrilled to be alive.
- § 27:19. Being grateful for what you have.
- § 27:20. Being grateful for your passion and purpose.
- § 27:21. Being grateful for having the freedom to pursue one's fortune.
- § 27:22. Having the freedom of choice.
- § 27:23. Being grateful for the abundance you already have.
- § 27:24. Being grateful for being able to love and care for oneself and others.

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