

# Habit 5 of a Highly Successful Program: Communicate & Train

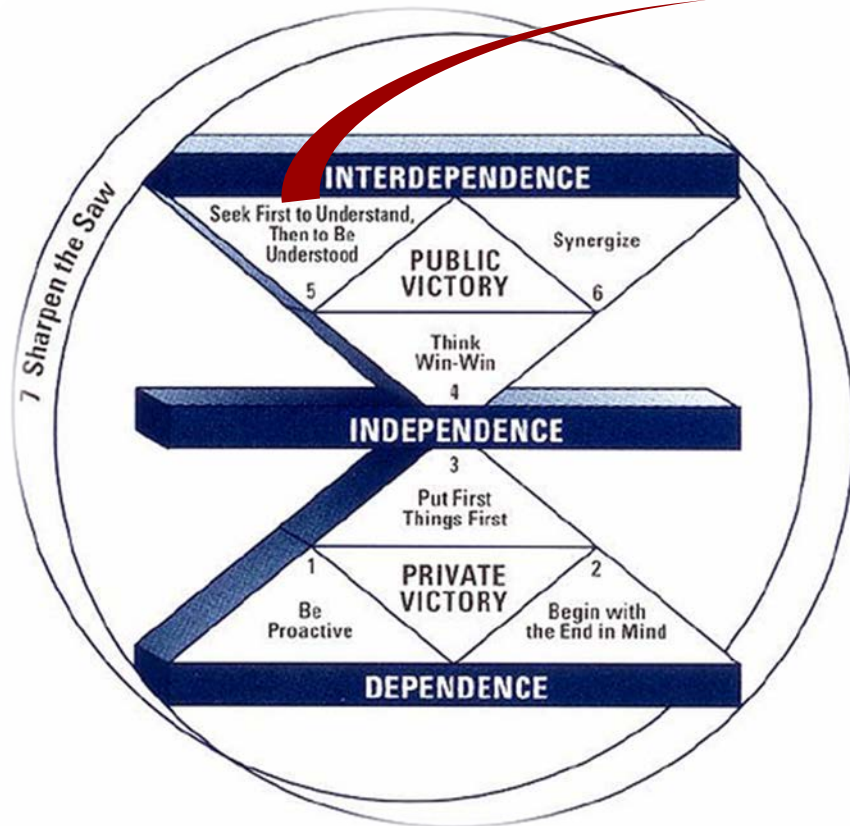
ARMA Dallas  
Dave Foley  
January 2020



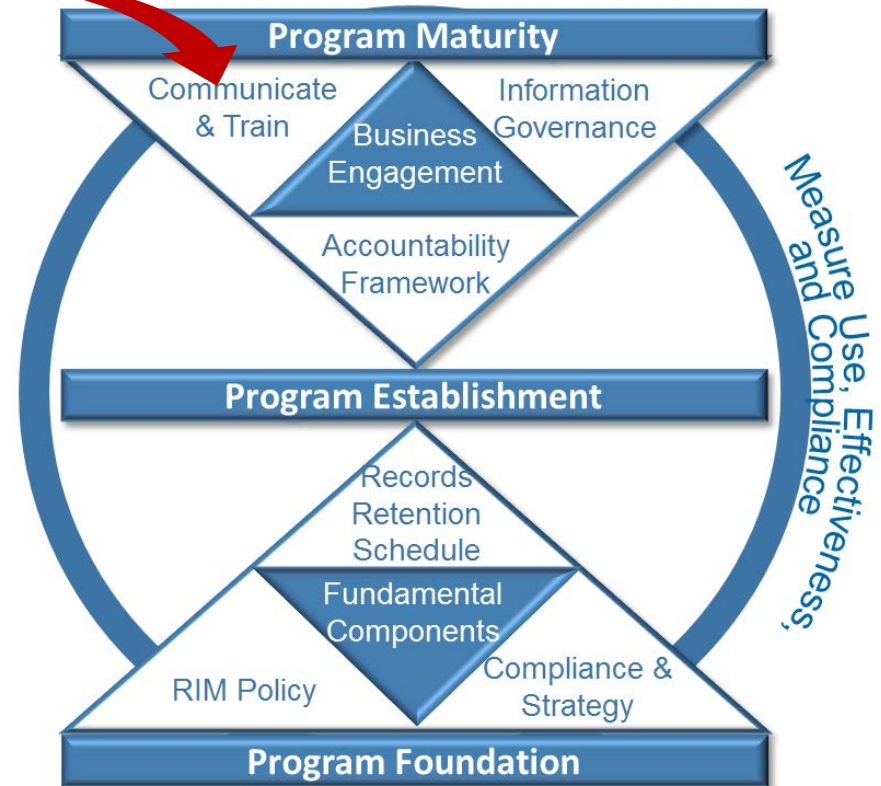
# Habit 5 of a Highly Successful Program

## *Communicate & Train*

Take the paradigm plunge



Who We Are



What We Do

# Habit 5 of a Highly Successful Program

## *Communicate & Train*

ONEOK – a midstream natural gas company;  
*not a RIM or IG company*

42,000 pipeline miles; gathering, processing, storage and transportation of natural gas and natural gas liquids for producers, processors and distribution / utility companies.



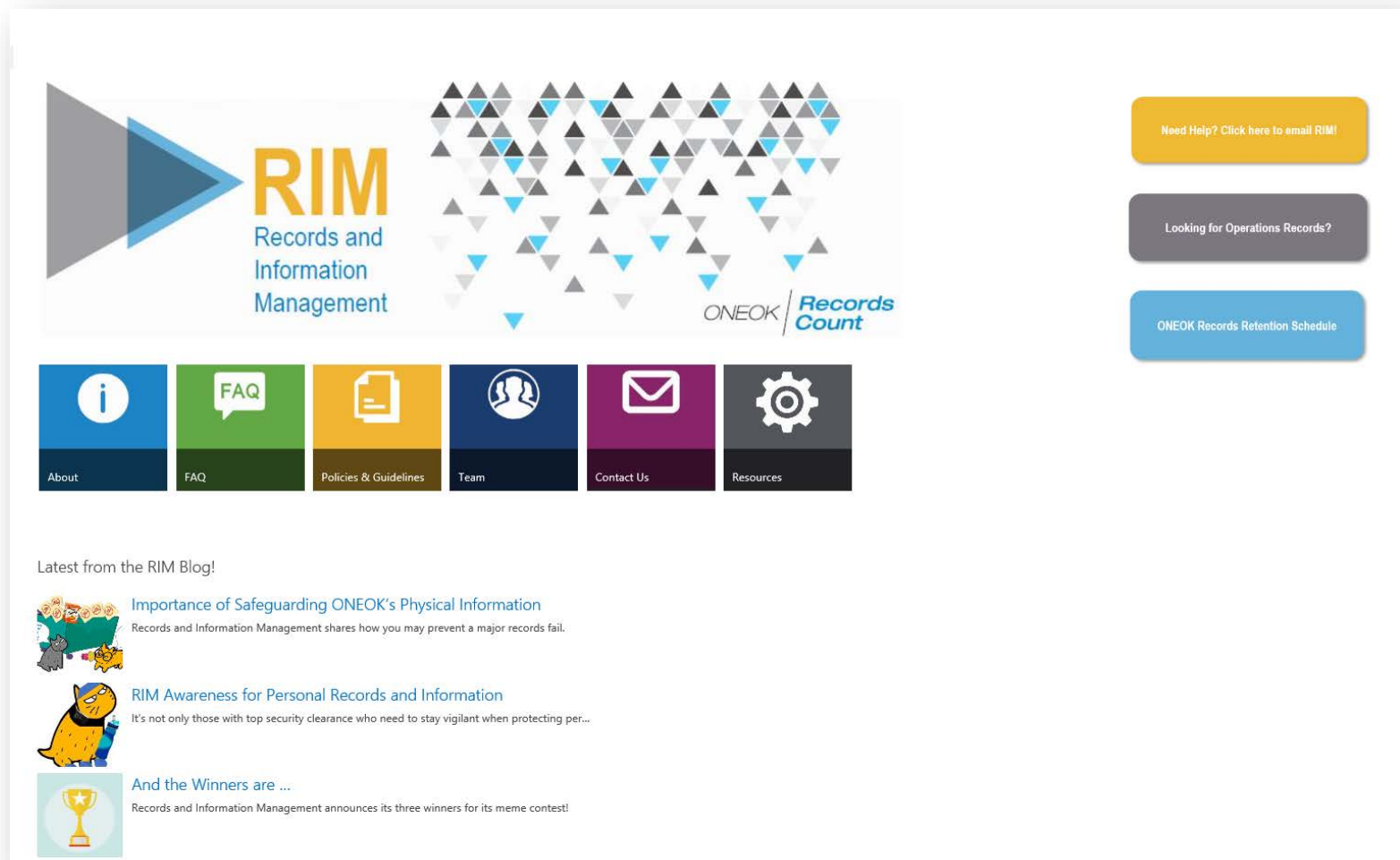
# Habit 5 of a Highly Successful Program

## Communicate & Train



# Habit 5 of a Highly Successful Program

## *Communicate & Train*



**RIM**  
Records and Information Management

ONEOK | *Records Count*


[About](#) [FAQ](#) [Policies & Guidelines](#) [Team](#) [Contact Us](#) [Resources](#)


[Need Help? Click here to email RIM!](#)


[Looking for Operations Records?](#)

[ONEOK Records Retention Schedule](#)

Latest from the RIM Blog!

 **Importance of Safeguarding ONEOK's Physical Information**  
Records and Information Management shares how you may prevent a major records fail.

 **RIM Awareness for Personal Records and Information**  
It's not only those with top security clearance who need to stay vigilant when protecting per...

 **And the Winners are ...**  
Records and Information Management announces its three winners for its meme contest!



# Habit 5 of a Highly Successful Program

## *Communicate & Train*

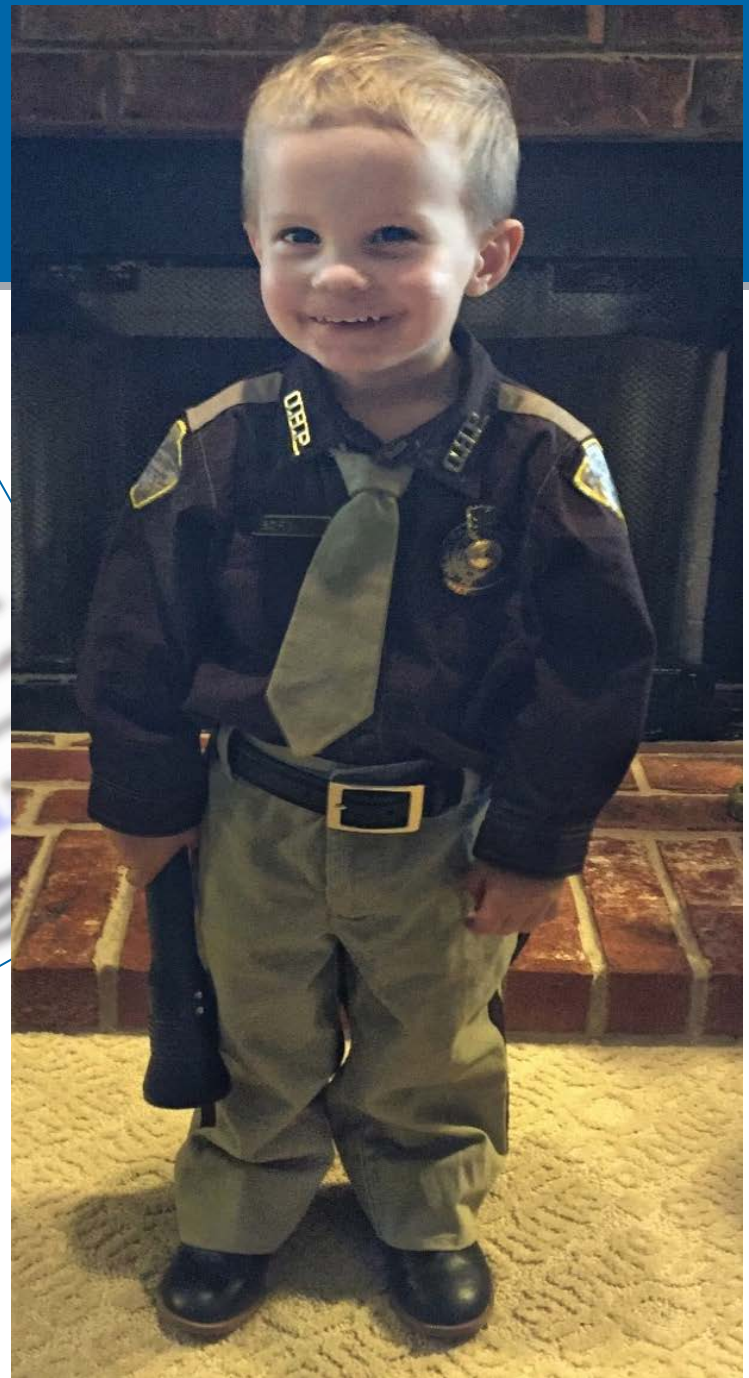


**My Company  
RIM / IG Policy**

# Habit 5 of a Highly Successful

*Communicate & Train*

## Policy Police (aka audit)



# Habit 5 of a Highly Successful Program

## *Begin with You*

Having a great vision and a worthy cause is not enough to have people follow you. You need people to **buy into you**; it is the price to pay if you want your vision to have a chance of becoming reality.

John C. Maxwell



Who We Are

**ALIGN**  
around a  
**MOTIVATING VISION**  
grounded in  
customer expectations

Define  
**GOALS**  
and  
**STRATEGIES**  
as a roadmap  
to success

Have the  
**RIGHT PLAYERS**  
in the  
**RIGHT ROLES**

Create the best  
**WORK ENVIRONMENT**  
so everyone thrives;  
**CELEBRATE SUCCESS!**

**MEASURE SUCCESS** with the **RIGHT MEASURES**  
and focus on **CONTINUOUS IMPROVEMENT**



What We Do



# Habit 5 of a Highly Successful Program

## *Begin with You*

Having a great vision and a worthy cause is not enough to have people follow you. You need people to **buy into you**; it is the price to pay if you want your vision to have a chance of becoming reality.

John C. Maxwell



# Habit 5 of a Highly Successful Program

*What's Your Purpose?*

“Continue to evolve our records and information management program by implementing standardized tools and processes with a focus on employee awareness and education”

(company strategic plan key goal, rev. 2016)

# Habit 5 of a Highly Successful Program

## *Strategy Drives Goals*

Strategy drives goals

Goals drive action

Actions deliver results

Reach new levels; Measure program effectiveness, use, and compliance; implement improvements

Instill teamwork; Integrate processes for effectiveness; automate for efficiencies

Take the paradigm plunge; Train everyone; keep the RIM message simple and easy

Create mutually beneficial solutions; Create company-wide accountability

Visualize desired results; One company-wide records retention schedule; includes common records schedule

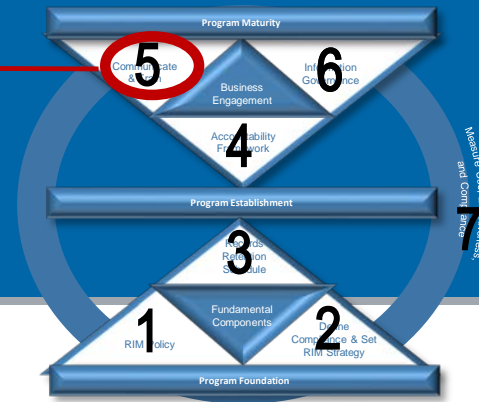
See the potential; Define compliance; establish the strategy

Take and give responsibility; One, company-wide policy as the foundation

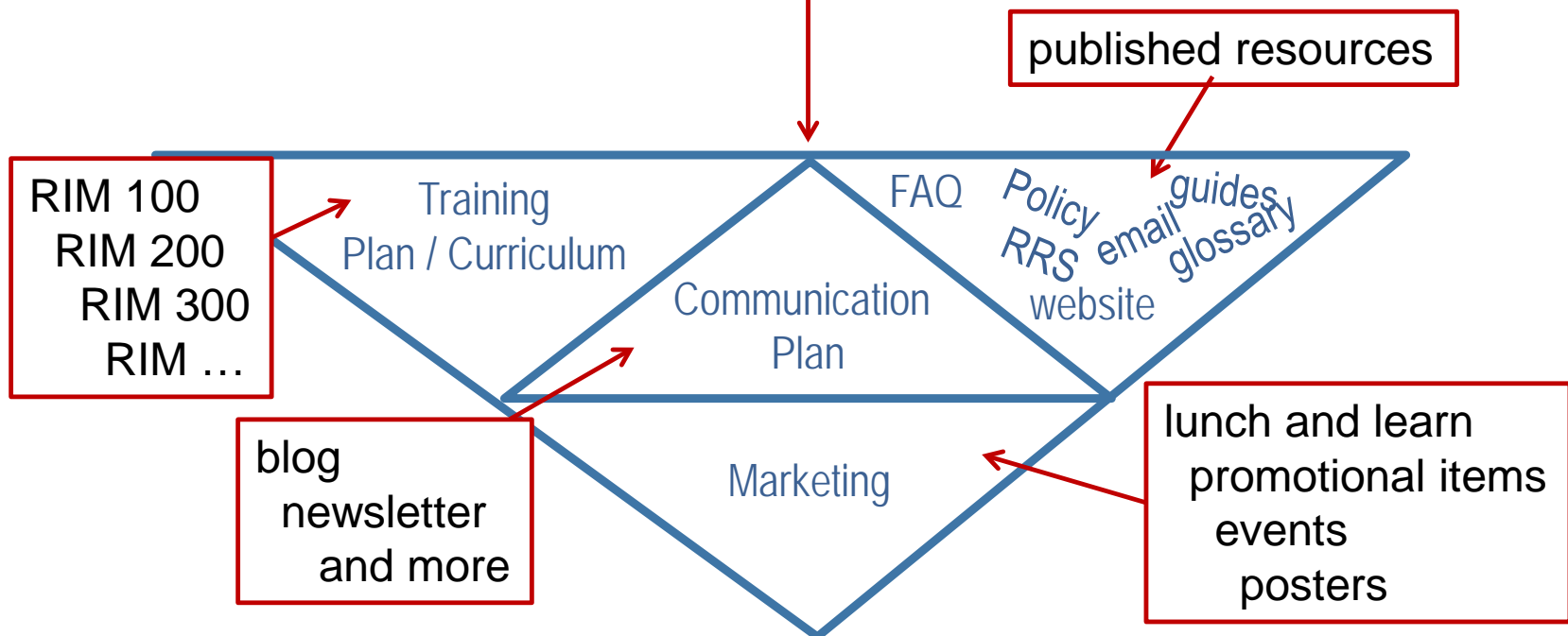


# Habit 5 of a Highly Successful Program

## *Communicate & Train*



Communicate and train with easy to understand messages





Strategy drives goals  
Goals drive action  
Actions deliver results

[illegible]

maturity models set foundation  
for the training and  
communication plans

# Habit 5 of a Highly Successful Program

## Communication Plan

Strategy & Audience	Purpose	Intended Re	Frequency
<b>E-mail</b> Information bulletins / Initial Training <ul style="list-style-type: none"> <li>VP/ Director</li> <li>Records Co</li> <li>Communicat</li> <li>Other depart</li> <li>information updates, etc.)</li> </ul>	Inform, engage	Employees under purpose, progress what their role is	
<b>Meetings</b> Coffee with VP/ Directors/ Managers RIM Introduction		Interact with employees in a ca	Plan, Contact Attendees Annual
Brown Bag lunches- introduction, training, update sessions, speakers (Specified business unit)	Inform, exchange	Inter a sti	
is	Inform, educate, clarify, guidance	Interact with management	Plan, Contact Attendees, Take 12x year (progress)
	Inform, educate, clarify	Allow RC's to discuss current RIM goals and progress	Plan, Contact Attendees, Take notes Quarterly



Senior Leadership



Record Coordinator Network



Guest Speakers

# Habit 5 of a Highly Successful Program

*Actions Deliver Results*

Strategy drives goals

Goals drive action

Actions deliver results

## Actions take many forms to

“Continue to evolve our records and information management program by implementing standardized tools and processes with a **focus on employee awareness and education**”

(company key goal, rev. 2016)

# Habit 5 of a Highly Successful Program

*Actions Deliver Results*

Strategy drives goals

Goals drive action

Actions deliver results

## Actions take many forms to

Create awareness & understanding

≈ Build or acquire training material

≈ Deliver training in various formats

≈ Leverage synergies

≈ Assign accountability and achieve support

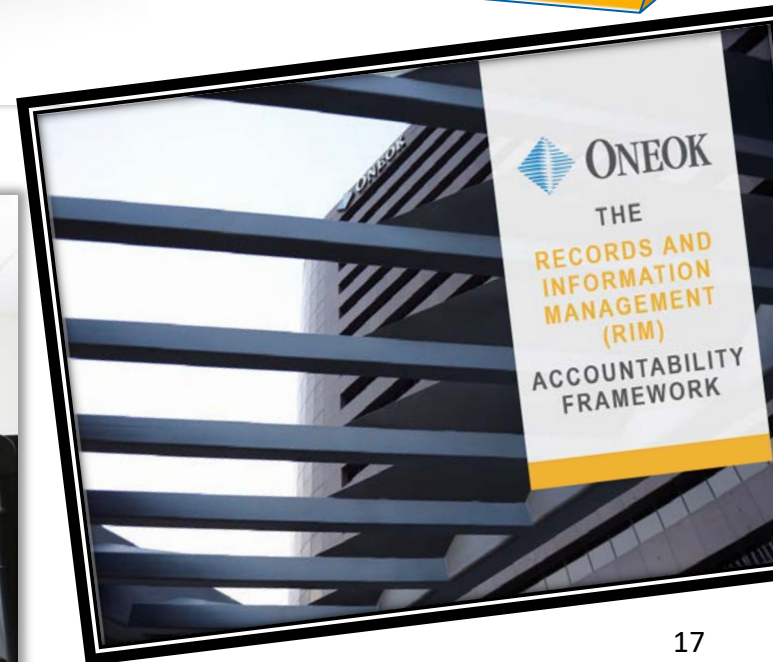
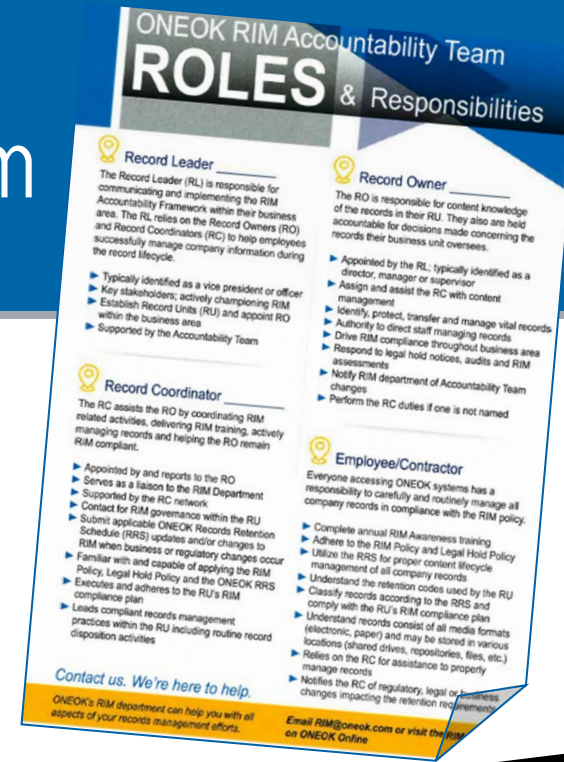
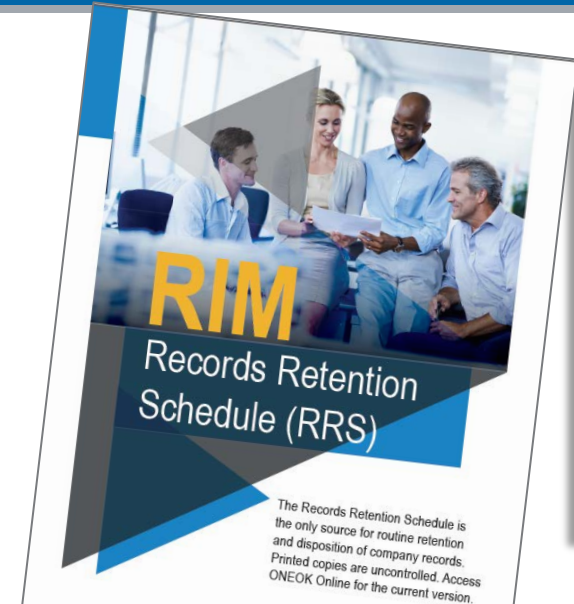
≈ Measure use and effectiveness

≈ Make it fun



# Habit 5 of a Highly Successful Program

## Training Material and Formats



# Habit 5 of a Highly Successful Program

## Training Material and Formats

### RECORDS RETENTION SCHEDULE TRAINING

### Ethics & Compliance BRIEF RECORDS MANAGEMENT

# Welcome

## Records & Information Management Awareness

### THE INFORMATION ROAD TRIP

### ONEOK RIM Accountability Team ROLES & Responsibilities

#### Record Leader

The Record Leader (RL) is responsible for communicating and implementing the RIM Accountability Framework within their business area. The RL relies on the Record Owners (RO) and Record Coordinators (RC) to help employees successfully manage company information during the record lifecycle.

- Typically identified as a vice president or officer
- Key stakeholders; actively championing RIM
- Establish Record Units (RU) and appoint RO within the business area
- Supported by the Accountability Team

#### Record Coordinator

The RC assists the RO by coordinating RIM related activities, delivering RIM training, actively managing records and helping the RO remain RIM compliant.

- Appointed by and reports to the RO
- Serves as a liaison to the RIM Department
- Supported by the RC network
- Contact for RIM governance within the RU
- Submit applicable ONEOK Records Retention Schedule (RRS) updates and/or changes to RIM when business or regulatory changes occur
- Familiar with and capable of applying the RIM Policy, Legal Hold Policy and the ONEOK RRS compliance plan
- Leads compliant records management practices within the RU including routine record disposition activities

#### Record Owner

The RO is responsible for content knowledge of the records in their RU. They also are held accountable for decisions made concerning the records their business unit oversees.

- Appointed by the RL; typically identified as a director, manager or supervisor
- Assign and assist the RC with content management
- Identify, protect, transfer and manage vital records
- Authority to direct staff managing records
- Drive RIM compliance throughout business area
- Respond to legal hold notices, audits and RIM assessments
- Notify RIM department of Accountability Team changes
- Perform the RC duties if one is not named

#### Employee/Contractor

Everyone accessing ONEOK systems has a responsibility to carefully and routinely manage all company records in compliance with the RIM policy.

- Complete annual RIM Awareness training
- Adhere to the RIM Policy and Legal Hold Policy
- Utilize the RRS for proper content lifecycle management of all company records
- Understand the retention codes used by the RU
- Classify records according to the RRS and comply with the RU's RIM compliance plan
- Understand records consist of all media formats (electronic, paper) and may be stored in various locations (shared drives, repositories, files, etc.)
- Relies on the RC for assistance to properly manage records
- Notifies the RC of regulatory, legal or business changes impacting the retention requirements

Contact us. We're here to help.

ONEOK's RIM department can help you with all of your records management efforts.

Email [RIM@oneok.com](mailto:RIM@oneok.com) or visit the [oneok.com](http://oneok.com) on ONEOK Online



# Habit 5 of a Highly Successful Program

## Training Material and Formats



### RIM Accountability Framework

#### ONEOK RIM Accountability Team ROLES & Responsibilities

##### Record Leader

The Record Leader (RL) is responsible for communicating and implementing the RIM Accountability Framework within their business area. The RL relies on the Record Owners (RO) and Record Coordinators (RC) to help employees successfully manage company information during the record lifecycle.

- Typically identified as a vice president or officer
- Key stakeholders, actively championing RIM
- Establish Record Units (RU) and appoint RO within the business area
- Supported by the Accountability Team

##### Record Owner

The RO is responsible for content knowledge of the records in their RU. They also are held accountable for decisions made concerning the records their business unit oversees.

- Appointed by the RL, typically identified as a director, manager or supervisor
- Assign and assist the RC with content management
- Identify, protect, transfer and manage vital records
- Authority to direct staff managing records
- Drive RIM compliance throughout business area
- Respond to legal hold notices, audits and RIM assessments
- Notify RIM department of Accountability Team changes
- Perform the RC duties if one is not named

##### Record Coordinator

The RC assists the RO by coordinating RIM related activities, delivering RIM training, actively managing records and helping the RO remain RIM compliant.

- Appointed by and reports to the RO
- Serves as a liaison to the RIM Department
- Supported by the RC network
- Contact for RIM governance within the RU
- Submit applicable ONEOK Records Retention Schedule (RRS) updates and/or changes to RIM when business or regulatory changes occur
- Familiar with and capable of applying the RIM Policy, Legal Hold Policy and the ONEOK RRS
- Executes and adheres to the RU's RIM compliance plan
- Levels compliant records management practices within the RU including routine record disposition activities

##### Employee/Contractor

Everyone accessing ONEOK systems has a responsibility to carefully and routinely manage all company records in compliance with the RIM policy.

- Complete annual RIM Awareness training
- Adhere to the RIM Policy and Legal Hold Policy
- Utilize the RRS for proper content lifecycle management of all company records
- Understand the retention codes used by the RU
- Classify records according to the RRS and comply with the RU's RIM compliance plan
- Understand records consist of all media formats (electronic, paper) and may be stored in various locations (shared drives, repositories, files, etc.)
- Relies on the RC for assistance to properly manage records
- Notifies the RC of regulatory, legal or business changes impacting the retention requirements

**Contact us. We're here to help.**

ONEOK's RIM department can help you with all aspects of your records management efforts.

Email [RIM@oneok.com](mailto:RIM@oneok.com) or visit the RIM page on ONEOK Online



**Capture**



**Classify**



**Manage**



**Search**



**Retain**



**Dispose**

## ONEOK / Records Count

April is Records and Information Management (RIM) Month, and ONEOK's RIM department is excited to celebrate by introducing its new brand: **ONEOK Records Count.**

Every ONEOK record is important to the business and must be managed throughout its lifecycle. RIM invites you to learn more about the record lifecycle, shown above, by visiting the RIM blog on ONEOK Online, or by contacting [RIM@oneok.com](mailto:RIM@oneok.com).





### RIM Records Retention

#### Did You Know?

*There is a new ONEOK RRS*

You can find the new RRS by visiting ONEOK Online > Our Company > Corporate Departments > Records and Information Management > Records Retention Schedule.

Examples of things that may look different (examples in blue):

**Retention code renumbering structure**

Before: EOH-04 Customer Relationship Management

Now: EOH-200 Customer Relationship Management

**Some Record Series became inactive**

Before: OPS-09 Distribution Operations

Now: Not in the retention schedule, ONEOK does not have gas distribution type information.

**Some Record Series have split**

Before: LEG-04 Real Property Contracts and Agreements

Now: LEG-300 Real Property Purchases, Sale and Leases  
LEG-310 Real Property Access and Use  
LEG-320 Real Property Easements and Rights of Way

**Some Record Series have retention period changes**

Before: ESH-09 Safety Permits EVT+6 (EVT = Current Year)

Now: ESH-720 Safe Work Permits EVT+1 (EVT = End of calendar year)

**Some Record Series have combined**

Before: HPM-06 Personnel Management and Employment History  
HPM-07 Hired Applicant Materials  
HPM-10 Employees Medical Files

Now: HPM-120 Personnel Management and Employment History

**ONEOK Records Count**

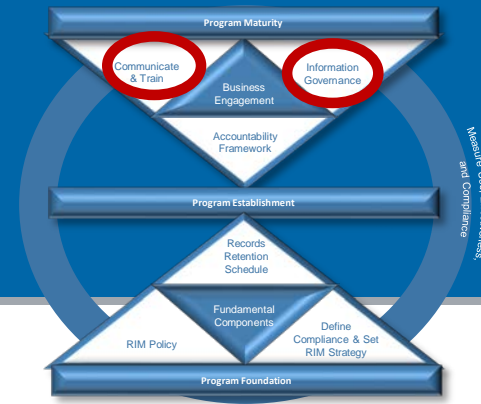
Please familiarize yourself with the new RRS and the Record Series you utilize.

**Contact us. We're here to help.**

Email [RIM@oneok.com](mailto:RIM@oneok.com) or visit the RIM page on ONEOK Online

# Habit 5 of a Highly Successful Program

## *Leverage Synergies*



Environmental

Information Security

Internal Audit

Plant and Pipeline Operations

Gov't Relations / PAC

(many, many more)



# Habit 5 of a Highly Successful Program

## *Assign Accountability and Achieve Support*



Human Resources

RIM Accountability Framework

EDIT LINKS

Search this site

## RECORD UNIT:EMPLOYEE RELATIONS



**Record Leader (RL)** - Responsible for communicating and implementing the RIM Accountability Framework within their business area. The RL relies on the Record Owners (RO) and Record Coordinators (RC) to help employees successfully manage company information during the record lifecycle.



**Group Record Owner (GRO)**- Assists the RL and RO by communicating the purpose of the RIM Accountability Framework with their business area. Assists with content knowledge of records in RU when needed.



**Record Owner (RO)**- Responsible for content knowledge of the records in their RU. They also are held accountable for decisions made concerning the records their business unit oversees.



**Record Coordinator(s) (RC)**- Assists the RO by coordinating RIM related activities, delivering RIM training, actively managing records and helping the RO remain RIM compliant.

November 2019 through January 2020 Activities:

1. Review your [RIM Improvement Plan](#)!
2. Review Your [File Plan and Retention Codes Spreadsheet](#).
3. Watch Video Set #1 (three videos) on the [RCN Training Page](#)
4. Keep an eye out for a January RCN Lunch and Learn over ONEOK Content Repositories!
5. Contact [RIM@oneok.com](mailto:RIM@oneok.com) with any questions!

Looking for the HR Timeline? Click [here](#).

### Documents

[+ new document](#) or drag files here

- | ✓ | Name                                               |
|---|----------------------------------------------------|
|   | 2019.2020 RIM Improvement Plan Overview_2019.11.20 |
|   | 2019.2020_RIM Improvement Plan_Employee Relations  |
|   | EmployeeRelations_FilePlan_RetentionCodes          |
|   | Information Gathering Exercise_Responses           |

# Habit 5 of a Highly Successful Program

## *Assign Accountability and Achieve Support*

## RIM Accountability Framework

Have a question?



Post in our [Forum!](#)

Looking for the RCN Trainings?



[Click here!](#)

Complete the Information Gathering Exercise

[Click here!](#)

Complete the Training Evaluation Form!



[Click here!](#)

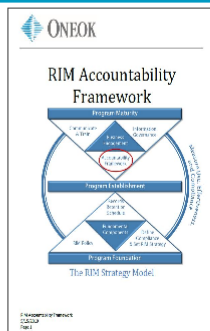
Record Unit Pages:

Administrative Services

- [Corporate Services](#)
- [Human Resources](#)

Some key RIM Accountability Framework documents to acquaintate yourself with:

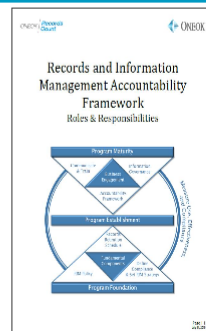
### RIM Accountability Framework - Strategy Document



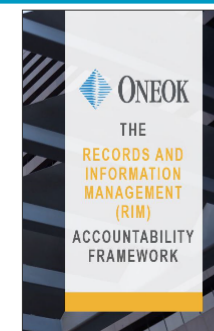
### RIM Accountability Framework (Handout)



### RIM Accountability Framework - Roles & Responsibilities



### RIM Accountability Framework - Introductory Presentation



# Habit 5 of a Highly Successful Program

## *Assign Accountability and Achieve Support*

## RCN Training

### Record Coordinator Network (RCN) Video Set 1:

To play any of the following videos, simply click on the title or video screenshot. The video will open in another browser window. Simply click on the video to start it. Double click on the video to make it larger.

Questions or issues with the videos? Simply email [RIM@oneok.com](mailto:RIM@oneok.com) for assistance!

#### INFORMATION CAPTURE



#### INFORMATION CLASSIFICATION AND MANAGEMENT



#### MANAGING ELECTRONIC INFORMATION AND RECORDS



### In-Person Training Decks:

Below are PDFs of the in-person training sessions.

# Habit 5 of a Highly Successful Program

## *Assign Accountability and Achieve Support*



### In-Person Training Decks:

Below are PDFs of the in-person training sessions.

[Introduction to RIM Accountability Framework](#)



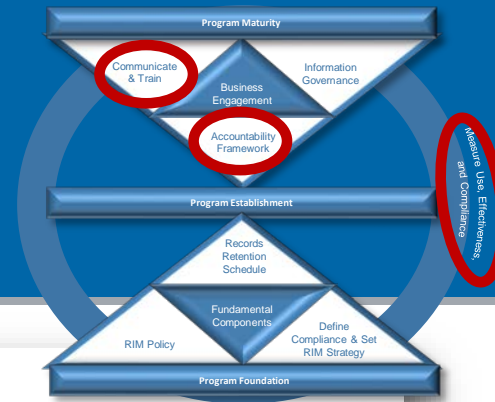
[RIM Fundamentals/RIM 101](#)





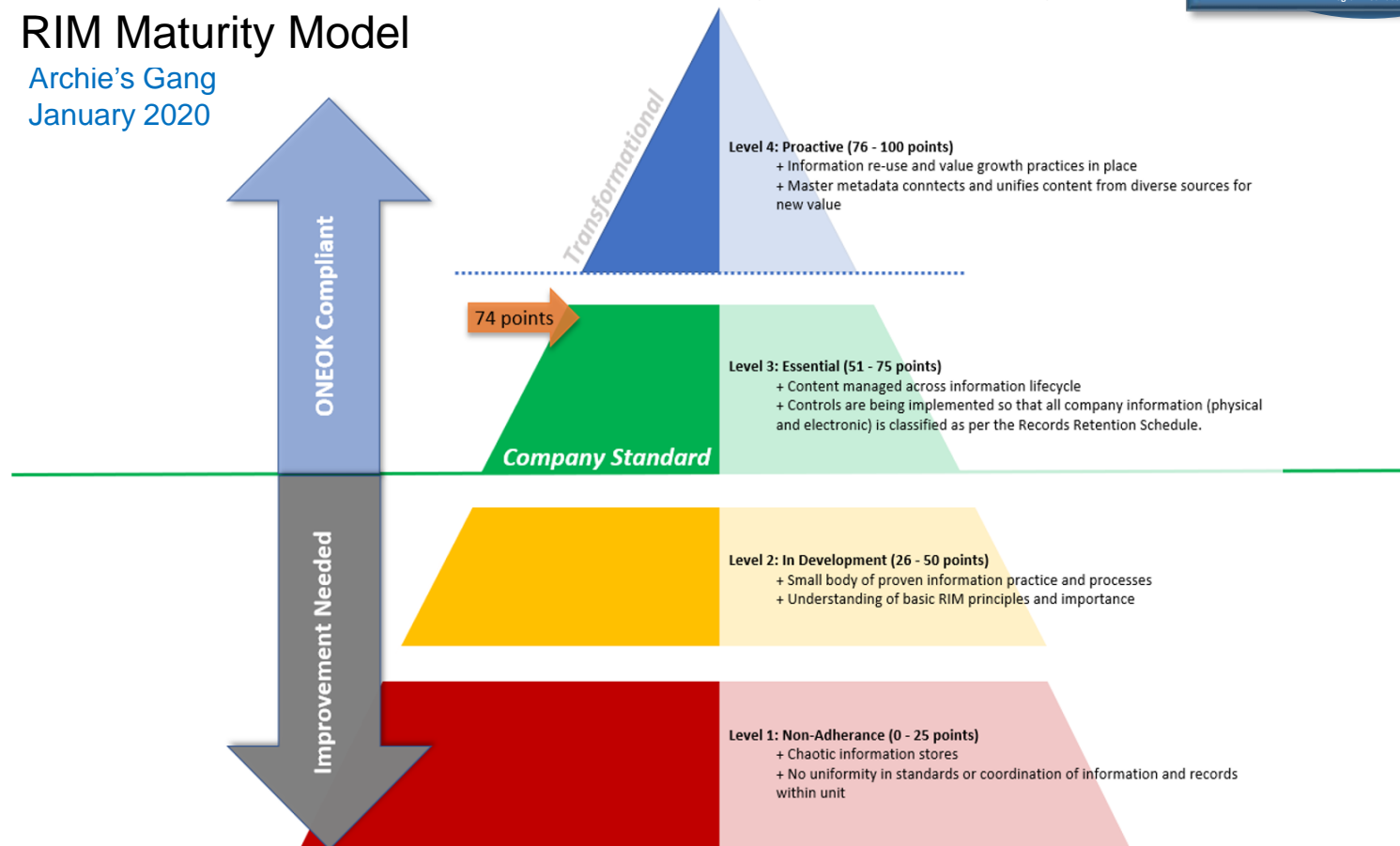
# Habit 5 of a Highly Successful Program

## *Measure Use and Effectiveness*



### RIM Maturity Model

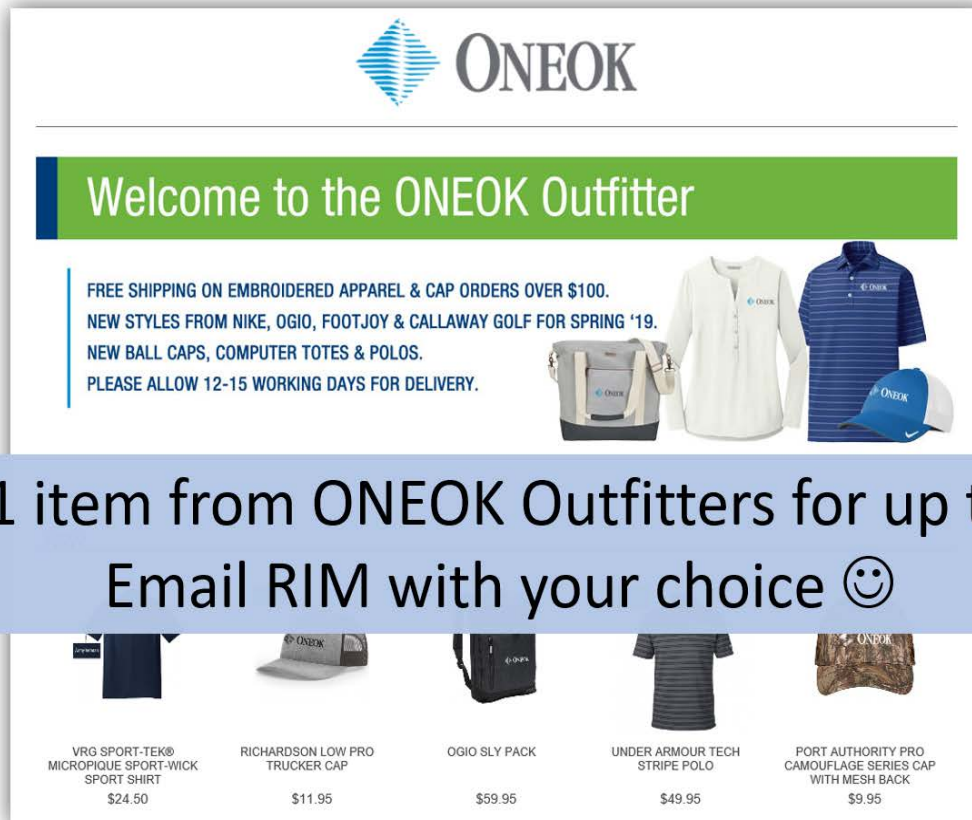
Archie's Gang  
January 2020




# Habit 5 of a Highly Successful Program

## *Make It Fun*


### RIM Superstar Award 😊










Welcome to the ONEOK Outfitter

FREE SHIPPING ON EMBROIDERED APPAREL & CAP ORDERS OVER \$100.  
NEW STYLES FROM NIKE, OGIO, FOOTJOY & CALLAWAY GOLF FOR SPRING '19.  
NEW BALL CAPS, COMPUTER TOTES & POLOS.  
PLEASE ALLOW 12-15 WORKING DAYS FOR DELIVERY.



Select 1 item from ONEOK Outfitters for up to \$100!  
Email RIM with your choice 😊

				
VRG SPORT-TEK® MICROPIQUE SPORT-WICK SPORT SHIRT \$24.50	RICHARDSON LOW PRO TRUCKER CAP \$11.95	OGIO SLY PACK \$59.95	UNDER ARMOUR TECH STRIPE POLO \$49.95	PORT AUTHORITY PRO CAMOUFLAGE SERIES CAP WITH MESH BACK \$9.95

# Habit 5 of a Highly Successful Program

## *Make It Fun*

Cohesive design and “tagline” as building blocks

Included in all correspondence: email signature, posters, marketing and training material



Information Lifecycle



# Habit 5 of a Highly Successful Program

## *Make It Fun*

**DO YOU HAVE WHAT IT TAKES**



**TO WIN THE RIM MEME CONTEST?**

**RIM Awareness Event**

7:30 to 9 a.m. and 11 a.m. to 1 p.m.  
Tuesday and Thursday, April 16 and 18  
Lower Lobby



Mr. Stick Figure  
(As seen in RIM's  
new training video)

Join Records and Information Management (RIM) for a come-and-go event, during which you can enter the meme contest. Snacks and beverages will be provided, and there will be giveaways.

For more, go to ONEOK Online > Employee Resources > Corporate Departments > Records and Information Management.

**Don't Forget: Deadline to complete RIM training is April 29.**  
Questions? Email [RIM@oneok.com](mailto:RIM@oneok.com).

ONEOK / Records Count





# Habit 5 of a Highly Successful Program

## *Make It Fun*

DO YOU HAVE WHAT  
TO WIN THE RIM MEME C  
RIM Awareness E

Sometimes I'll start to **manage my records** and  
I don't even know where they are going...



I just hope I find them along the way.

ONEOK Records Count

Online > Employee  
Departments > Records  
ent.

Training is April 29.  
com.

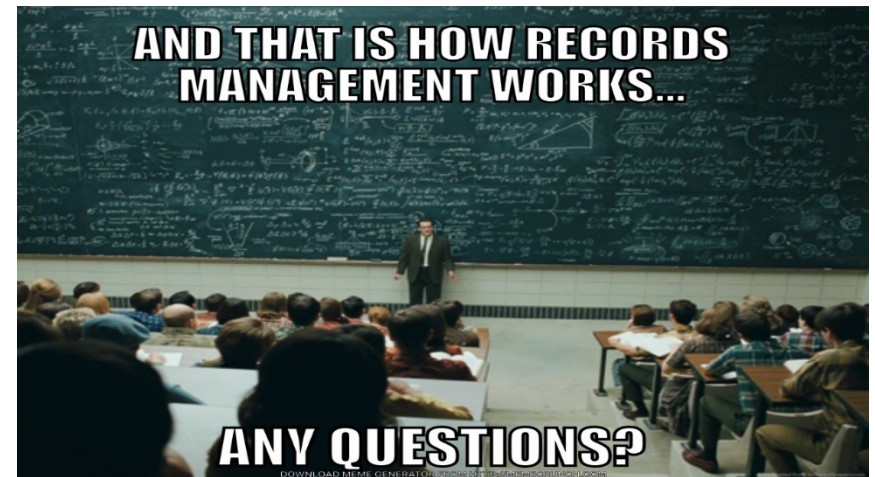
ONEOK Records Count





# Habit 5 of a Highly Successful Program

## *Make It Fun*

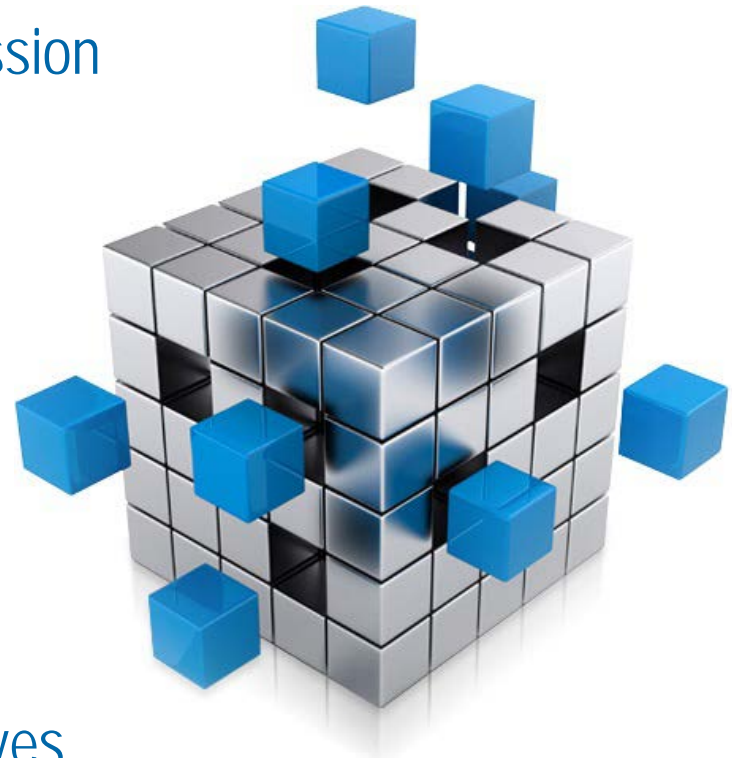


# Habit 5 of a Highly Successful Program

## *Lessons Learned*

Strategy drives goals  
Goals drive action  
Actions deliver results

- Know your culture, audience, and barriers
- People need to buy into you & your passion
- Communicate to inspire
- Connect where it matters
  - leadership
  - peers & peer organizations
  - staff
  - internal customers
- Influence beyond the immediate
  - enable new opportunities
  - take advantage of grassroot initiatives and home-grown efforts; find that element of passion for addressing individual and business needs



# Habit 5 of a Highly Successful Program



"The greatest challenge for most of us is not that our aim is too high and we miss it; but that our aim is too low and we reach it"

Michelangelo



**Dave Foley**

Director

Records and Information Management

918-595-1564

[dave.foley@oneok.com](mailto:dave.foley@oneok.com)

at ONEOK, Records Count