



# President's Letter

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How important is Communication and Education to an effective Asset Management Program? There are those times when I, like everyone else out there, sometimes thinks “am I just talking to a brick wall?” Or, “I must be speaking in a foreign language because no one seems to truly understand what I am trying to say.” What happens when the same situation occurs in the business world? What are the consequences to the organization when the knowledge you have to convey to your key stakeholders, your executive committee, subordinates and co-workers is misinterpreted or worse, completely ignored?

No business process can proceed in an orderly fashion without effective Communication. All the plans, management systems and bits and bytes won't help an organization prosper if the supporting processes – effective communication and ongoing education are not working in tandem. Think of all that can go awry when people fail to communicate and learning stops? Business deals falter, jobs are lost, operational failures occur and organizations fail to meet their goals.

Effective communication makes everything in the business world possible. In the deployment of best practices for ITAM, it requires the support of many people and strong backing from the organization as a whole working together to implement this program of change management. Implementing an ITAM program requires concise Communications and ongoing Education throughout the enterprise to ensure that the new Asset Management policies and procedures are successful.

Today Communication takes on many forms in an organization, be it verbal, hand-written, in an email or sometimes even as casual as a sticky note on your monitor. Every form of Communication in an organization must be handled professionally and regarded as essential when implementing an Asset Management Program.

Education by itself can take the form of cross training, formal certification courses, reading up on current trends or legislative initiatives – the list goes on. Asset Managers should identify educational requirements and include them in the implementation plan before an Asset Management Program commences.

An effective Communication and Education Program will greatly impact an organization regardless of size or industry. If your Asset Managers cannot communicate the need for implementing IT Asset Management to the stakeholders and executive sponsors, the program is doomed to fail. Conversely, if Asset Managers fail to get the support needed from upper management to educate themselves on proper Asset Management procedures, again the ITAM program is doomed to fail.

As we at IAITAM profess, Communication and Education are Key Process Areas and should be treated with as much reverence in an ITAM program as the other KPA's such as Disposal Management or Asset Identification. I encourage each of you to read the Communication and Education book in the IAITAM Best Practice Library and implement a pro-active plan towards an appropriate Communication plan to fulfill your Educational goals in support of your organization's Asset Management program.

Without effective Communication and continuing Education, we encourage stagnation and failure.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barbara Rembiesa'.

Barbara Rembiesa  
President and Founder  
IAITAM