

Andrew J. SanAgustin
ARMA Questions for Consideration for Director Position

Please provide a link to your LinkedIn profile:

www.linkedin.com/in/andrewsanagustin

What are the key areas you think ARMA needs to focus on to reinforce its leadership in IG?

Accessibility and availability through technology. Purposeful communication. Intelligent engagements, and continued transparency in leadership! Continued flex in Region/Chapter needs.

Where have you had the opportunity to lead a group through change?

Work (engagements with new teams, processes, workflows, assignments, etc.), association leadership roles (ARMA, AIIM, PSALA), consulting opportunities, and personal experiences. It's not the message, it's the way the message is delivered plus the way the message is received (honesty without compassion is brutality) - be effective, no need to be right, drop off the ego at the door cause we're all in this together! Treat others the way they want to be treated, not the way you want to be treated!

What are the top two issues ARMA should focus on in the next 12 months, and why?

1 - Continued App development and functionality - KEY TO LONGEVITY, connection is power, designed/simplistic messaging is key!

2 - Preserving the brand properly without over saturation (let's be the pair of shoes everyone wants and is talking about, not the pair everyone has and no one remembers) - "Dress shabbily and they remember the dress; dress impeccably and they remember the woman" Coco Chanel