

Philip Guenther
ARMA Questions for Consideration for Director Position

Please provide a link to your LinkedIn profile:

<https://www.linkedin.com/in/phil-guenther-j-d-crm-7a1a124/>

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

I think we all need to watch what's happening with technology as it relates to our profession. For many of us, our business partners are already using several forms of artificial intelligence as a regular part of their business. If we want to keep RIM and IG relevant in our organizations, it's not enough to just "show up at the table" anymore. We need to be advancing along with everyone else.

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

Any time you take a new role as a people manager, you are responsible for leading your direct reports through a huge amount of change. In my experience, the best way to do that is to listen while you lead. Just because something has always been done a certain way doesn't mean it's bad or wrong. I like to wait a little bit to see what works and what doesn't. Change can be hard on people, and I've had the most success by being patient and open to learning.

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

1. Membership, because it determines the future existence of this organization, and we're not where we need to be.
2. Privacy, because it's not going away any time soon, and our members need the proper tools and resources to effectively contribute to these efforts at their organizations.