HOW TO BUILD AND SUSTAIN YOUR IG PROGRAM WITH A PLAYBOOK

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AGENDA

- What is a playbook
- The value of a playbook
- Building your playbook

What is a Playbook?
WHAT IS A PLAYBOOK?

A compilation of the organization's business "plays"

• A description of how to execute the "plays" as they exist today
  • As-is, not ideal
  • In the context of your organization and your culture

• A living document and user manual
WHAT THE PLAYBOOK IS NOT

- A regurgitation of industry standards and “best practices”
- A copy of how another company may have chosen to do it
- A set of detailed procedures
- A strategy

THE VALUE OF A PLAYBOOK

- Organization
- Efficiency
- Cost Savings
- Work Quality

- Employee Training
- Independence
- Improvement

BENEFITS OF USING A BUSINESS PLAYBOOK

Source: Indeed.com [https://www.indeed.com/career-advice/career-development/what-is-a-playbook-in-business]
Hey, it’s what we do!

The playbook includes everything you need to execute your program’s plays – all in one place.

Consistency in what tasks are performed… Even if you’re out of the office and not the one performing them.

• Improve employee onboarding and training efficiency and consistency
• Set them up for success and accountability
THE PLAYBOOK SHOULD ANSWER THESE QUESTIONS:

1. What would your replacement need to know to do your job for 30-60-90 days?
2. What are the things you do, create, monitor, or report regularly?
3. What are the questions you answer every day/week/month?

BUILDING YOUR PLAYBOOK

STRUCTURE OF THE PLAYBOOK

- Introduction to the Playbook
- Introduction to the Program
- The Plays
- Appendices
THE ARCHITECTURE OF A PLAY

• The purpose of the play
• A description of the play
• The players involved in the play
• The frequency and schedule of the play
• The references, guidelines, standards, checklists, etc. required to execute the play
• The metrics associated with the play

HOW DO YOU DETERMINE WHAT PLAYS TO INCLUDE?

1. Analyze your existing processes and procedures
2. Review any guidelines, templates, and job aids
3. Make a list of job responsibilities for you/your staff
4. DON'T review an RM textbook....

SOME EXAMPLES OF PLAYS YOU MAY BE INCLUDED
INFORMATION GOVERNANCE PLAYS

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory</td>
<td>Inventory systems, information, and processes</td>
</tr>
<tr>
<td>Assess</td>
<td>Assess proposed new technology solutions</td>
</tr>
<tr>
<td>Conduct</td>
<td>Conduct annual IG assessment</td>
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<tr>
<td>Review</td>
<td>Review and maintain policies and other documentation</td>
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RECORDS MANAGEMENT PLAYS

- Maintain the Retention Schedule
- Assess and Audit the Program
- Conduct Scheduled Disposition Activities
- Administer Recordkeeping System(s)

PRIVACY PLAYS

- Conduct data privacy impact assessments
- Respond to data subject access requests
- Review and maintain privacy disclosures
- Report privacy program status
### INFORMATION SECURITY PLAYS

<table>
<thead>
<tr>
<th>Ensure</th>
<th>Conduct</th>
<th>Review and Maintain</th>
<th>Assess and Manage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure PCI compliance</td>
<td>Conduct technical security assessments</td>
<td>Review and maintain a security incident response plan</td>
<td>Assess and manage access controls</td>
</tr>
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### EDISCOVERY PLAYS

- Develop a collection and legal hold strategy
- Communicate placement and lifting of legal holds
- Apply and lift legal holds
- Collect information relevant to investigations or other legal matters

### EXAMPLE PLAY: SEND BOXES TO OFFSITE STORAGE

- **Key takeaways:**
  - Develop and execute an offsite storage plan to safeguard records.
  - Ensure records are stored in secure facilities.
  - Regularly review and update offsite storage protocols.

- **Key points:**
  - Use offsite storage for records that are no longer needed or are infrequently accessed.
  - Implement access controls and secure protocols for offsite storage locations.
  - Regularly assess and report on the security and accessibility of offsite storage locations.

- **Steps:**
  1. Identify records for offsite storage.
  2. Pack and transport records to the offsite location.
  3. Update records management databases.

- **Example:**
  - Store records on secure drives.
  - Use encryption for sensitive data.
  - Ensuring compliance with data retention laws.

- **Schedules:**
  - Records are reviewed and purged annually.
WHO SHOULD BUILD THE PLAYBOOK?

- You
- The subject matter expert / process expert
- With management support and signoff

WHERE DO YOU BUILD AND KEEP YOUR PLAYBOOK?

- Wherever it can be accessed by the ones who need to access it
- Wherever it can be readily updated

MAINTAINING YOUR PLAYBOOK

- Remember it is a living document
- Only as valuable as it is current
- New processes / plays
- Legal or operational updates
- Changes to tools or configuration
- Implement a regular review cycle!
QUESTIONS?
Connect For More Information

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