

# Information Management - Essentials

1 Day

The ever-increasing pace of technological change has made organisations seriously examine the way they manage their information. There is certainly a need to manage electronic records including emails, intranets and web pages. Yet, this course is not about technology. It's about how managers collect, collate, analyse and store information, so that it's useful and available when it's needed. It's true, technology plays its part. This course provides a basic understanding of management Information systems concepts.

**Managers** use information to analyse performance and then monitor it to see whether plans will be achieved, or whether changes need to be made. **Salespeople** use information to analyse customers, markets, products opportunities, sales activity and so on.

## World Class Training

You cannot lead if you don't have information. Similarly, you cannot sell if you don't have information. Managing in the current climate is definitely made more difficult as the speed of change is greater than ever before. The need is for new ways of capturing information.

In the movie Wall Street, the anti-hero Gordon Gekko's (Michael Douglas) success comes from the information he receives. Information is the commodity that gives Bud Fox, played by Charlie Sheen, the entry point into Gordon Gekko's world. The lesson for us is that information, used well is critical to business success.

You can manage people better if you are fully armed with information. You can sell more effectively when you are informed. This course provides participants with the information to improve their ongoing performance.

## Learning Outcomes

These outcomes are:

- Appreciate what's involved in developing Management Information Systems
- Developing skills in collecting, collating, analysing and reporting information
- Plan to reproduce information in the most useful forms for analysis
- Predict challenges by using information effectively
- Understanding the 'power of information'

On this one-day course you will cover Implement Workplace Information System BSBINM401A, a unit of Certificate IV in Frontline Management BSB40807\* and a unit of the management stream of Certificate IV in Business Administration BSB40507\*.

## Who Will Benefit

The course is designed to cover two audiences, as both need to understand the process of working with information systems. Team Leaders, Supervisors and Managers responsible for leading, controlling and motivating teams. Account Managers, Sales Representatives, aspiring Sales Managers, Customer Service Supervisors and those in similar positions.

## Topics

- What is information?
- Information versus knowledge
- Using information as a business tool
- Sources and types of information
- Determining information needs
- Where do I find the information I need?
- Reviewing and analysing information
- Access issues with information
- Ways of collecting information
- Adequacy and relevance of collected information
- Format of information presentation
- Choosing the right information format
- Planning information needs
- Planning for future information challenges
- What are Management Information Systems (MIS)?
- Components of a Management Information System
- Implementing MIS
- MIS for data storage, retrieval and usage
- Speed of retrieval considerations for MIS implementers
- Using MIS for management decision making
- Technology and its role in MIS development
- MIS enhancement and development through the technology and business roadmaps
- Changes in MIS over time
- Future proofing MIS for successful business
- Resourcing for MIS projects
- Quantifying MIS needs
- People and technology- user training and MIS acceptance

## Related Courses

Ron Pollak Training run programs that complement this qualification. Outlines are available from our consultants or on our web site [www.ronpollak.com.au](http://www.ronpollak.com.au).

FLM 1– Coaching, Team Effectiveness & Innovation	3 Days
FLM 2—Leading and planning	2 Day
Accounting for Non-Accountants	3 Days
Leadership	3 Days

**DID YOU KNOW...** That this course is part of the Certificate IV training what we provided at Ron Pollak Training?

Certificate IV Business Sales	
Selling Part 1—Foundations	3 Days
Selling Part 2— Relationship Selling	2 Days
Selling Part 3—Territory & Account Management	2 Days
Business Presentations—Planning	1 Day
Time Management	1 Day
Excel—Power Features	1 Day
Monitor a Safe Workplace	1 Day

Certificate IV Front line Management	
FLM 1—Coaching, Team Effectiveness & Innovation	3 Days
FLM 2—Leading & Planning	2 Days
Workplace Information- Essential	1 Days
Project Management—Essentials	1 Day
Monitor a Safe Workplace	1 Day
Time Management	1 Day
Business Presentations—Planning	1 Day

For more information about this qualification talk one of our consultants.

\* Ron Pollak Training delivers training under the auspices of Enrich Training (31433)

@ When completed as a component of Certificate IV in Business Sales BSB40607\* or Certificate IV in Frontline Management BSB40807\* this course covers with face-to-face and experiential learning the required nominal level of hours.