

Product	IG Storyboard		Version	0b	
Author	Len Anderson	Reply to		Issue Date	4/5/09
Reviewer	Basic Principles	Tel	01483 77 1234	Due Date	

#	Time	Visual	Voice Over Script
1	1	Working Title	Seven Little Iglins
2	21	<p>Dramatis Personae: The Iglins</p> <p>People: Friendly character but morphs between child, police, teacher, judge, some are very slow, cultural problems, organisations.</p> <p>Objective: visionary, optimistic, remover of evil, constraints, law, bit of a split personality</p> <p>Process: Whirly, energetic, bouncy,</p> <p>Asset: Boring, computer nerdish, thinker, solid</p> <p>Outcomes: blue skies, things get better, better services, Smilies.</p> <p>Time: Ever present, like the White Rabbit, always looking at his watch, bounces in whenever. May morph into hour glass or Big Ben</p> <p>Risk: The Grim Reaper, lurking in the background, never welcome, capable of atrocities, won't go away. Lightning strikes, floods, earthquake, spies,</p>	<p>As I was going to St Ives</p> <p>I met a man with seven wives</p> <p>Each wife had seven sacks</p> <p>Each sack had seven cats</p> <p>Each cat had seven kits</p> <p>Kits, cats, sacks, wives</p> <p>How many were going to St Ives?</p> <p>Introducing the Information Governance gremlins. Iglins.</p> <p>Iglins are harder to herd than the polygamist's extended family.</p>
3	44	<p>Morphing images?</p> <p>Surveillance cameras</p> <p>Lots of people, crowds.</p> <p>Lots of jobs.</p> <p>Time and risk without comment</p>	<p>Meet Iglin People. Who is it? It's all of us. Whatever we do, Whoever we work for, We are citizens. We have rights, responsibilities and roles.</p> <p>We have got an identity we want to preserve it and keep it safe.</p> <p>We want our information kept private. We want to be sure that other People are doing the right thing.</p>

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4	114	<p>Start with vision of an ideal future. Food, well-being. Images of libraries.</p> <p>But with limits on what can be legally done.</p> <p>Then protection against baddies.</p> <p>Opportunity to show Time and Risk causing havoc.</p>	<p>Iglin Objectives asks why do we want to store and process information.</p> <p>The law sets constraints and guidelines about what is right and wrong. If data is stored there's got to be a good reason. If you are going to start a project, then make sure you know the scope and what Iglin People really require.</p> <p>You'd be amazed how many projects ignore the Iglin Objectives. It's the main reason for ICT project failure. Doncha know?</p>
5	136	<p>Accountancy plodding to start off. Boring. Audit, tick bonk.</p> <p>Research data, credit scoring data, maps, patents,</p> <p>Mash ups of maps and events. New ways of looking at old data.</p> <p>Wisdom of knowing how to use it.</p> <p>Explosion</p>	<p>What is governed? Information Assets. Accountants love equipment and networks – they stack up on the balance sheet. They ignore stored data and Intellectual Property Rights, you can't value it on the Books.</p> <p>Wiser managers know that information and knowledge is more valuable. Just ask drug companies and MI5.</p>
6	204	<p>A hive of activity. Impossible to follow. So much going on.</p> <p>Swarm of busy bees or ants.</p> <p>Make sure some gets shredded or dumped.</p> <p>Time prominent.</p> <p>Risk drops banana skins</p>	<p>Process Iglin is busy, busy, busy. How? Collecting, checking, storing and protecting data. Keeping it up to date and accurate. All day long, and all night too.</p> <p>Data is expensive to collect. Publish it, exploit it – "Sweat the Assets" as your friendly Management Consultant will say.</p> <p>Oh, and don't forget, you need a policy for disposing of data. Old data could be worse than useless – even dangerous.</p>
7	220	<p>Happy smiley Iglin. Music.</p> <p>Risk is beaten up.</p>	<p>Iglin Outcomes looks for success. Policies for better outcomes.</p> <p>Better services for citizens. Healthier, better educated and safer.</p> <p>Better planned and controlled transformation. Better value for money and the evidence to prove it.</p>
8	232	<p>Take a bow after the performance.</p> <p>Time & Risk cause mischief.</p>	<p>There we have it. 5 good Iglins: People, setting Objectives, using information Assets in Processes that delivery better Outcomes for citizens. 2 dodgy Iglins:</p>

#	Time	Visual	Voice Over Script
9		Big Ben or clock or hour glass	Iglin Time and
10		Thunderbolt & Old Father Tyme	Iglin Risk
11	240	<p>Fade into full picture.</p> <p>Each of the Iglin sacks bursts forth with seven babies, jostling and running around, randomly shouting words.</p> <p>Occasional flashes of Time and Risk.</p>	<p>Information Governance is not easy.</p> <p>Use your Iglin Crib Sheet</p>
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