

INIS - Looking to the Future

The state of the world's economy today and fast paced, continual changes are forcing organizations to examine what they do and how they do it. In order to maintain their relevance and their role in these tough times, many organizations have found the need to reinvent and even reposition themselves.

Common wisdom tells us to learn from the past, to work hard today and to plan for tomorrow. Still, we often stand perplexed before the complexity of the task ahead of us.

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How do we find our organization's inner self and define its goals? How do we plan for the future and what should we take into consideration?

Here are four elements

that can help us define the future direction of organizations, including the future of INIS.

Simple questions require simple solutions since complex explanations only hide the obvious. This simplicity can hardly be achieved by looking only at spreadsheets and available data. Instead, it should be reached by examining the *purpose of the organization* and figuring out what the organization stands for, keeping in mind that the purpose of the organization should be more than just its products.

Our existing business model defines the way we carry out our business and often delineates that crucial difference between *us* and *them*. Organizations that perform under financial and other constraints try to redefine and reinvent their *business model* instead of seriously committing to their existing one.

The purpose of an organization, as well as its business

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INIS focuses on quality growth achievable through the continuous use of reliable nuclear information

model, often remain the same, but the *tools and means* used for achieving those business goals, making products or delivering special services, constantly change.

It has been proven that companies that grow for the sake of *growth* rarely survive downturn and difficult times. Therefore, sustainable growth should be driven by quality, not quantity.

Although quite general in their nature, these four elements can help chart the future direction of INIS which should be defined by the following four directional pillars:

- INIS' purpose, which has to be larger than its products, is to provide the world with easy access to nuclear information for peaceful use.
- INIS' "business" model should remain a self-governed, not for profit, collaborative system of member states

and international organizations.

- INIS is inseparable from the information technology it uses and future tools and means have to be outside the ordinary. They have to be creative and innovative in order to achieve the desired purpose.
- INIS should continue to accumulate world nuclear literature. However, its focus should be on quality growth achievable through the continuous use of reliable nuclear information provided by recognized sources, preferably as full texts.

The forty years of INIS' existence are proof of its usefulness to the world of nuclear science and technology. Current hard work and constant improvements are good signs of its sustainability but clear and distinct direction are the only guarantors of its future relevance and leading place in providing the world with reliable nuclear information for peaceful use.

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