Welcome

Transforming Libraries:

Knowledge Expertise = Knowledge Effectiveness

April 9, 2013

11a.m. PST
2p.m. EST

Soutron Global Webinar Series

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Transforming Libraries

Today's Presenters
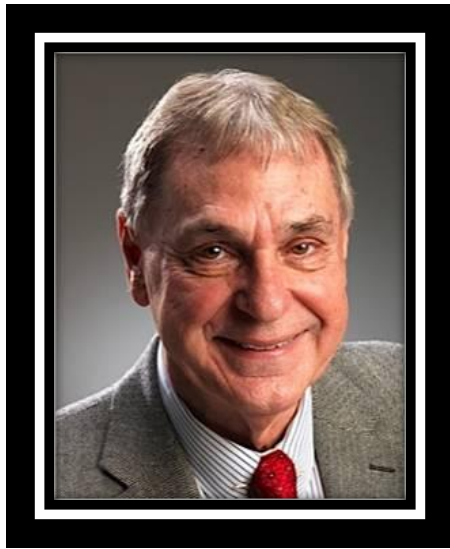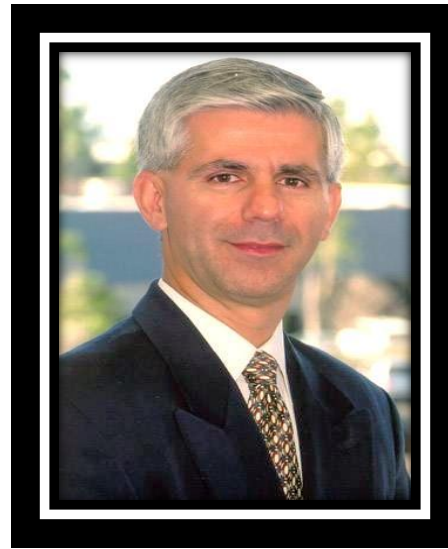
Guy St. Clair   Tony Saadat   Maria Phipps

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Future Ready !

Our presenter, Guy St Clair will discuss:

1. *As an information and knowledge professional, how do I ensure my relevance to my employing organization?*
2. *What is the best way to establish how well corporate knowledge/intellectual capital is used to achieve organizational effectiveness?*
3. *Is there any single <u>immediate</u> action I can take to contribute to the company's success in knowledge development/knowledge sharing (KD/KS)?*

- We will follow with a brief presentation as to how we at Soutron Global are "future ready" with our Soutron ILS and Knowledge Management system.

Transforming Libraries

"Our goal at Soutron Global is to partner with our clients to manage the library transformation by introducing the best technology in the most cost effective manner…..

We have created a collaborative culture that is differentiated and unique….."

Tony Saadat

Transforming Libraries into Digital Information Resource Centers

KNOWLEDGE EXPERTISE = KNOWLEDGE EFFECTIVENESS

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Tuesday, April 9, 2013

Guy St. Clair
President and Consulting Specialist for Knowledge Services
SMR International
New York NY USA

Columbia University
Lecturer and Special Advisor
School of Continuing and Professional Studies
M.S. Information and Knowledge Strategy

Knowledge Expertise = Knowledge Effectiveness

Three Questions:

1. *As an information and strategic knowledge professional, how do I ensure my relevance to my employing organization?*

2. *What is the best way to establish how well corporate knowledge/intellectual capital is used to achieve organizational effectiveness?*

3. *Is there any single <u>immediate</u> action I can take to contribute to the company's success in knowledge development/knowledge sharing (KD/KS)?*

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KNOWLEDGE EXPERTISE = KNOWLEDGE EFFECTIVENESS

Let's Start:

1. *As an information and strategic knowledge professional, how do I ensure my relevance to my employing organization?*

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THE KNOWLEDGE CULTURE

"Shared beliefs and values about knowledge and the role of knowledge in the company or organization and, as appropriate, in the larger society"

Supported through Knowledge Development and Knowledge Sharing (KD/KS) and managed through Information and Knowledge Strategy (IKnS)

Attributes of the knowledge culture:
- Collaboration is a given – and expected – at all levels
- The role of information technology and communication in the KD/KS process is acknowledged and enthusiastically embraced
- The intellectual foundations for the effort are respected – the intellectual quest is not disdained
- Ownership of the KM function is clearly established, with a carefully planned-out governance structure and a senior-level employee tasked to work with all organizational functions (the enterprise-wide "knowledge domain."

8

THE INFORMATION-KNOWLEDGE SERVICES LINK KNOWLEDGE USE AND KNOWLEDGE VALUE

The Knowledge Culture

- intellectual capital recognized as the institution/organization's most critical asset
- collaboration – KD/KS – intellectual enthusiasm support institutional goals

Knowledge Services

- information management, KM, and strategic learning converge for organizational effectiveness
- "natural" opportunities and applications in the business/organizational environment

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Next Question, Please:

2. What is the best way to establish how well corporate knowledge/intellectual capital is use to achieve organizational effectiveness?

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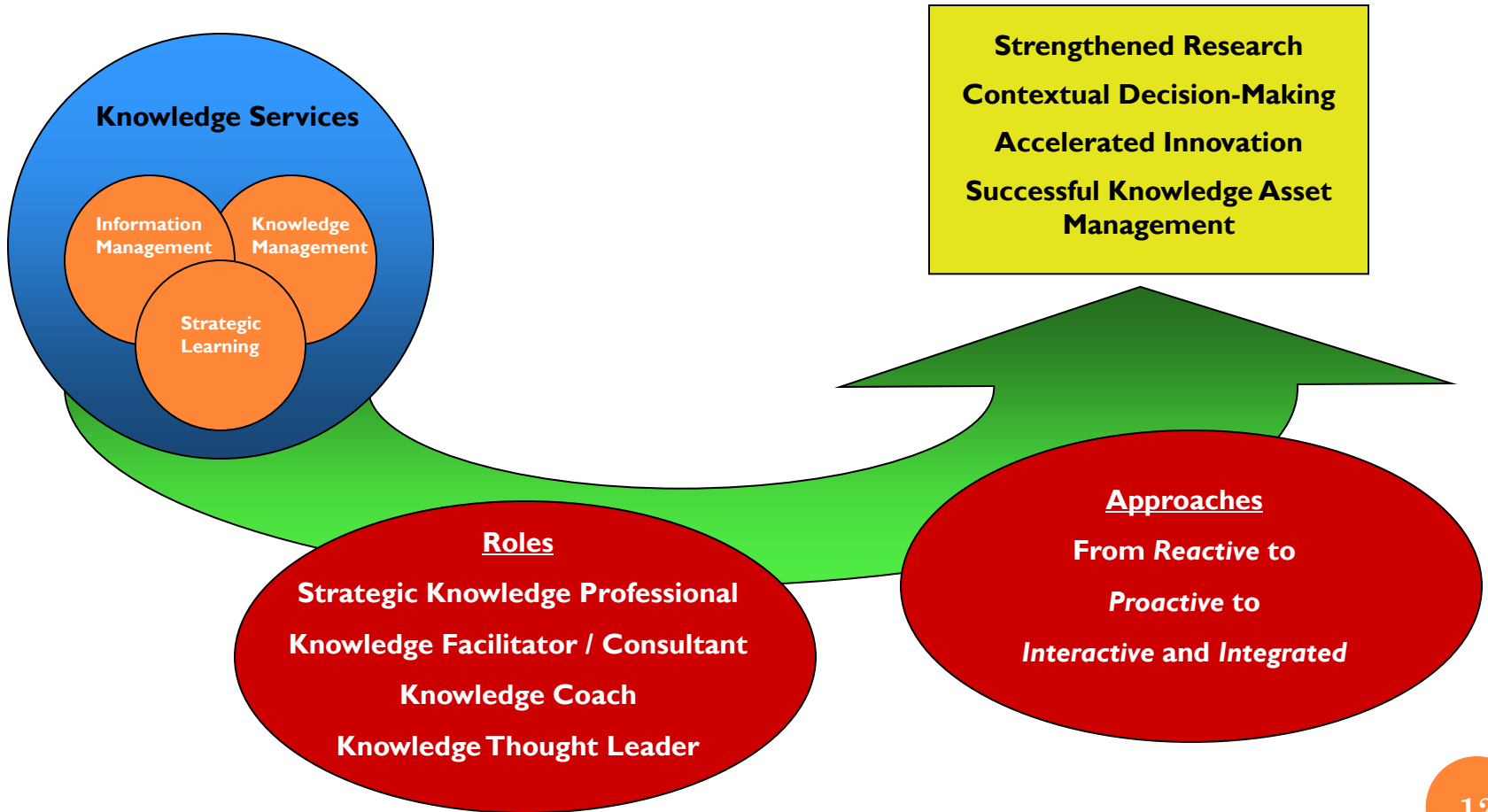
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KNOWLEDGE SERVICES

Past confusion between what is shared (knowledge) and the means used to share it (information management, including IT) – a natural confusion.

That confusion is now disappearing, once we bring in strategic learning (KD/KS).

Now we speak of *Knowledge Services*, the melding of the two never-very-distinct disciplines, as IM and KM converge with strategic learning, to release the power of knowledge, to ensure that knowledge is utilized to achieve corporate, organizational, or institutional goals.

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Knowledge Services

Knowledge Services

- Information Management
- Knowledge Management
- Strategic Learning

Strengthened Research

Contextual Decision-Making

Accelerated Innovation

Successful Knowledge Asset Management

Roles

Strategic Knowledge Professional

Knowledge Facilitator / Consultant

Knowledge Coach

Knowledge Thought Leader

Approaches

From *Reactive* to

***Proactive* to**

Interactive* and *Integrated

12

EXPERTISE = EFFECTIVENESS

Finally:

3. Is there any single <u>immediate</u> action I can take to contribute to the company's success in knowledge development/knowledge sharing (KD/KS)?

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TRANSFORMING THE SPECIALIZED LIBRARY

The Knowledge Services Approach

Established Need

Easily Implemented

Highly Visible

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KNOWLEDGE SERVICES:
A NATURAL AMBIANCE FOR COLLABORATION

The Collaborative Impulse

Principle-based

The way people naturally want to work

Replaces hierarchy

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Knowledge Services Responsibilities Across the Business/Organizational Environment

Research and Development

(CoPs, Knowledge Networks, Social Media, Web 2.0, Network Analysis, *etc*.)

Reports, studies, background and client content management

Enterprise-wide non-knowledge related functions (usually internal)

Records, archives, specialized library management

External relations (clients and other affiliates)

16

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FROM RESEARCH LIBRARY TO KNOWLEDGE SERVICES

Rebrand

Realign

Embed

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KNOWLEDGE SERVICES: The *Practical* Side of KM
"Putting KM to Work"

TRANSITIONING

- Information, Knowledge, and Strategic Learning to *Strategic* Knowledge

ENABLING

- Contextual decision-making
- Accelerated innovation
- Strengthened research
- Excellence in knowledge-asset management

SUPPORTING

- An enterprise-wide knowledge culture
- Strategic KD/KS
- Organizational effectiveness

18

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KNOWLEDGE STRATEGY: KNOWLEDGE SERVICES IN THE ORGANIZATION

Make No Small Plans.
They Have No Magic to Stir
Men's Blood.

Daniel Hudson Burnham
American Architect (1846-1932)

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Transforming Libraries:
The 2013 Soutron Global Webinars
With Guy St. Clair (SMR International)

- Transforming Libraries: What's Required? (May 7)
- *Special Live Seminar at the SLA Annual Conference* (June 10)
    What's the Relevance "Level" of Your Specialized Library
    [with SLA President Deb Hunt]
- Building My First Knowledge Initiative – What Do I Do? (June 25)
- Prioritizing (July 30)
    1) What Needs to be Done?
    2) Where Are the Gaps?
- How Does Successful KD/KS Affect Workflow? (August 27)
- Sponsorship and Leadership Buy-In (September 24)
- Managing the Change (October 22)
- The Strategic Knowledge Professional as Knowledge Thought Leader
    - Influencer, Communicator, Doer (November 26)
- Your Career Prospects - How Do You Re-Focus Your Knowledge
  Work So That You Are *Indispensible*? (December 17)

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The SLA/SMR International KM/KS Certificate Program

The Courses

- KMKS 101 Fundamentals of Knowledge Management and Knowledge
- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use
- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide Knowledge Culture
- KMKS104 Networking and Social Media: Technology-Enabled Knowledge Sharing
- KMKS105 Change Management and Change Implementation in the Knowledge Domain
- KMKS106 Critical Success Factors: Measuring Knowledge Services

Contact: http://www.sla.org/learn/certificate-programs/cert_knowledge_mgmt/

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SMR International Blog: *SMR Int'l – Knowledge Services Notes*

(http://www.smr-knowledge.com)

Guy St. Clair Personal Blog: *Sharing Guy's Journey*

(http://gstcjourney.blogspot.com)

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Thank you

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