

# What IKNS Job Suits You?

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*Draft for discussion (4/5/13) by Katrina Pugh, Columbia University Academic Director, Information and Knowledge Strategy. [Kp2462@columbia.edu](mailto:Kp2462@columbia.edu) New ideas are welcome!*

IKNS'ers are suited to a broad number of different jobs, in a wide spectrum of disciplines and relationships. At the simplest level, there are three job types – the embedded KM leader, the Consultant, and the Product Entrepreneur. There are also hybrids of these (e.g., “internal product owner or consultant,” “leader/operator for hire,” and broad service-product ownership). Explore what seems to fit for you, given your interests, temperament, and jobs you’ve heard about. But know that you can invent your opportunities if you are articulate about what you can do and how you can play in the organization.

## **KM Job Type #1: "Embedded KM leader"**

*(You are a knowledge specialist, strategist, manager, catalyst, evangelist, analyst, and/or technologist for an organization's knowledge processes, and are likely involved in social, intranet or web properties.)*

- **Relational:** You want to mature within the context of an intact team and help an organization build KM competencies. You thrive in an organization in an operational role. You may go into an office routinely, but your employer will also likely support work-life integration so virtual work is an option.
- **Disciplinary:** You want to apply and develop special skills in leadership, managing people, facilitation, KM technology deployment, content management, and metadata. Managing change is one of your strengths.

## **KM Job Type #2: "Consultant"**

*(You are an advisor, producer, coach, or analyst, working for a variety of organizations on a project basis, with a consulting firm or as an independent)*

- **Relational:** You thrive in an environment where you are advising, delivering for a new client every few months. You thrive in project mode of delivery. You use a variety of skills, including project management and facilitation. You are on the road in different clients and places, but you also perform virtual work.
- **Disciplinary:** You have deep expertise in one or more KM disciplines, such as social media deployment, project collaboration, content management and taxonomy, tacit knowledge transfer, communities, data mining. You may be less involved with managing change than catalyzing it and advising organizations how to do so.

### **KM Job Type #3: "Product entrepreneur"**

*(You are part of a team developing a knowledge-based product, such as a new social media application, a metadata-based feature set for an application, or a repeatable knowledge-based process, such as in insurance, CRM, eBusiness, or personal finance. You may be doing this as an entrepreneur, or on the inside of the organization as a "product" owner.)*

- Relational: You thrive in an entrepreneurial or intrapreneurial environment where you are part of the team defining the features, go-to-market approach, profitability model, organizational design, and competitive strategy. You are a risk-taker.
- Disciplinary: You could be focused on any of the IKNS disciplines, but you will be intentional on asking "where do I compete?" "How do I win?" and "How do I sustain competitive advantage?" Some IKNS disciplines, though valuable, may not be sufficiently differentiated in the market so you have to be creative. (For example, simply having personalized user experience may not be sustainable as others can copy: What might you do to stay ahead of the game?)