



Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries

How Does Successful KD/KS Affect Workflow?

August 27, 2013

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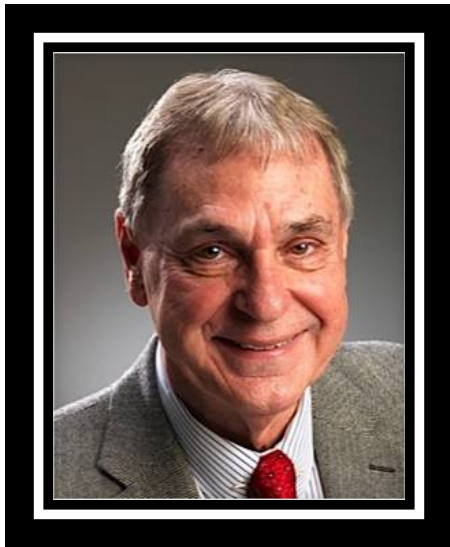


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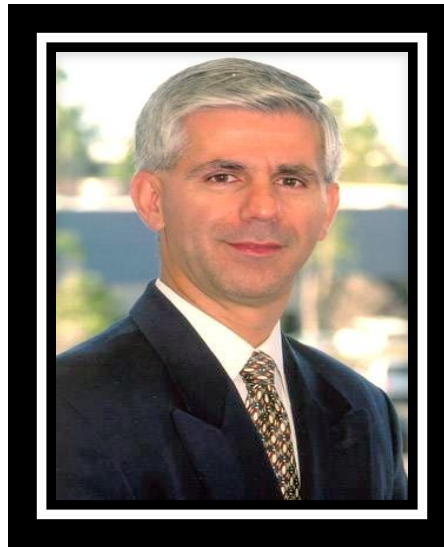
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Transforming Libraries

Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps

Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – will discuss:

- 1. When you have successfully established your organization as a knowledge culture, what knowledge development and knowledge sharing (KD/KS) activities are done differently?*
- 2. What are the tangible and measurable benefits of a strong knowledge services framework?*
- 3. How do you measure your KD/KS success, and how do you convey word of that success to the influencers in the company?*

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





Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries into Digital Information Resource Centers

How Does Successful KD/KS Affect Workflow?

Guy St. Clair

President and Knowledge Services Evangelist
SMR International

Lecturer
M.S. In Information and Knowledge Strategy Program
Columbia University

Consulting Specialist for Knowledge Services
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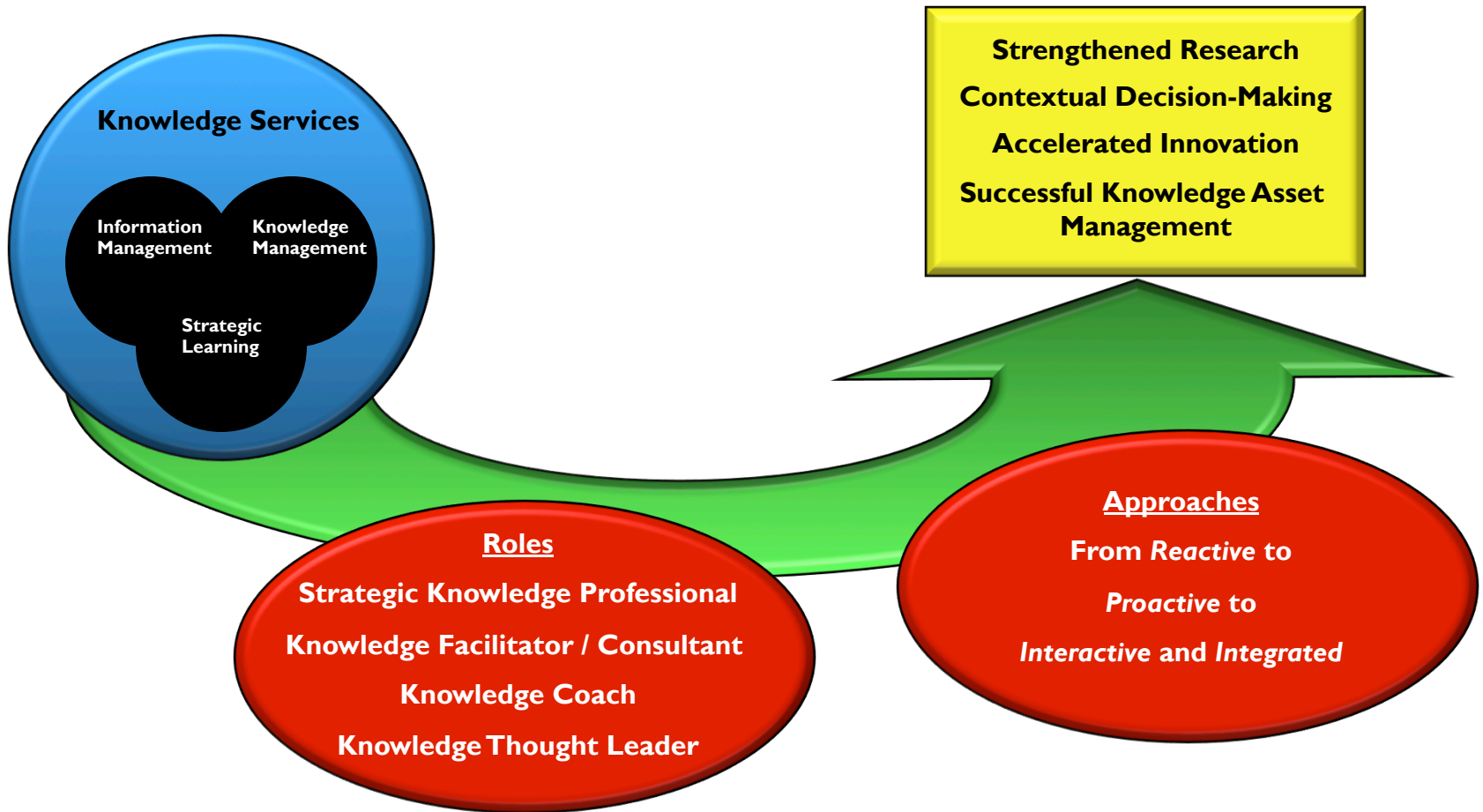
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Transforming Libraries

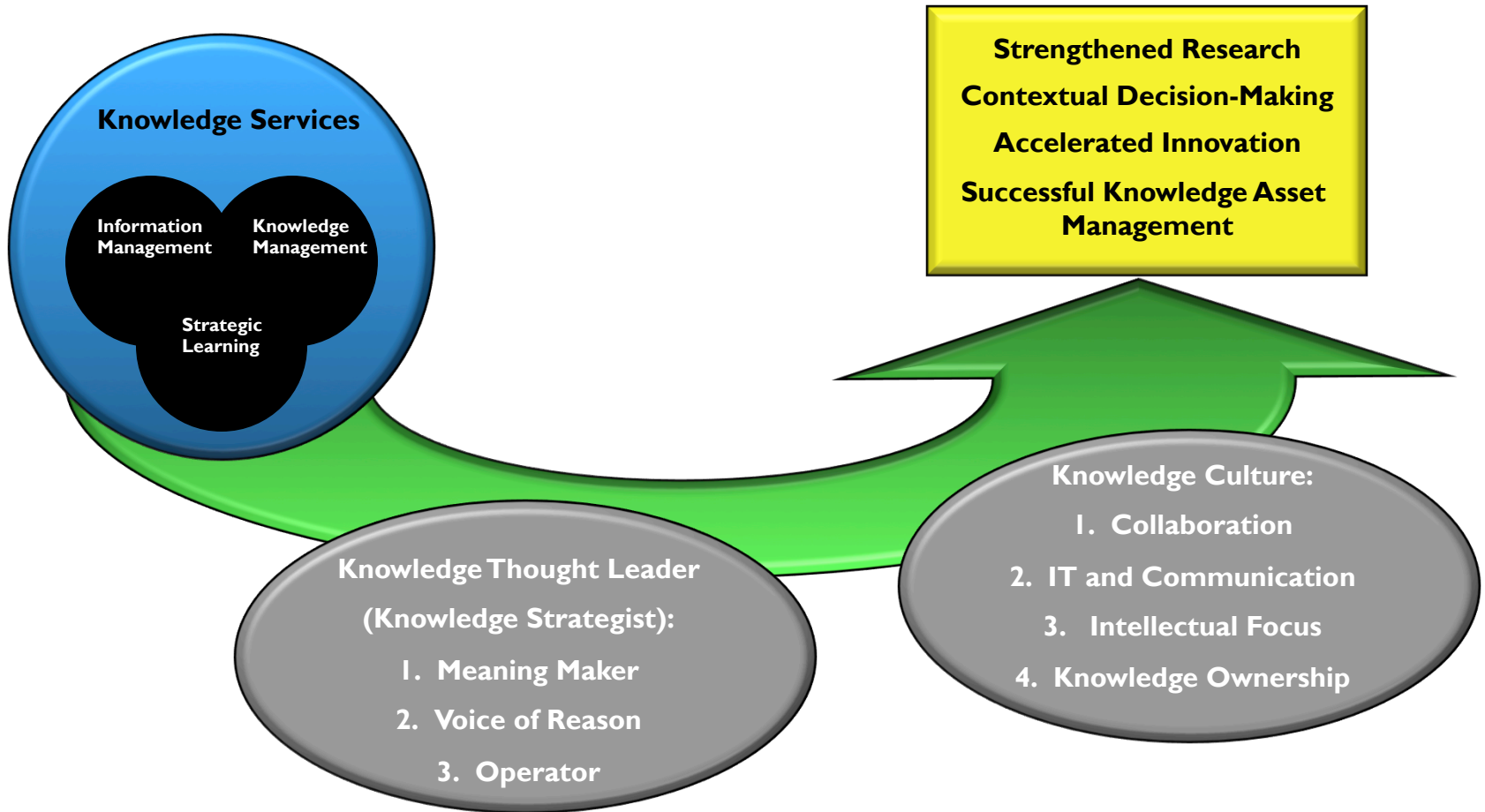
How Does Successful KD/KS Affect Workflow?

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Knowledge Services



Knowledge Services



Transforming Libraries

How Does Successful KD/KS Affect Workflow?

My version of Cynthia Montgomery's roles for the strategist (addressing the role of the *knowledge* strategist) are described in these papers at the [SMR International](#) site, at [SMRShare](#) the company's knowledge capture page:

[Manager and Leader: Defining the Knowledge Strategist](#)

[The New Knowledge Services: Next Steps for Career Professionals – Specialist Librarians as Knowledge Strategists](#)

The Knowledge Domain: The KD/KS Workflow

Activity or Task (Selected)	Goal or Objective	Problem	Solution(s)	Knowledge Services Application
A. Identify key opportunities for cross-collaboration for related projects	Capture and cultivate sharing of similar experiences and intellectual assets	Known knowledge gaps in product R&D workflow	<ol style="list-style-type: none"> 1. Analysis and evaluation 2. Technology assessment 3. Leadership engagement 	<ol style="list-style-type: none"> 1. Knowledge audit 2. Leverage employee involvement
B. Final project documentation capture in corporate knowledge bank	Content available for future (similar or related) projects	Knowledge bank not used by project staff	<ol style="list-style-type: none"> 1. Ease-of-use product w/ standardized input fields/tags 2. Simple training for tagging documents 	<ol style="list-style-type: none"> 1. Knowledge audit 2. Strategic learning
C. Review corporate research process	Provide best research results within corporate financial structure	“Too-late” project research costs – research process and results weakened	<ol style="list-style-type: none"> 1. Embed research staff at program initiation 2. Establish (predict) research costs 	<ol style="list-style-type: none"> 1. Network/ benchmark 2. Change management

POLL



Polling Question # 1: Referring to these examples, can you identify one activity or task in your organization that could be better managed with Knowledge Services and improved KD/KS?

- Yes
- No
- Don't Know

THE KNOWLEDGE DOMAIN: THE KD/KS BENEFITS

What are the tangible and measurable benefits of a strong knowledge services framework?

- Knowledge Benefits
- Intermediate Benefits
- Organizational Benefits

[KM Benefits Tree](#)

David Skyrme
Skyrme Associates



THE KNOWLEDGE DOMAIN: THE KD/KS BENEFITS

“... tangible and measurable...”
come into play when we
translate the benefits of the
knowledge services (KD/KS)
framework into practical (i.e.,
financial) terms

- resource management benefits
- “doing more with less”
- high-quality end-user results that contribute to corporate effectiveness (and are recognized for doing so)



THE KNOWLEDGE DOMAIN: THE KD/KS BENEFITS

What's in it for Employees?

- A healthy, enabling work environment
 - from competition to collaboration
 - from “information power” to “relationship power”
 - from stress to resilience
- Drivers of retention and commitment
 - quality of management
 - empowerment / entrepreneurship
 - impact / community



Nancy Reed Marsh
Vice-President, Organization Development
GlaxoSmithKline Beecham

The Knowledge Domain: Measuring KD/KS Results

Three Measurement Considerations:

- *Types of measures*
- *Measurement capture*
- *Communicating measurement results*



The Knowledge Domain: Measuring KD/KS Results

*To Ensure
Measurement Success:*

- Identify the bottom-line impact
- Focus on projects with short-term payoff
- Establish meaningful measures of progress and demonstrate results
- Talk about future opportunities in a knowledge services environment



The Knowledge Domain: Measuring KD/KS Results

Try to teach yourself to identify and focus on your company's

Critical Success Factors

Why? Because doing so...

- focuses attention on what's important in the larger enterprise
- helps determine what contributes to organizational success and effectiveness (and what does not)
- permits incorporating CSF into planning strategy



Transforming Libraries KD/KS Benefits and Measuring KS/KS Success

Two other references, both at the [SMR International](#) site, at [SMRShare](#) the company's knowledge capture page:

[Building the Knowledge Culture: The Knowledge Services Effect](#)

[Critical Success Factors: Management Metrics, Return-on-Investment, and Effectiveness Measures for Knowledge Services](#)

POLL



Polling Question # 2: Does your organization require you to formally assess your department's work (annual report, unit evaluation, *etc.*)?

- Yes
- No
- Don't know

TRANSFORMING LIBRARIES: HOW DOES SUCCESSFUL KD/KS AFFECT WORKFLOW?

Did We Answer the Questions?

1. *When you have successfully established your organization as a knowledge culture, what knowledge development and knowledge sharing (KD/KS) activities are done differently?*

The answer is

2. *What are the tangible and measurable benefits of a strong knowledge services framework?*

The answer is

3. *How do you measure your KD/KS success, and how do you convey word of that success to the influencers in the company?*

The answer is

TRANSFORMING LIBRARIES: THE 2013 SOUTRON GLOBAL WEBINARS WITH GUY ST. CLAIR (SMR INTERNATIONAL)

- Transforming Libraries: How Do We Establish Relevancy for Specialized Libraries? (September 24, in Toronto, SLA President Deb Hunt, with Guy St. Clair via remote)
- Transforming Libraries: How Do We Establish Relevancy for Specialized Libraries? (September 26, in New York City)
- ***Sponsorship and Leadership Buy-In (October 1)***
- Managing the Change (October 22)
- The Strategic Knowledge Professional as Knowledge Thought Leader —Influencer, Communicator, Doer (November 12)
- Your Career Prospects - How Do You Re-Focus Your Knowledge Work to Be *Indispensable*? (December 17)

Perhaps of Interest

THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

- ***KMKS 101 Fundamentals of Knowledge Management and Knowledge Services (online September 9-25, 2013)***
- KMKS105 Change Management and Change Implementation in the Knowledge Domain (online October 15-30, 2013)
- KMKS104 Networking and Social Media: Technology-Enabled Knowledge Sharing (online February 12-26, 2014)
- KMKS106 Critical Success Factors: Measuring Knowledge Services (online April 7-23, 2014)
- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide Knowledge Culture (SLA Annual Conference in Vancouver BC June 6, 2014)
- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use (online August 11-27, 2014)

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

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Transforming Libraries

Thank you



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