



Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries

Sponsorship and Leadership Buy-In

October 1, 2013
11.00am PDT/2.00pm EDT

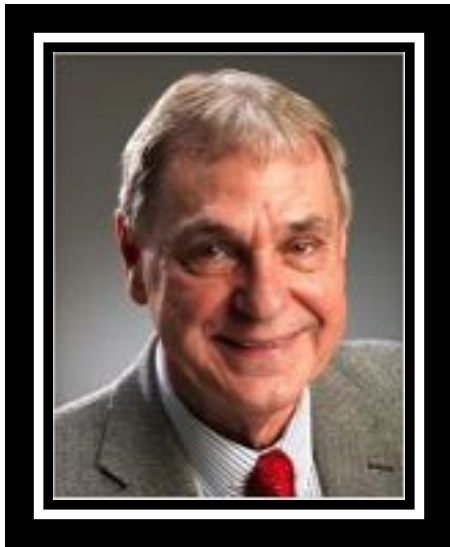


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Transforming Libraries

Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps

Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – will discuss:

1. With respect to KM and knowledge services, can you identify the "top influencers" in your organization?
2. What is the relationship between these people and senior management?
3. How would you characterize your own role as a knowledge services thought leader 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

Sponsorship and Leadership Buy-In

Guy St. Clair

President and Knowledge Services Evangelist
SMR International

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

Consulting Specialist for Knowledge Services
Soutron Global



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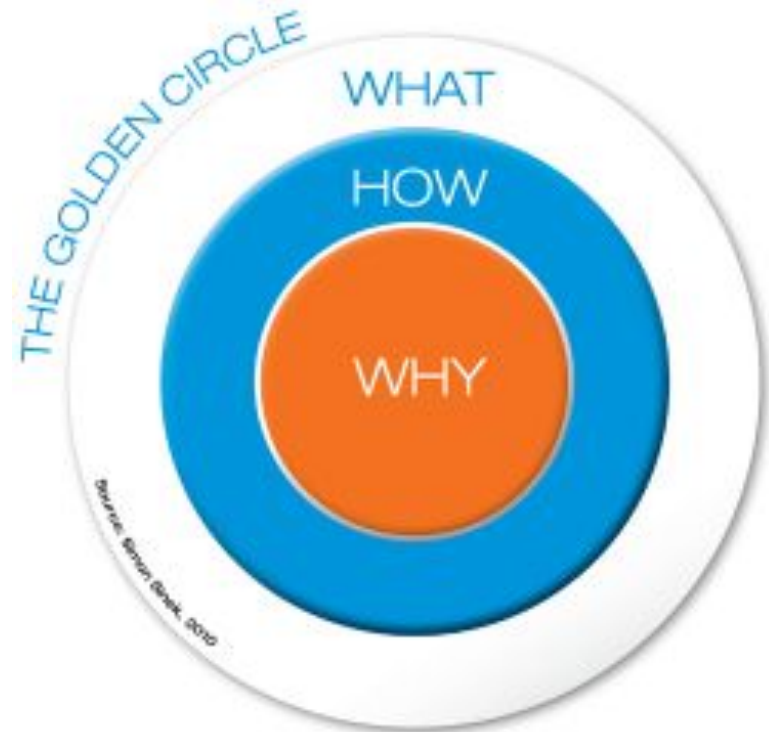
Transforming Libraries Sponsorship and Leadership Buy-In

1. With respect to KM and knowledge services, can you identify the "top influencers" in your organization?
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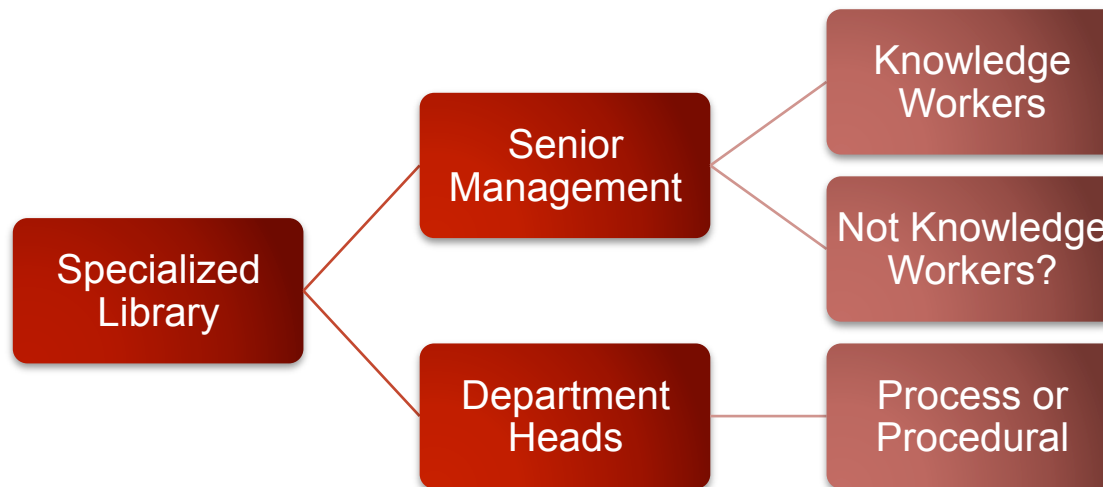
Develop Your Strategy: Why Identify The “Top Influencers”?

- The Simon Sinek gospel (via GStC): we have to know *why* we want to do something before we can determine *what* we want to do or *how* we’ll do it
- Why do we need the influence of others?
 - We can’t do it alone (and don’t want to)
 - Build community through collaboration
 - End-game buy-in: developing (or strengthening) the knowledge culture requires “all hands on deck”



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Sponsorship and Leadership Buy-In

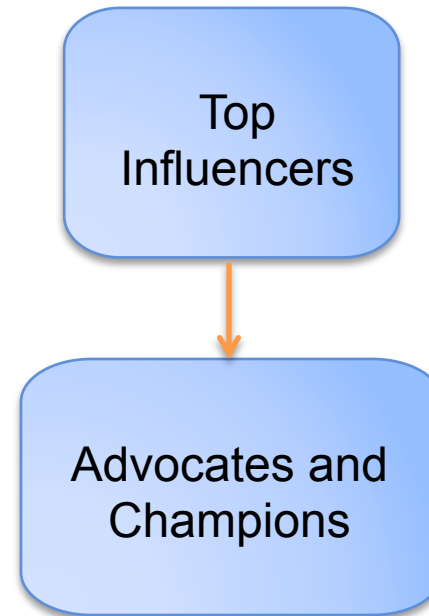
How Do We Identify the Top Influencers (in Terms of Their Relationship with the Specialized Library)?



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Develop Your Strategy: Transition “Top Influencers” into Advocates and Champions

- Modify perceptions about the role and value of KM/knowledge services to the larger organization
- Position KM/knowledge services in organizational context
- Direct resource allocation *vis-à-vis* contribution of KM/knowledge services function to organizational success and organizational effectiveness.



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Find Your KD/KS Sponsors

Focus on:

- Senior management
- Department heads or unit supervisors (if they have influence)
- Satisfied users (if they have influence)



POLL



Polling Question # 1: How well does senior leadership know you?

- I'm very well known to management
- I'm recognized on sight
- I'm not recognized
- I don't know

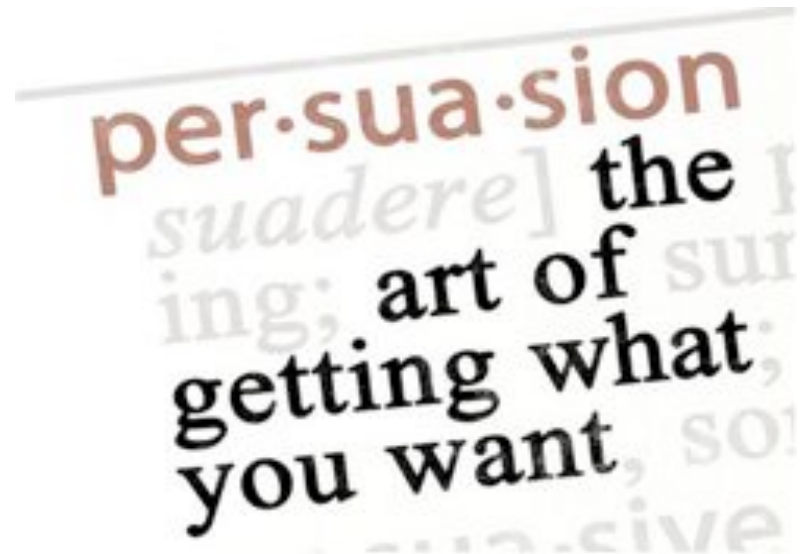
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Learn and Master The Six Principles of Persuasion

- Liking
- Reciprocity
- Social proof
- Commitment and consistency
- Authority
- Scarcity

Robert Cialdini
Influence:

The Psychology of Persuasion
(Collins, 1984, 2003)



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Recognize Some Differences

Partners

- Inter/intra-departmental projects
- Personal Knowledge Management (PKM)
- Personal networking

Champions and Advocates

- Individuals who want change and are interested in seeing change attempted

Sponsors

- Authorize, validate, and demonstrate ownership

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Your Sponsors

- Who are they?
- The sponsorship agreement
 - Consultative
 - Mutually accepted agreed-upon actions
- What do they do?
 - Express
 - Model
 - Reinforce



POLL



Polling Question # 2: Is there a structured communications framework between senior management and employees at your level?

- Yes
- No
- Don't know

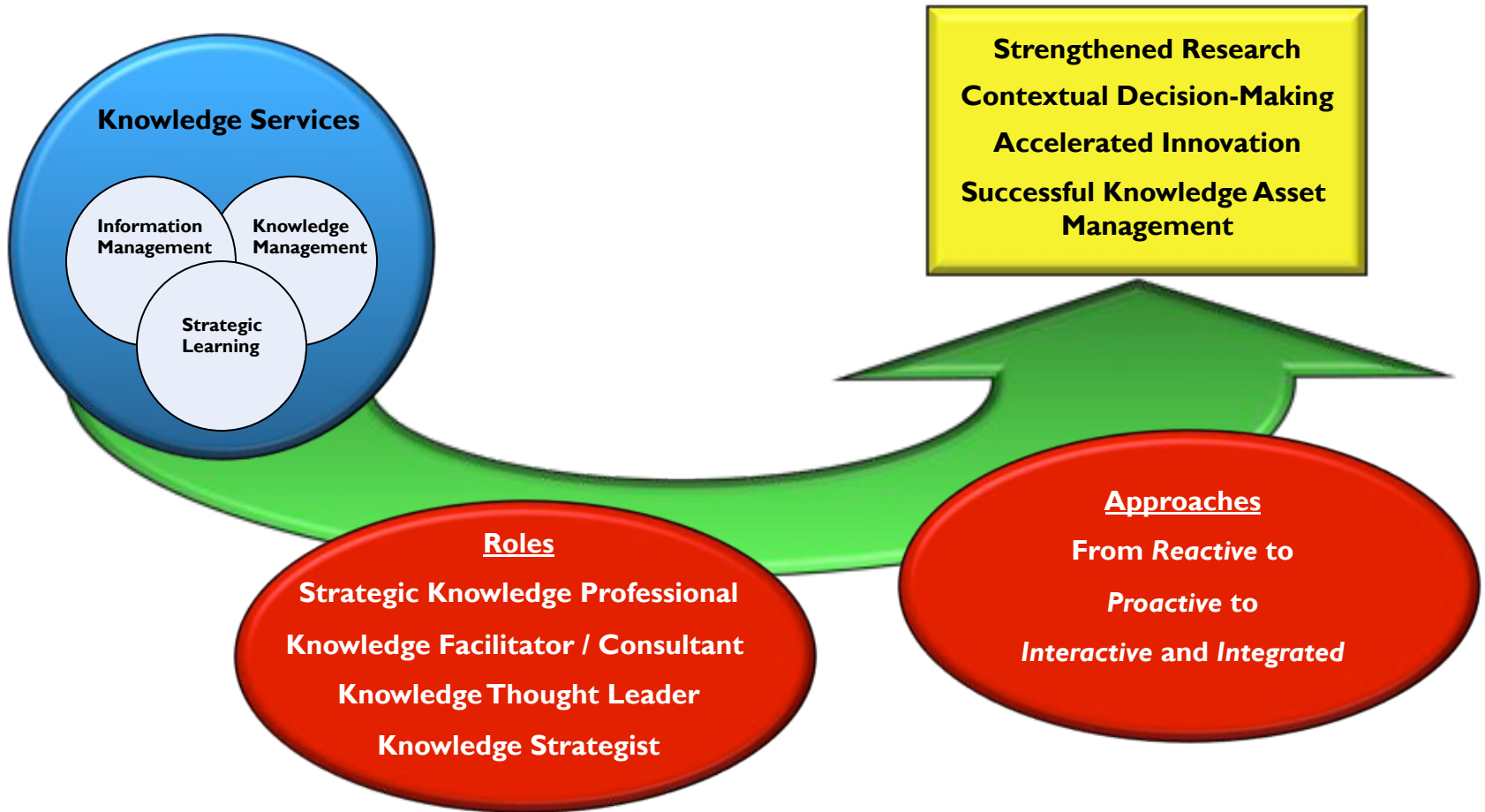
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The Specialist Librarian as Knowledge Thought Leader

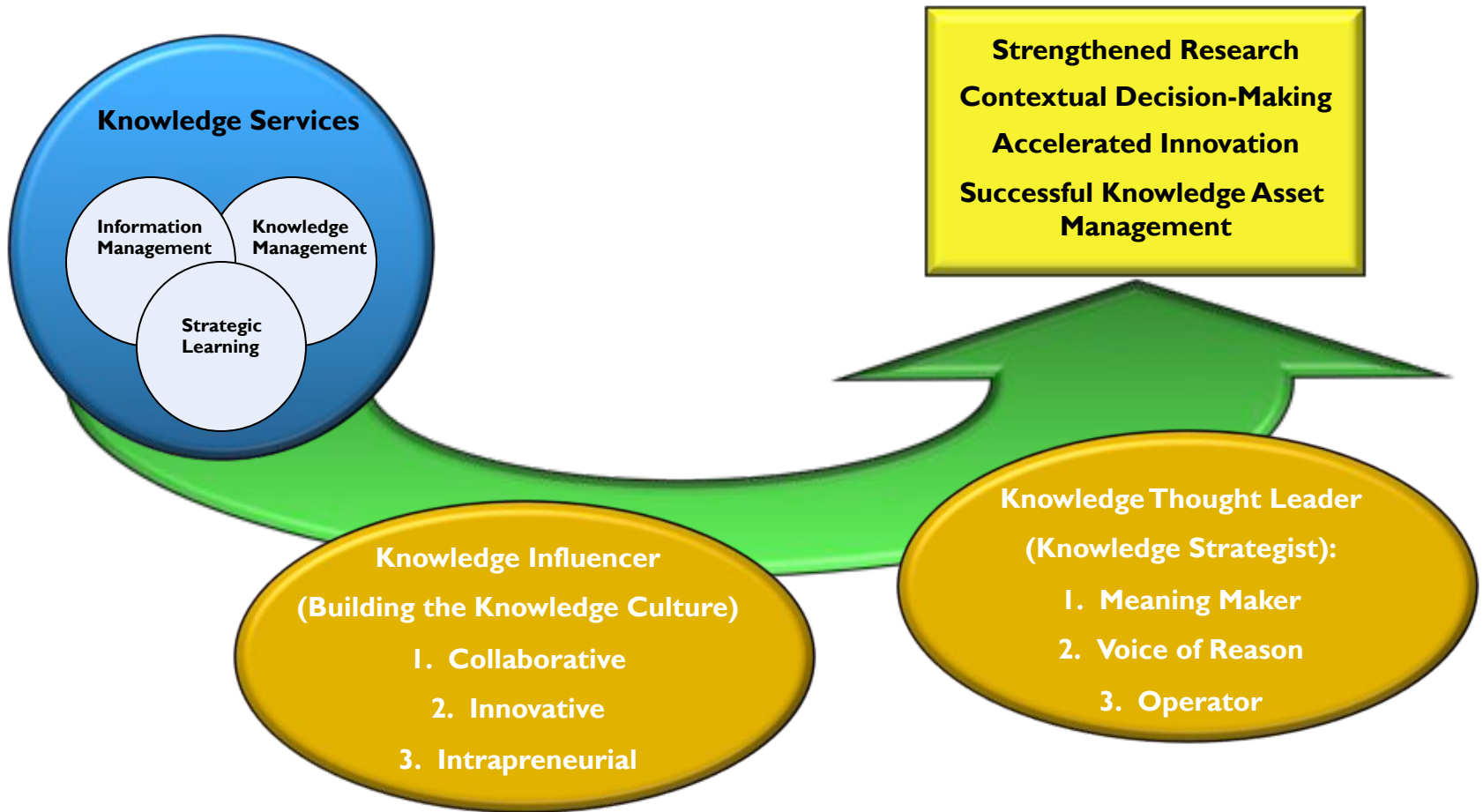
You understand the value proposition (*i.e.*, you know how to build the business case for knowledge services) and you can:

1. Identify strategic opportunities
2. Identify bottom-line impact of the specialized library's services
3. Focus on projects with real-time, *immediate* payoff
4. Establish meaningful measures of progress and publish results as evidence
 - by demonstrating the **relevance** of the library's services (when you're required to)
 - by describing the **operational** impact of high-performance KD/KS (also when you're asked) or when there's an opportune moment, speaking about the specialized library's successes
5. Talk about future opportunities in a KM/knowledge services environment.

Knowledge Services



Knowledge Services



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Did We Answer the Questions?

1. With respect to KM and knowledge services, can you identify the "top influencers" in your organization?

The answer is

2. What is the relationship between these people and senior management?

The answer is

3. How would you characterize your own role as a knowledge services thought leader in the company?

The answer is

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

- ***Managing the Change (October 22)***
 1. KD/KS doesn't work with "*the same old same old.*" Are you prepared to be a change agent in your company?
 2. What are the four principles of change management, and how do you apply them as you bring knowledge services into your organization's management framework?
 3. If there is resistance (and there will be), what tried-and-true solutions move stakeholders from resistance to support?
- The Strategic Knowledge Professional as Knowledge Thought Leader—Influencer, Communicator, Doer (November 12)
- Your Career Prospects - How Do You Re-Focus Your Knowledge Work So You Are *Indispensable*? (December 17)

Perhaps of Interest

THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

- ***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, Vancouver, British Columbia June 6, 2014)
- KMKS10 Fundamentals of KM and Knowledge Services
(SLA Annual Conference, Vancouver, British Columbia June 7, 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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Thank you



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