



Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries

The Strategic Knowledge Professional as Knowledge Thought-Leader: Influencer, Communicator, Doer

November 12, 2013
11.00am PDT/2.00pm EDT

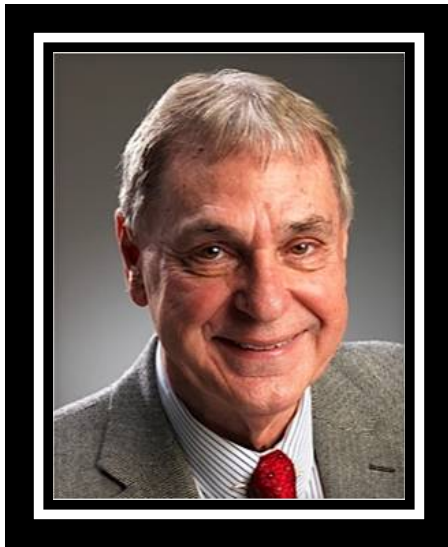


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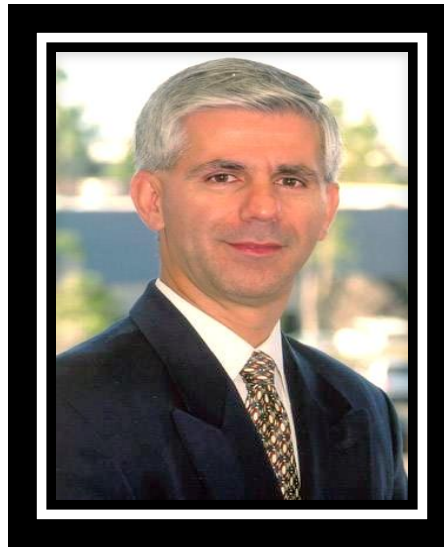
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Transforming Libraries

Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps

Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – will discuss:

- 1. Is your specialized library/knowledge resource center recognized as "successful" (however success is defined)?*
- 2. What is your influence in the organization where you are employed?*
- 3. Do you participate in decision-making in situations that are not related to the specialized library?*

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

The Strategic Knowledge Professional as Knowledge Thought-Leader

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 The Strategic Knowledge Professional as Knowledge Thought Leader

- 1. Is your specialized library/knowledge resource center recognized as "successful" (however success is defined)?*
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Transforming Libraries Your Role as Knowledge Thought Leader

Defining the Strategic Knowledge Professional We Are What We Do

Three “types” of knowledge workers (Peter Drucker’s famous phrase):

- Knowledge workers
- Strategic knowledge professionals
- Knowledge strategists



Transforming Libraries Your Role as Knowledge Thought Leader

Defining the Strategic Knowledge Professional We Are What We Do

The contribution is clear:

- The work is defined (and understood) as *professional*
- We work with **strategic** information, knowledge, and learning content
- We work with explicit, tacit, and **cultural** knowledge
- Success in knowledge development/ knowledge sharing (KD/KS) depends on stakeholder interactions with us



POLL



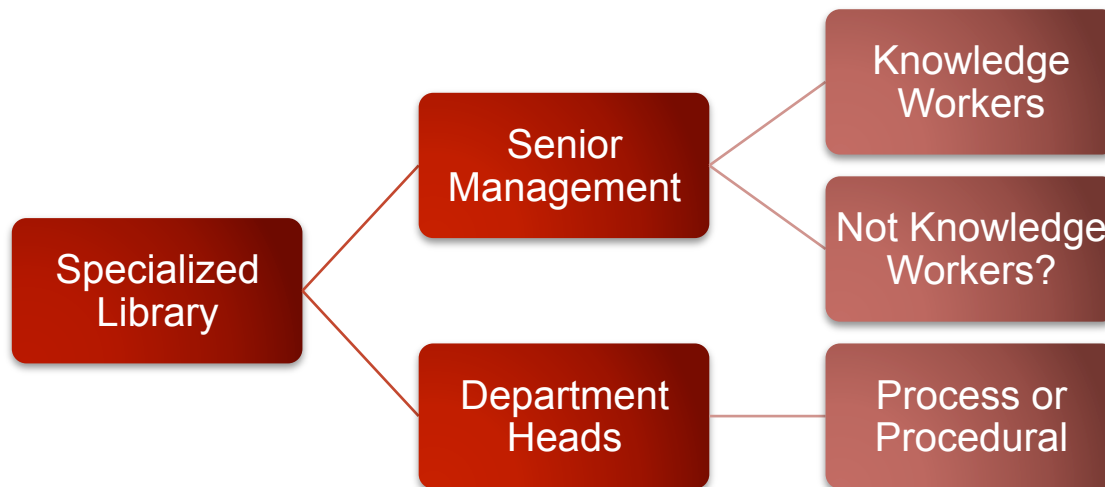
Polling Question # 1: Is your (or the library's) contribution to corporate success/organizational effectiveness recognized as ***strategic***?

[Results added post-webinar]

- ❑ Yes [50%]
- ❑ Think so (but the idea has not been tested) [21%]
- ❑ No [12%]
- ❑ Don't know [2%]
- ❑ No response [15%]

Transforming Libraries Your Role as Knowledge Thought Leader

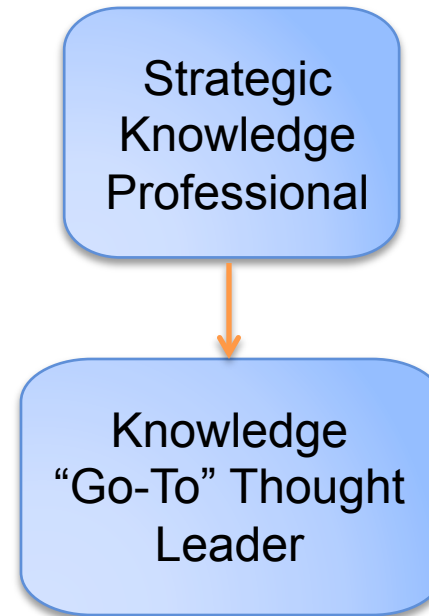
The Strategic Knowledge Professional: Positioned to Influence All Stakeholders



Transforming Libraries Your Role as Knowledge Thought Leader

Strengthen Your Influence

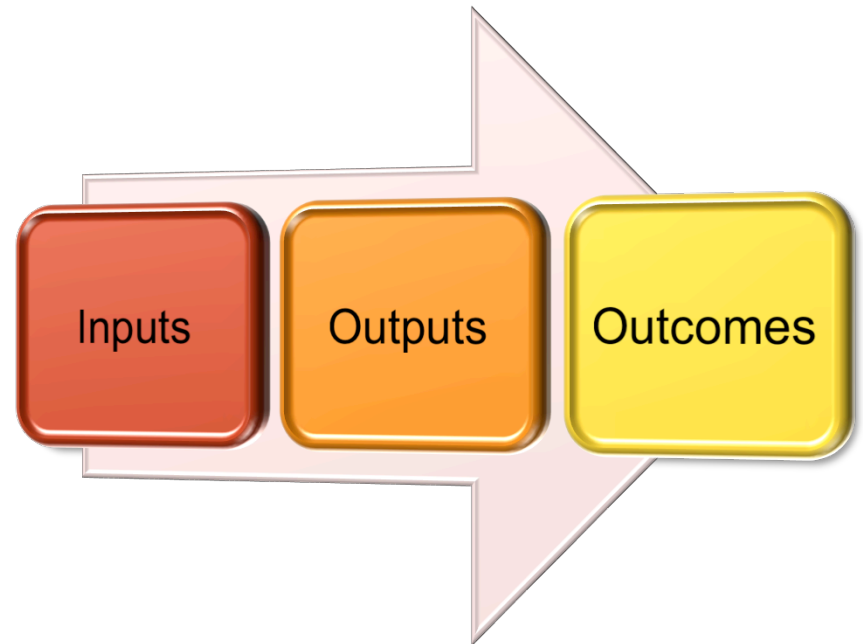
- Identify “top influencers”
- Identify opportunities for collaboration
- Look for quick wins (“low-hanging fruit” with high pay-off and strong visibility)
- Connect your research management products (and productivity) to company success/organizational effectiveness



Transforming Libraries Your Role as Knowledge Thought Leader

Communication: Your Voice Must Be Heard

- No element of the company exists “in a vacuum” (particularly the specialized library)
- Collaboration and interactivity are essential to ensure relevance
- Library/research unit: service-delivery expectations
- Success standards based on user and management impressions and interpretation



POLL



Polling Question # 2: Does your library have a formal framework for regular (on-going) communication with users and potential users?

[Results added post-webinar]

- ❑ Yes [46%]
- ❑ No [29%]
- ❑ Don't know [6%]
- ❑ No response [19%]

Transforming Libraries Your Role as Knowledge Thought Leader

Communication: Matching to Strategic Learning

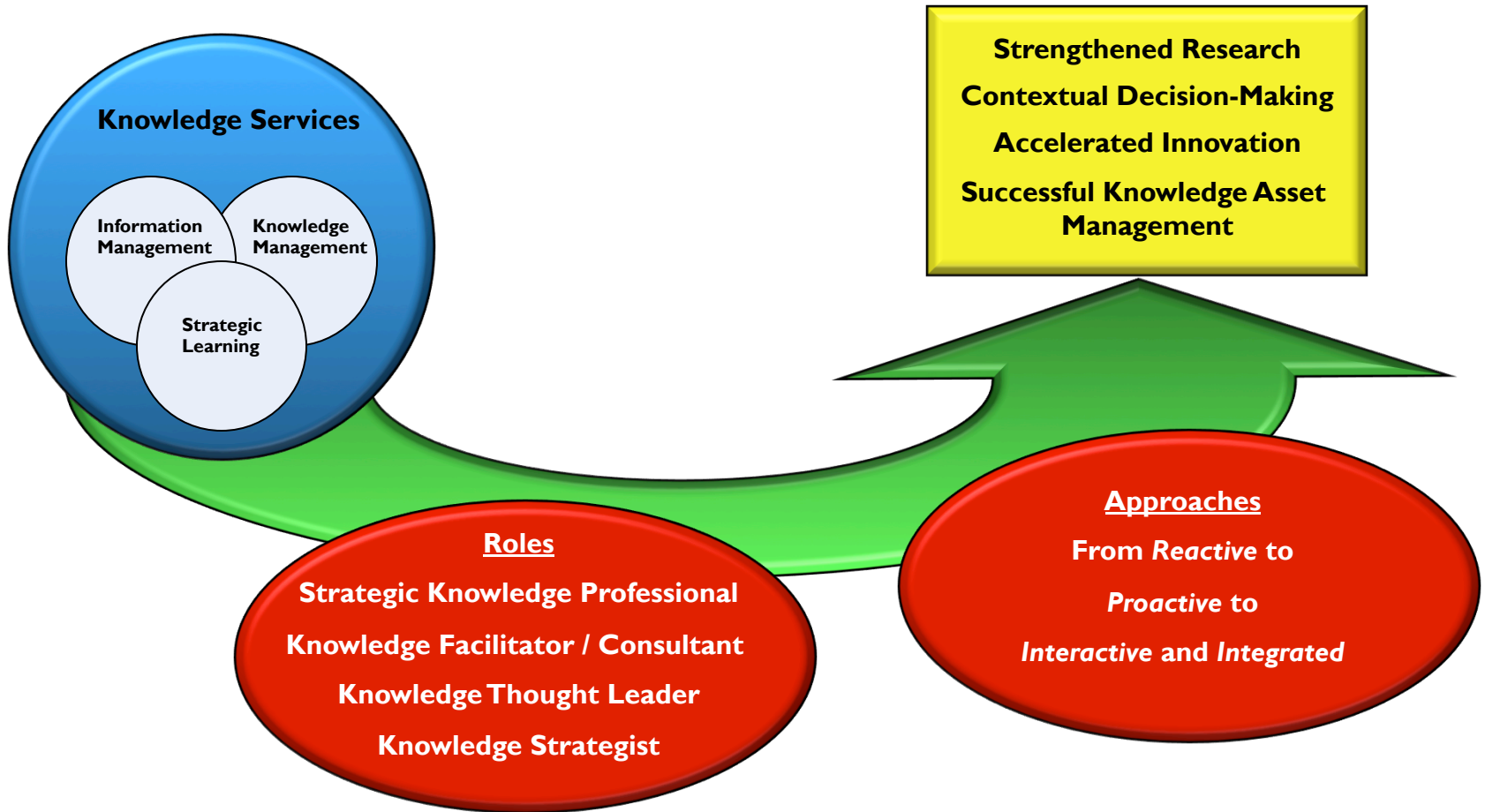
- “Built-in” connection with learning
- Strategic knowledge professional = in-house consultant
- Identifies role as essential

- The library/research function in a strategic learning role
 - Contributes to the larger organization’s role as a “learning organization”
 - Ditto as a “teaching organization”
 - Matches the understood construct of the company as a knowledge culture



Strategic Learning Initiatives

Knowledge Services



Transforming Libraries Your Role as Knowledge Thought Leader

Strategic Knowledge Professional: Doer: Getting Things Done

- Interactive and integrated approach to service-delivery role
- Clarity and realism fundamental in the management framework for the library/ research function
- Continually aware of “distance” between management theory (as applied to the specialized library) and practical, everyday operations
- Integrity: strategic knowledge leader does what she says she’ll do



Transforming Libraries Your Role as Knowledge Thought Leader

Did We Answer the Questions?

1. Is your specialized library/knowledge resource center recognized as "successful" (however success is defined)?

The answer is

2. What is your influence in the organization where you are employed?

The answer is

3. Do you participate in decision-making in situations that are not related to the specialized library?

The answer is

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

Your Career Prospects - How Do You Re-Focus Your Knowledge Work So You Are *Indispensable*? (December 17)

Talking Points for Dec 17:

1. *What's the status of knowledge services in your organization? Do you have an informal "idea" or concept about how the company can improve knowledge development/knowledge sharing (KD/KS)? Or even if KD/KS **should** be improved?*
2. *What is your relationship with the most senior and most authoritative decision-maker, with respect to KM/knowledge services?*
3. *What are your own wishes, with respect to working as a strategic knowledge professional? Do you **want** to be a knowledge thought leader in your employing organization?*

Perhaps of Interest

THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

- 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)
- KMKS105 Change Management and Change Implementation in the Knowledge Domain (online October 2014 – dates to be announced)

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



Cloud-based Library, Information, and Knowledge Management Solutions

COLUMBIA UNIVERSITY

M.S. IN INFORMATION AND KNOWLEDGE STRATEGY (IKNS)

Guy's course is

[IKNS K4301 Management and Leadership in the Knowledge Domain.](#)

In this course, we look at management issues facing leaders in the increasingly complex information and knowledge environment. We focus on the basic principles of management and leadership and knowledge strategy development, specifically as they relate to enterprise-wide information and knowledge services management.

The course is offered to the New York-area public through the Columbia University Postbaccalaureate Studies Program. For 2014 the course meets on Monday nights, January 27 – May 5.

Contact me directly if you would like more information about our knowledge-related programs at Columbia, either the individual K4301 course or the overall IKNS graduate program. I will be happy to provide you more information.

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Let Us Hear From You

We want your opinion about this series of webinars.

Were the webinars of interest to you?

Were the webinars of use to you?

What did you like best about the webinars?

What did you like least?

Should we continue to offer these free webinars?

Are there additional subjects you would like us to discuss?

Thank you very much for your participation and your support. And thank you to Soutron Global for sponsoring these webinars.

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Transforming Libraries

Thank you



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