



Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries

Your Career Prospects: How Do You Re-Focus Your Knowledge Work So You Are Indispensable?

December 17, 2013
11.00am PST/2.00pm EST

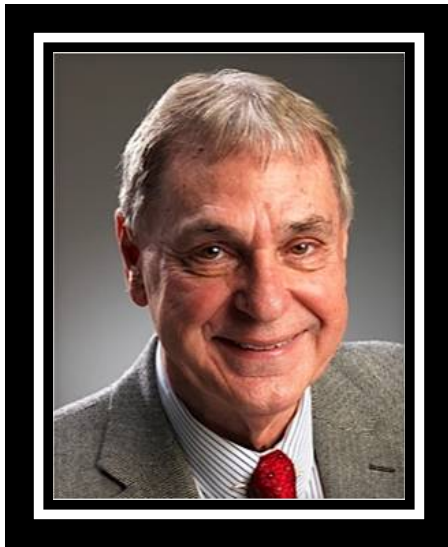


Cloud-based Library, Information, and Knowledge Management Solutions

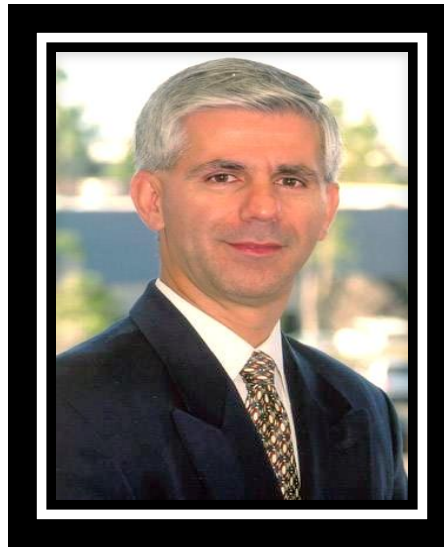
© 2013 Soutron Global

Transforming Libraries

Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps

Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – will discuss:

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?*

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

Your Career Prospects: How Do You Re-Focus Your Knowledge Work So You Are Indispensable?

Guy St. Clair

President and Knowledge Services Evangelist
SMR International

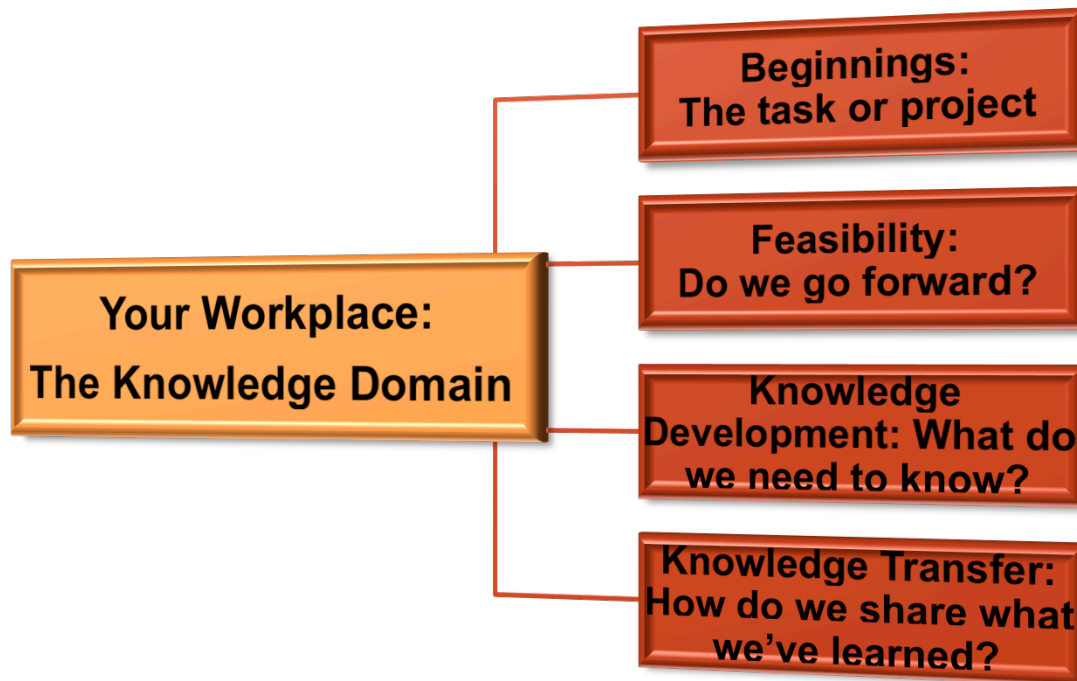
Lecturer and Subject Matter Expert
M.S. In Information and Knowledge Strategy Program
Columbia University

Consulting Specialist for Knowledge Services
Soutron Global



Cloud-based Library, Information, and Knowledge Management Solutions

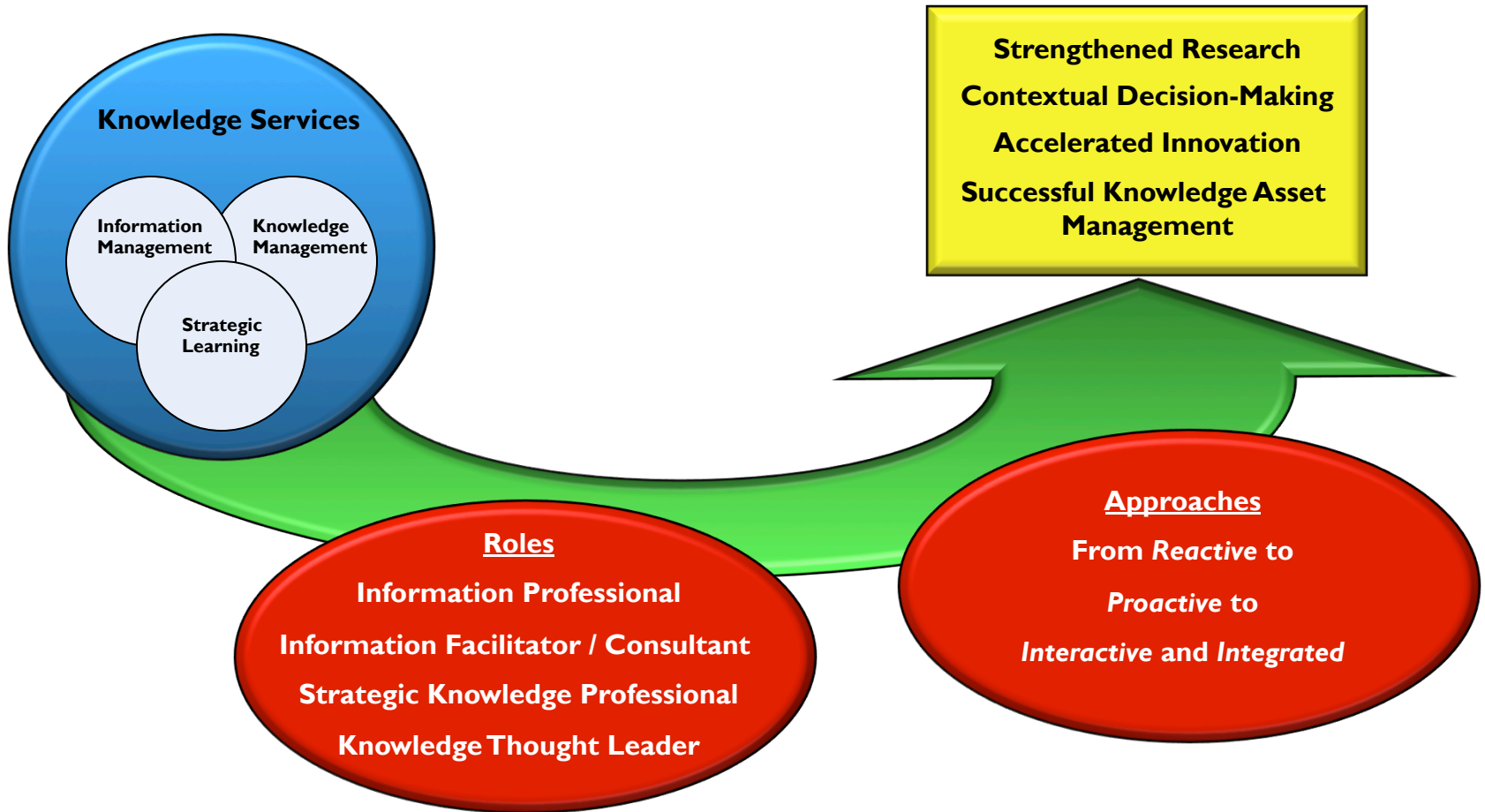
Transforming Libraries Relating Your Career Prospects to Your Work



Transforming Libraries
Relating Your Career Prospects to Your Work



Knowledge Services



Transforming Libraries
Relating Your Career Prospects to Your Work

Knowledge Thought Leader = Indispensable



Transforming Libraries Relating Your Career Prospects to Your Work

Thought Leader



David Brooks

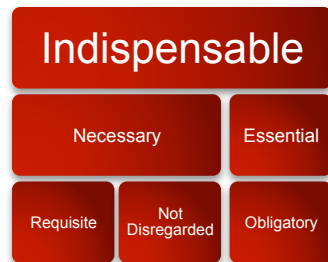
Josh Haner/The New York Times

- *Recognized by Successful People*
- *Discussion Leader/Facilitator*
- *Gets People to Listen and Take His/Her Advice*

*“The Thought Leader”
by David Brooks
New York Times
December 16, 2013*

Transforming Libraries Relating Your Career Prospects to Your Work

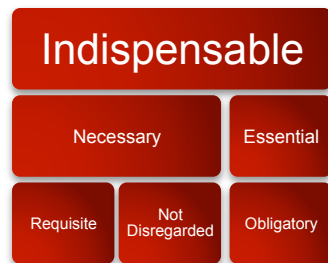
Knowledge Thought Leader = Indispensable



- *Influence*
- *Futurist (not status quo)*
- *Change Agent*

Transforming Libraries Relating Your Career Prospects to Your Work

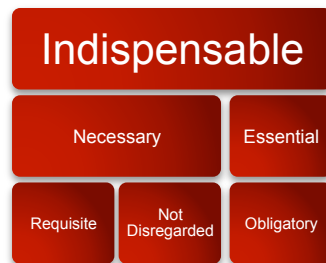
Knowledge Thought Leader = Indispensable



- *Leadership Ability*
- *Recognition from Peers (and other corporate stakeholders)*

Transforming Libraries Relating Your Career Prospects to Your Work

Knowledge Thought Leader = Indispensable



- *Management/Operational Skill*
- *Professional Expertise*

POLL



Polling Question # 1: As a librarian (or manager of a research unit, no matter what it's called), how would you define yourself professionally?

[Results added post-webinar]

- Strategic knowledge professional [26%]
- Knowledge worker [22%]
- Knowledge strategist [4%]
- Don't know [8%]
- No response [40%]

Transforming Libraries Relating Your Career Prospects to Your Work

Professional Careers: Critical Success Factors

*Engagement
Commitment
Focus
Talent*

*Achieved through:
Leadership
Management*

And for us: KD/KS



Transforming Libraries Relating Your Career Prospects to Your Work

*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?*



Transforming Libraries Relating Your Career Prospects to Your Work

*How do you determine the status of
knowledge services in your
organization?*

*First: you assess – you conduct a
knowledge audit*

The logo for 'knowledgeaudit' features the word 'knowledge' in orange and 'audit' in black, with a checkmark above the 'i'. Below it is the tagline 'know what your company knows' in a smaller, grey font.

knowledgeaudit
know what your company knows

Transforming Libraries Relating Your Career Prospects to Your Work

How do you determine the status of knowledge services in your organization?

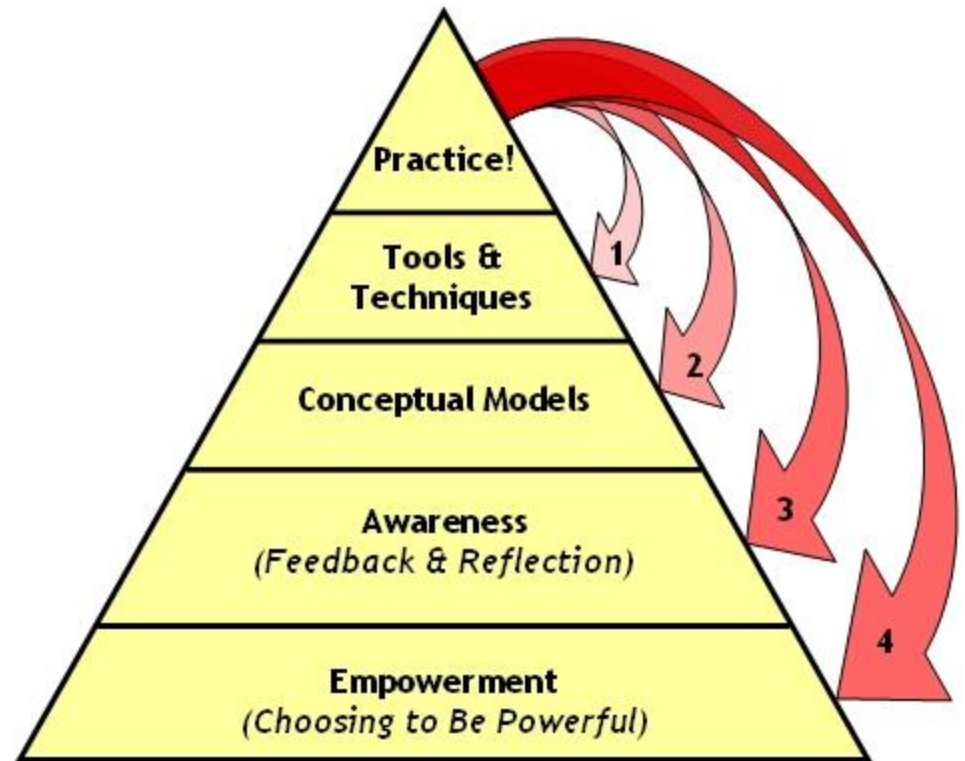
You identify and assess knowledge assets, how they are used, by whom, and how the company benefits when they are used.



Transforming Libraries Relating Your Career Prospects to Your Work

How do you determine the status of knowledge services in your organization?

- Strategic Learning
(AKA Organizational Learning)



Transforming Libraries Relating Your Career Prospects to Your Work

*How do you determine the status of
knowledge services in your
organization?*

- Observation

MBWA
Management By
Wandering Around

Transforming Libraries Relating Your Career Prospects to Your Work

How do you determine the status of knowledge services in your organization?

- Or better yet:

Observation *and* Participation

MBWA 8:

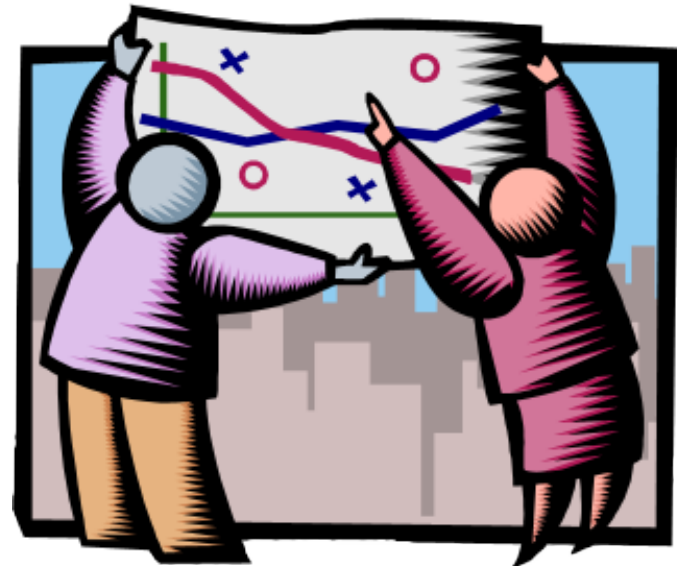
Change your firm with 8 words

**What do you think?
How can I help?**

Transforming Libraries Relating Your Career Prospects to Your Work

How do you determine the status of knowledge services in your organization?

- Measurement/ and metrics – you quantify



Transforming Libraries Relating Your Career Prospects to Your Work

What is your relationship with the most senior and most authoritative decision-maker, with respect to KM/ knowledge services?

- 1. Who is the most authoritative decision-maker?*
- 2. How are decisions made? What content determines how decisions are made?*
- 3. What knowledge assets does this person depend on?*
- 4. What's your connection with those knowledge assets?*



Transforming Libraries Relating Your Career Prospects to Your Work

*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?*



Ask the Questions:



POLL



Polling Question # 2: Why do you do the work you do?
What's your "first" priority?
[Results added post-webinar]

- ❑ Contribute to organizational effectiveness/success [52%]
- ❑ Recognition (not just money or personal success) [4%]
- ❑ "lead the meaning" [4%]
- ❑ Get a paycheck [2%]
- ❑ No response [38%]

Transforming Libraries: Knowledge Work = *Indispensable*

Did We Answer the Questions?

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?*

The answer is

2. *What is your relationship with the most senior and most authoritative decision-maker, with respect to KM/knowledge services?*

The answer is

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?*

The answer is

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 14-29, 2014)

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)

Want to move into a recognized leadership role in KM, knowledge services, and knowledge strategy development?

Check out Columbia University's [M.S. in Information and Knowledge Strategy](#).

The program prepares knowledge practitioners to plan and lead knowledge and information services, improve collaboration and networks, and create innovative knowledge products.

Online information sessions are coming up on Jan 7, Feb 11, and Mar 4 – Sign up to attend at the IKNS graduate program site:

<http://ce.columbia.edu/Information-and-Knowledge-Strategy>.

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

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

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.

Contact information

Guy St. Clair

President and Knowledge

Services Evangelist

SMR International

www.smr-knowledge.com

10 Park Avenue (Suite 4-F)

New York NY 10016 USA

+1 212.683.6285

guystclair@smr-knowledge.com

Tony Saadat

President and CEO

Soutron Global

1653 Aryana Dr.

Encinitas, CA 92024

+1 760.870.4243 X123

tsaadat@soutronglobal.com

Transforming Libraries

Thank you



Tony Saadat

CEO Soutron Global

tsaadat@soutronglobal.com



Maria Phipps

Library Consultant Soutron Global

mphipp@soutronglobal.com



Graham Beastall

Managing Director Soutron

graham.beastall@soutron.com

Follow Us



<http://www.linkedin.com/company/soutron-global>



<https://twitter.com/SoutronGlobal>