



Cloud-based Library, Information, and KM/Knowledge Services Solutions

*Transforming Libraries*

**The New Knowledge Services:  
Connections not Collections**

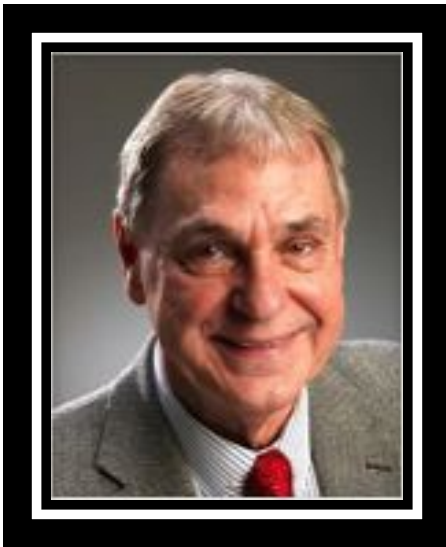
January 21, 2014  
11.00am PST/2.00pm EST



Cloud-based Library, Information, and KM/Knowledge Services Solutions

# Transforming Libraries

Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps



# Transforming Libraries

## Future Ready!

Our presenter – Guy St Clair – asks:

- 1. Do other business units/departments in your organization collect and deliver information to users? If so, do you have a relationship with the managers of those units?*
- 2. Are you responsible for the company's knowledge assets? Or closely connected with the people responsible?*
- 3. With respect to the ILS or other information management system used in the business unit where you work, what are your expectations?*



## 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*



**Transforming Libraries into  
Digital Information Resource Centers**

**The New Knowledge Services:  
Connections not Collections**

**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

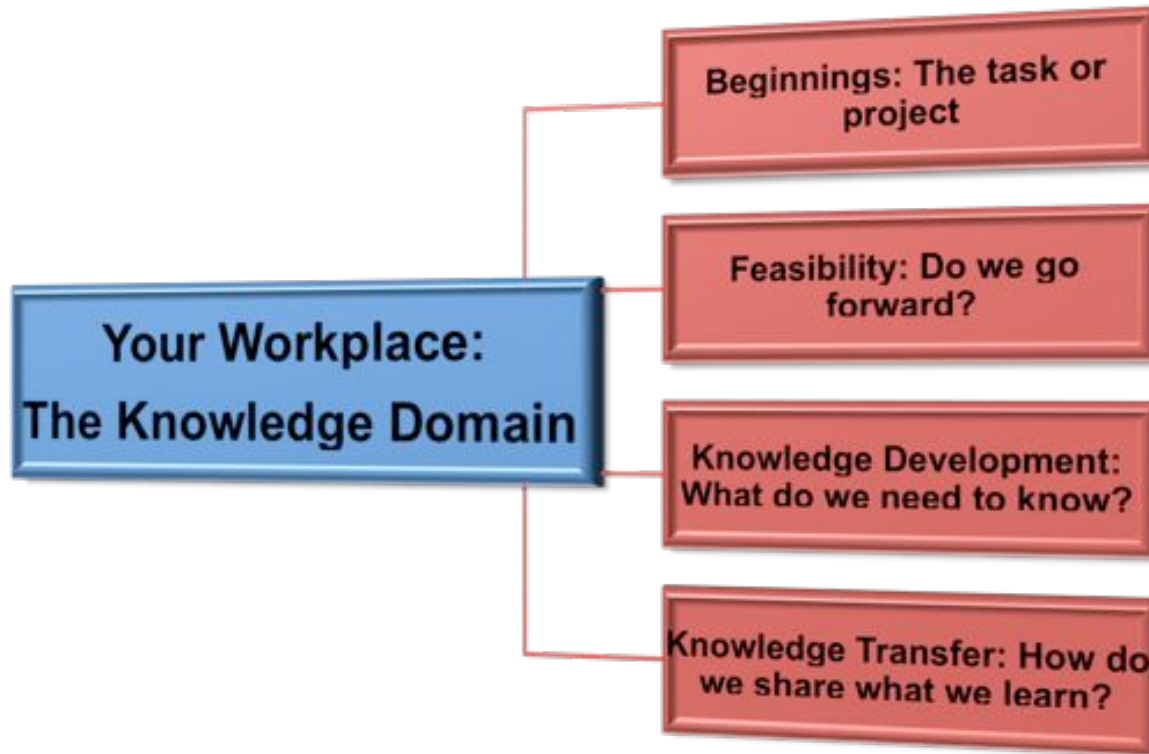
Consulting Specialist for Knowledge Services  
Soutron Global



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Transforming Libraries

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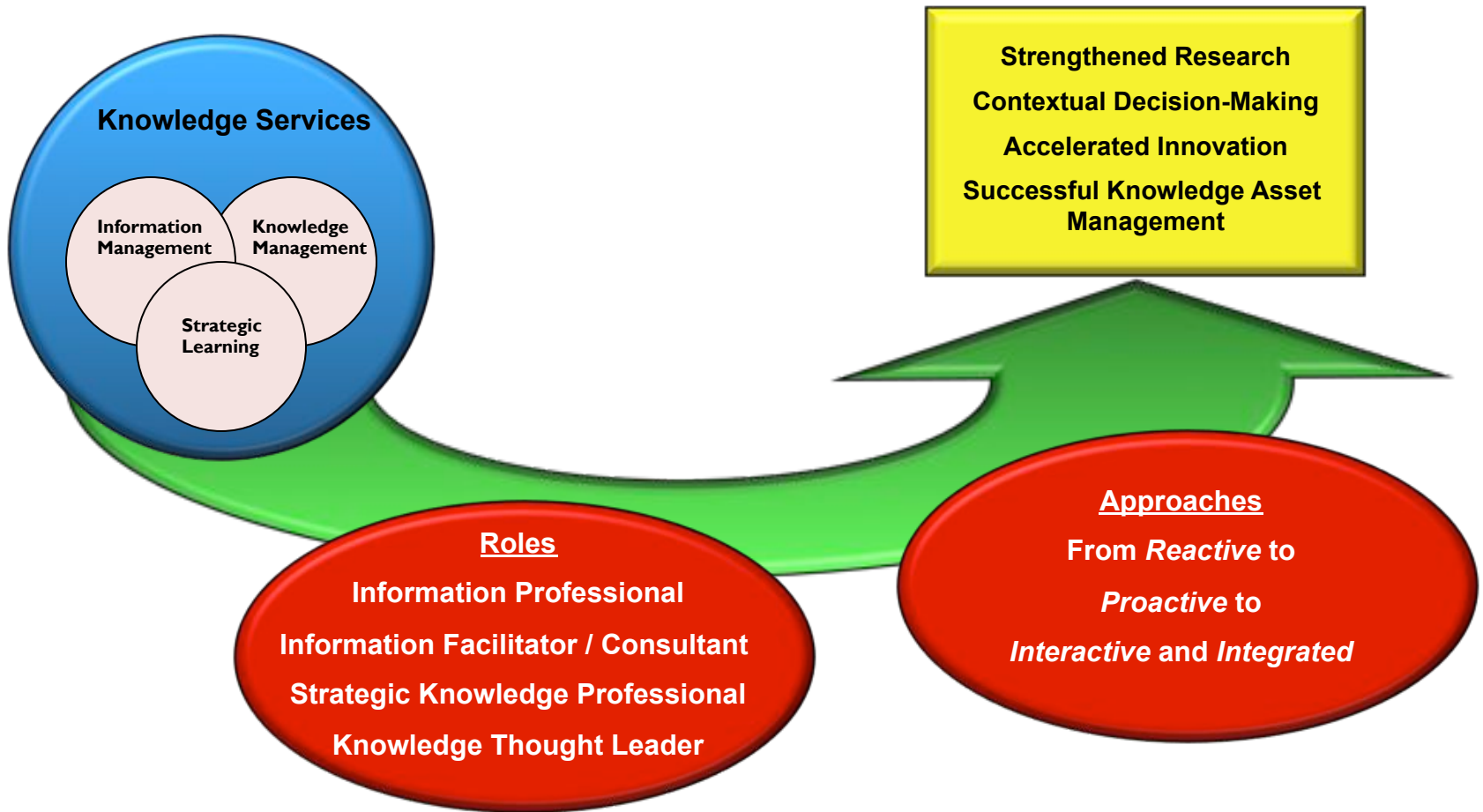


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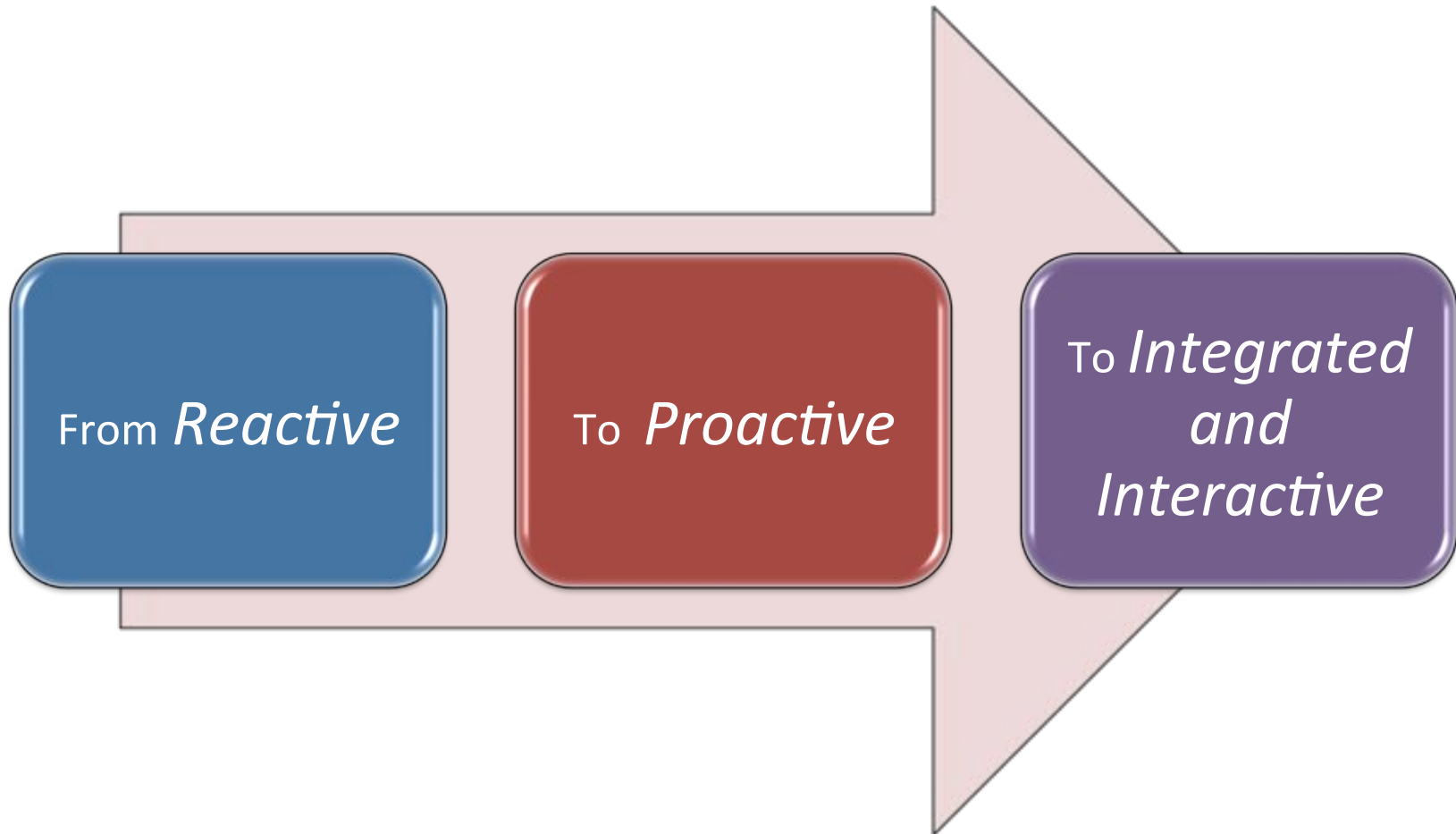
# Knowledge Services





Transforming Libraries

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## Transforming Libraries

# The New Knowledge Services: Connections not Collections

The Opportunity:

- Information is the world's new currency

The Opportunity:

- Every budget is an IT budget
- Every company is an IT company
- Every business leader is becoming a digital leader
- Every person is becoming a technology company
- We are entering the era of the Digital Industrial Economy.

– Peter Sondergaard, Gartner  
quoted in “What Comes after ECM?”  
[AIIM Presentation Dec 18, 2013] by John Mancini  
(President and CEO, AIIM), and  
Lubar Ptacek (Vice-President Strategic Marketing,  
OPEN TEXT)



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# The New Knowledge Services: Connections not Collections

“But,” Mancini and Ptacek say, “amidst this opportunity these are the kinds of things we hear....”



- “...file servers are out of control.....”
- “...information is leaking out of the organization....”
- “...implemented a new application we didn’t even know about in IT....”

And the really scary one:

- “...as the CEO, I can’t believe we are not getting more value out of the money we spend on technology.”

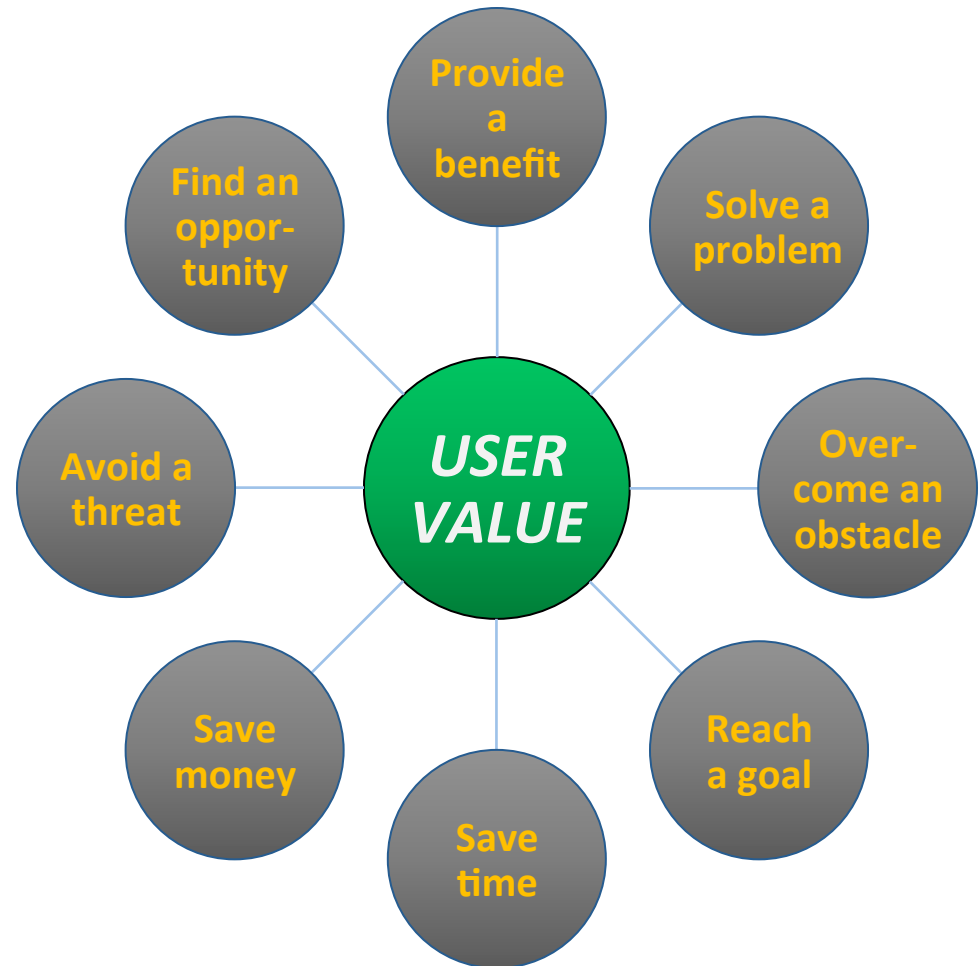
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# The New Knowledge Services: Connections not Collections

So have we moved to an era of **Information Chaos**?

No, because...

- We understand the transition from information to knowledge (“knowledge is information that is used” – Andrew Berner)
- KM/Knowledge Services/ Knowledge Strategy are understood to drive organizational success
- We know how to build the business case for KM/ Knowledge Services/ Knowledge Strategy

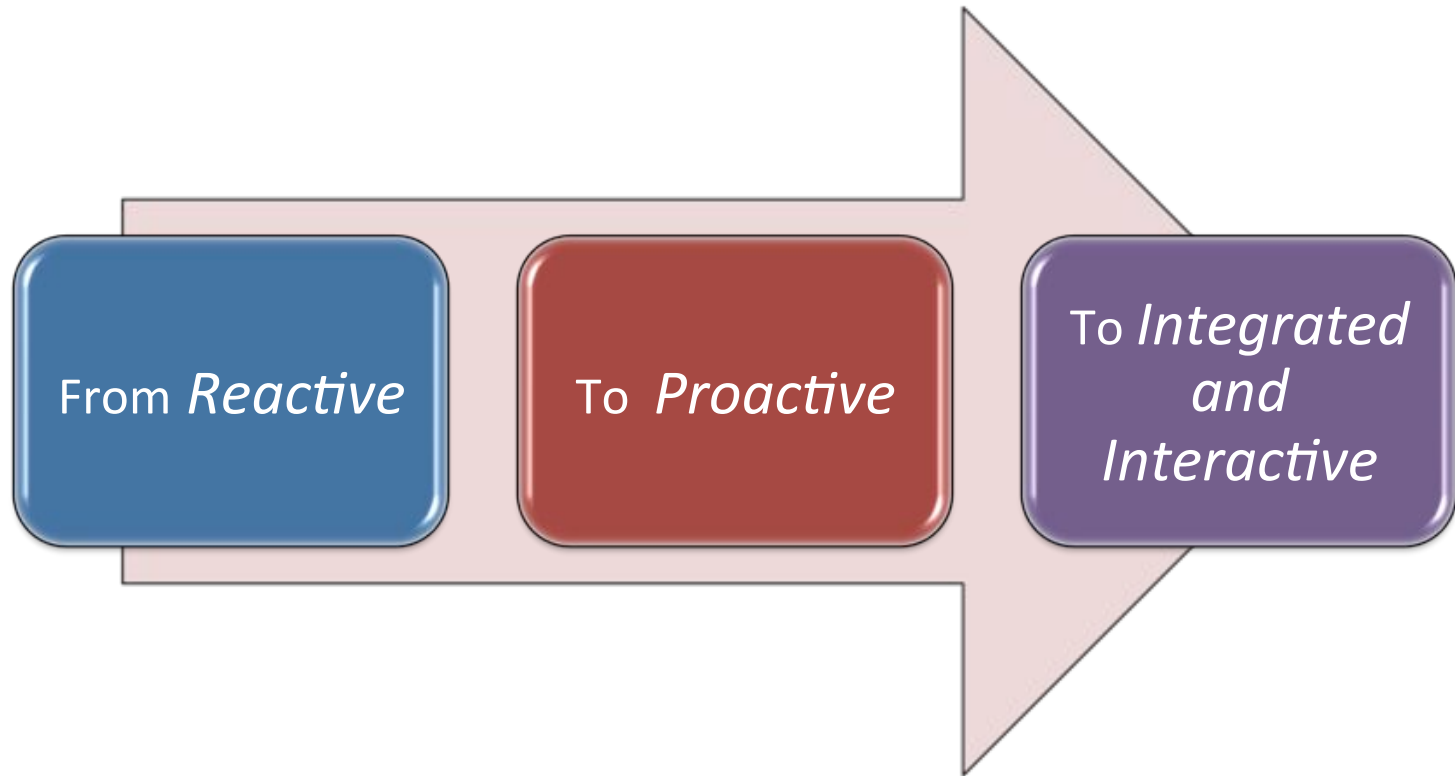


From *The Knowledge Value Chain® Handbook*, by Tim Powell. Permission granted for use.

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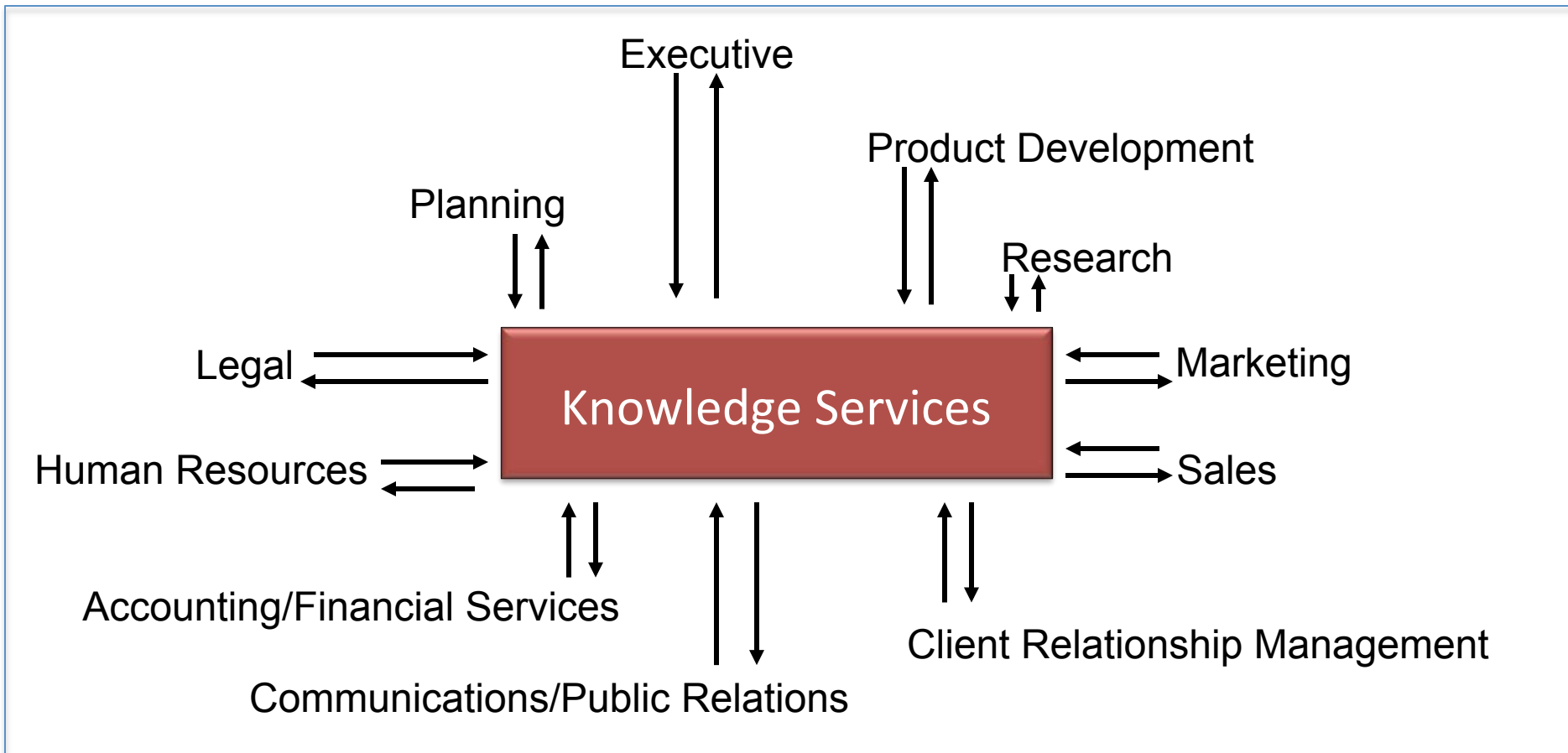
**The New Knowledge Services: Connections not Collections**

***Make the Move from Knowledge Services to KD/KS***



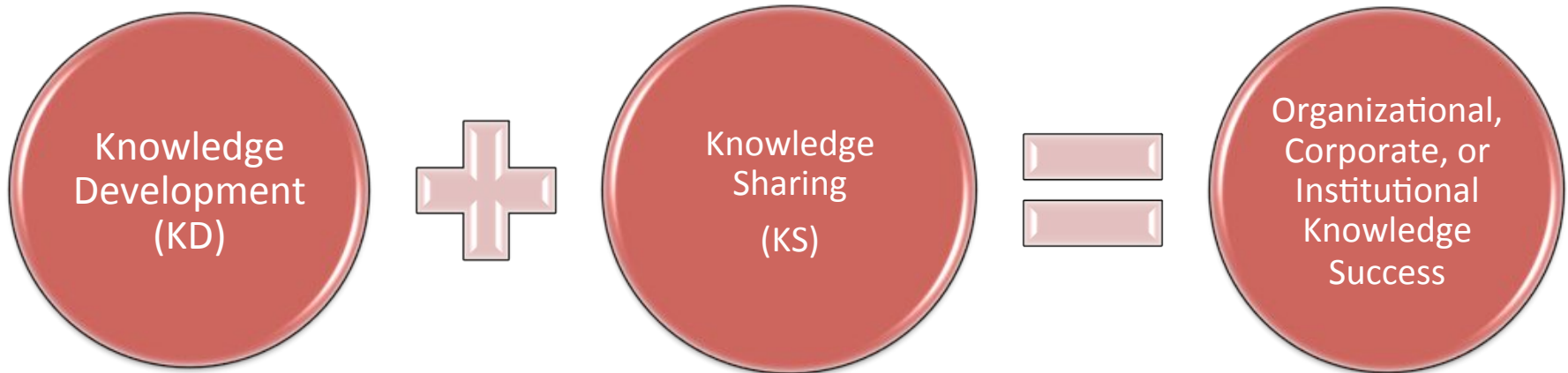
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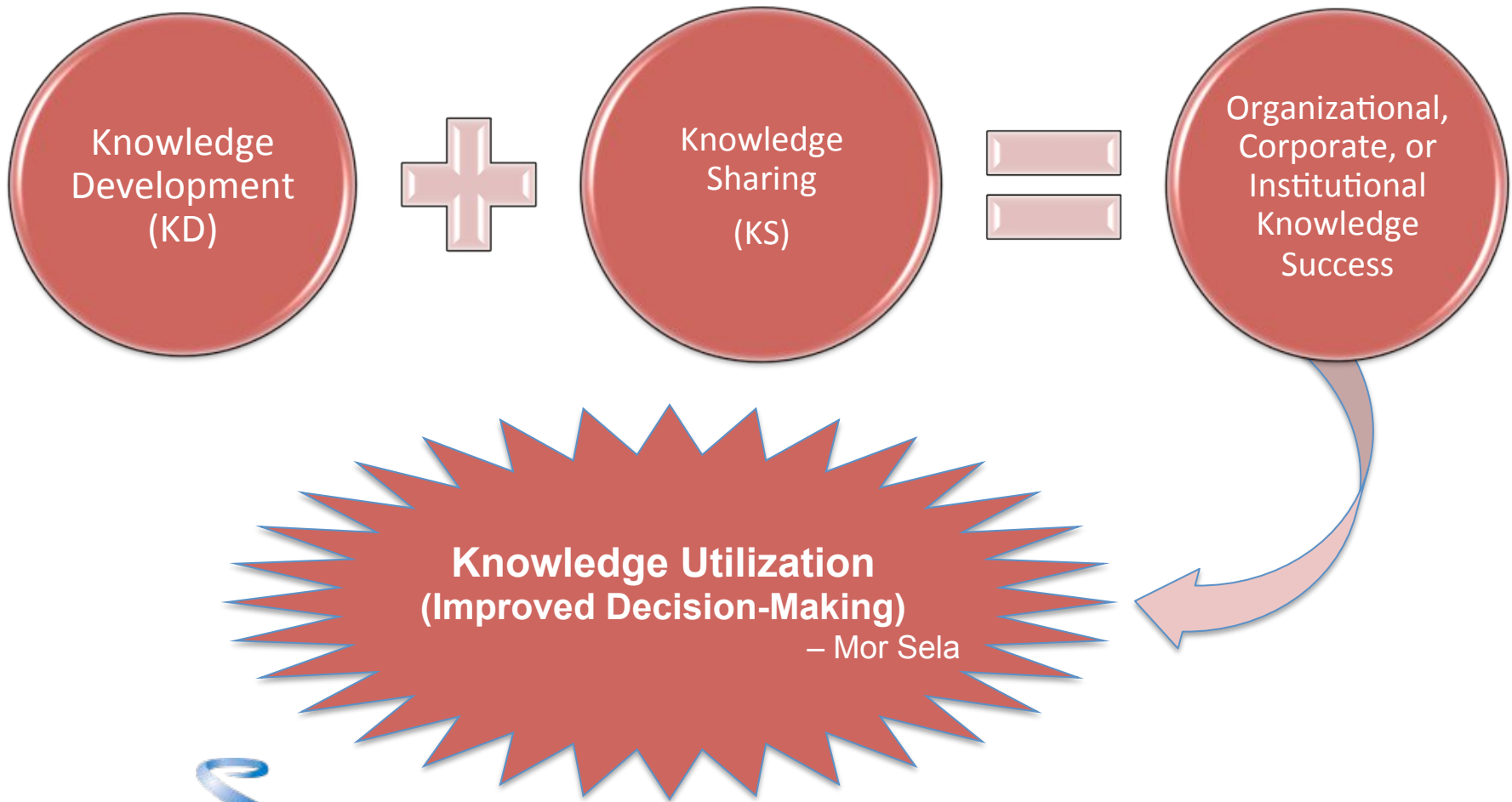
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**The New Knowledge Services: Connections not Collections**







# POLL

Polling Question # 1: In your work, do you and your co-workers assist your users in

- Knowledge Development (KD)? [ 0%]
- Knowledge Sharing (KS)? [ 20%]
- Knowledge Utilization (KU)? [ 7%]
- All of the above? [ 59%]
- Don't know or not sure? [ 16%]

[Results added post-webinar]

## Transforming Libraries

# The New Knowledge Services: Connections not Collections

We move on to your *opportunity*:

- You are positioned to provide “lines of meaning” to others in the company
- You *start with* examining the knowledge culture: will knowledge services *flourish* in your environment?
- You identify and cultivate like-minded employees.
- You develop conversations about how knowledge is developed, shared, and used.



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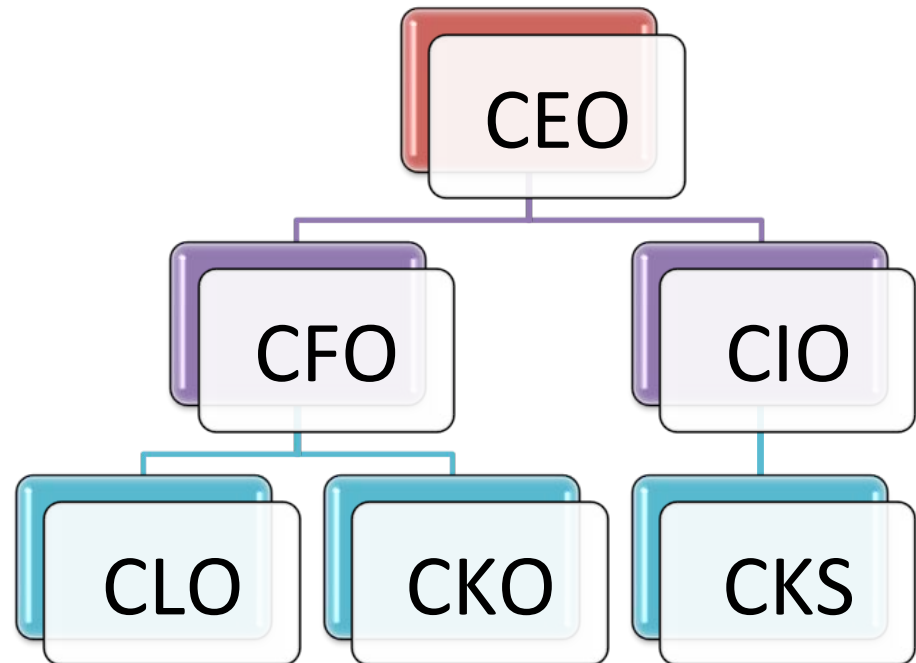
# The New Knowledge Services: Connections not Collections

*The second of our three questions/talking points:*

*Are you responsible for the company's knowledge assets?*

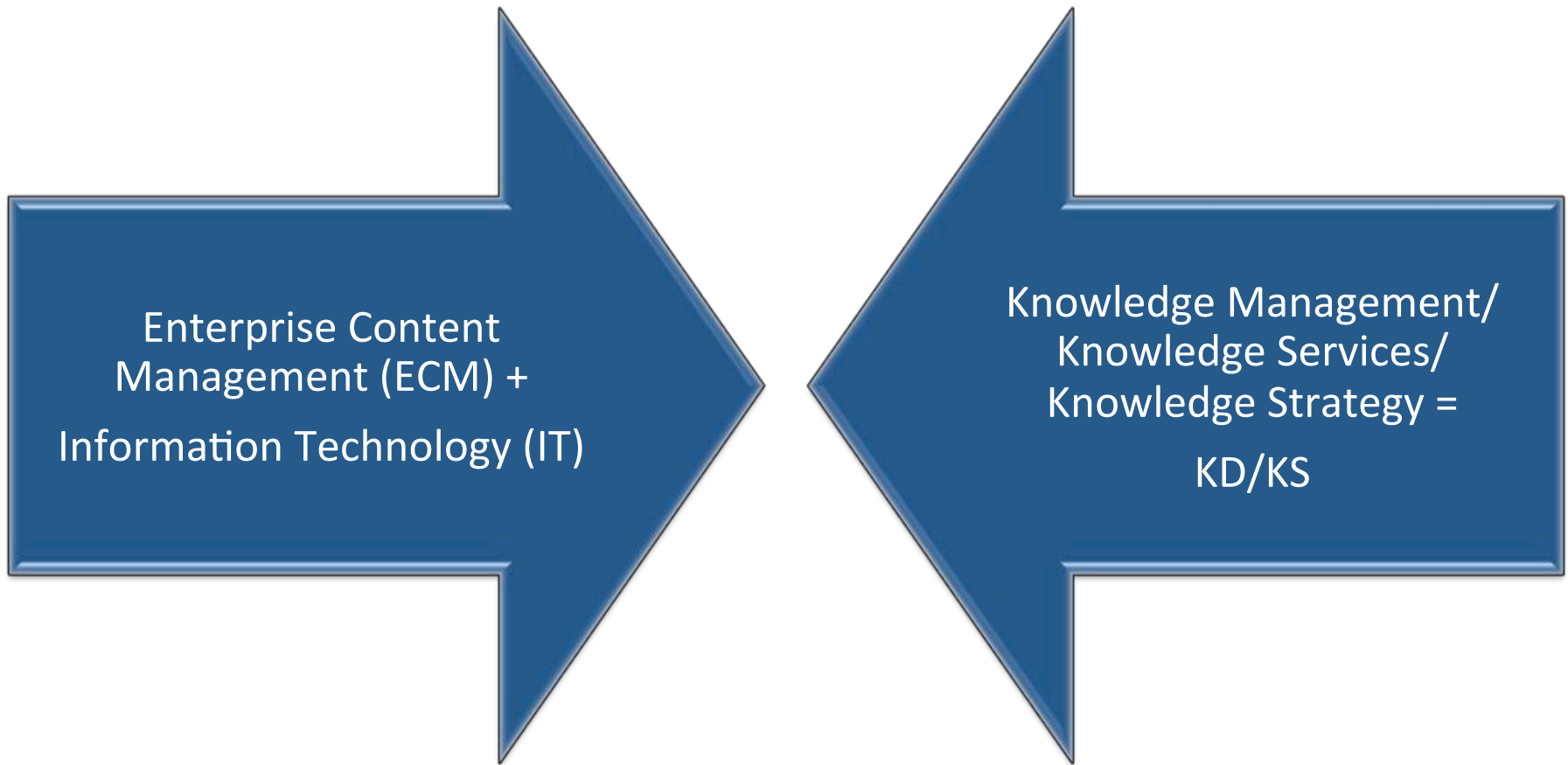
*Or closely connected with the people responsible?*

*And who are those people (or that person)?*



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**The New Knowledge Services: Connections not Collections**



## Transforming Libraries

# The New Knowledge Services: Connections not Collections

*The third of our three talking points: With respect to the ILS or other information management system used in the business unit where you work, what are your expectations?*

- Efficient, accessible, and effective delivery of core ECM services - regardless of content format
- KM/knowledge services delivery and applications with established ROI
- People-to-people connectivity with strong personal interactivity (depending on individual workplace requirements)
- User-focused (user-friendly) information access, including cutting-edge DAM capability
- Enterprise-wide functionality supporting enterprise-wide knowledge value recognition
- Streamlined, financially viable operational framework



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# The New Knowledge Services: Connections not Collections

## Is There a Knowledge Services Opportunity?

Your job is to scope out the firm: How do things “work”?

- Who are the information/knowledge “gatekeepers”?
- What’s is firm leadership’s “take” on KM and knowledge services?
- Is there a firm-wide knowledge strategy?



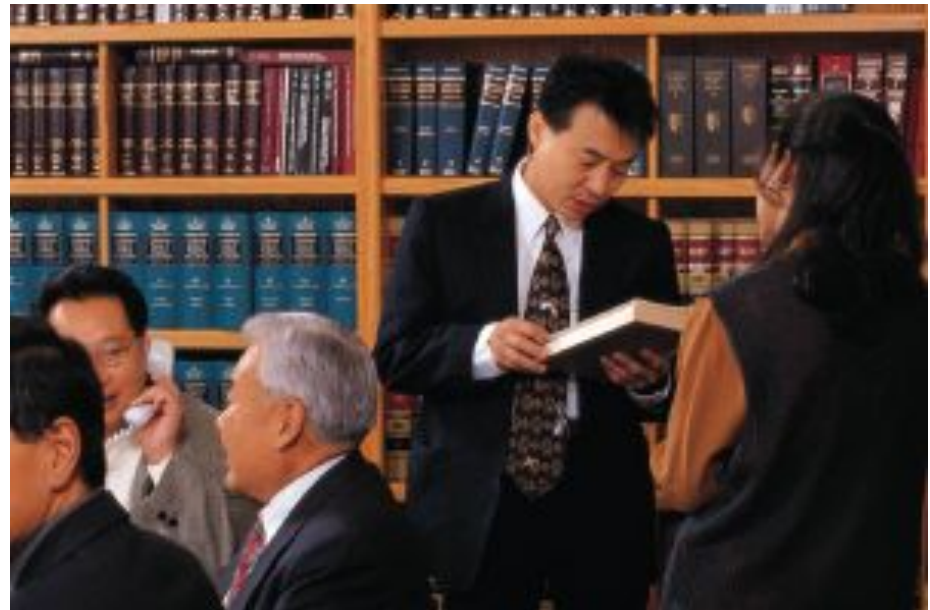
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# The New Knowledge Services: Connections not Collections

## Is There a Knowledge Services Opportunity?

In different departments and business units, what's been done? What resource requirements are in place?

- When was the last time someone at the firm tackled KD/KS?
- Is there a management leader in charge of keeping information, knowledge, and strategic learning current?



## Transforming Libraries

# The New Knowledge Services: Connections not Collections

## Is There a Knowledge Services Opportunity?

Make your case.

- What's the firm's KD/KS vision?
- Is it well articulated?  
Communicated wisely? Clearly?
- Has there been future planning for KD/KS? Does everyone know where they are going with KD/KS?





## Transforming Libraries

# The New Knowledge Services: Connections not Collections

## Is There a Knowledge Services Opportunity?

Thing big – Lead the change.

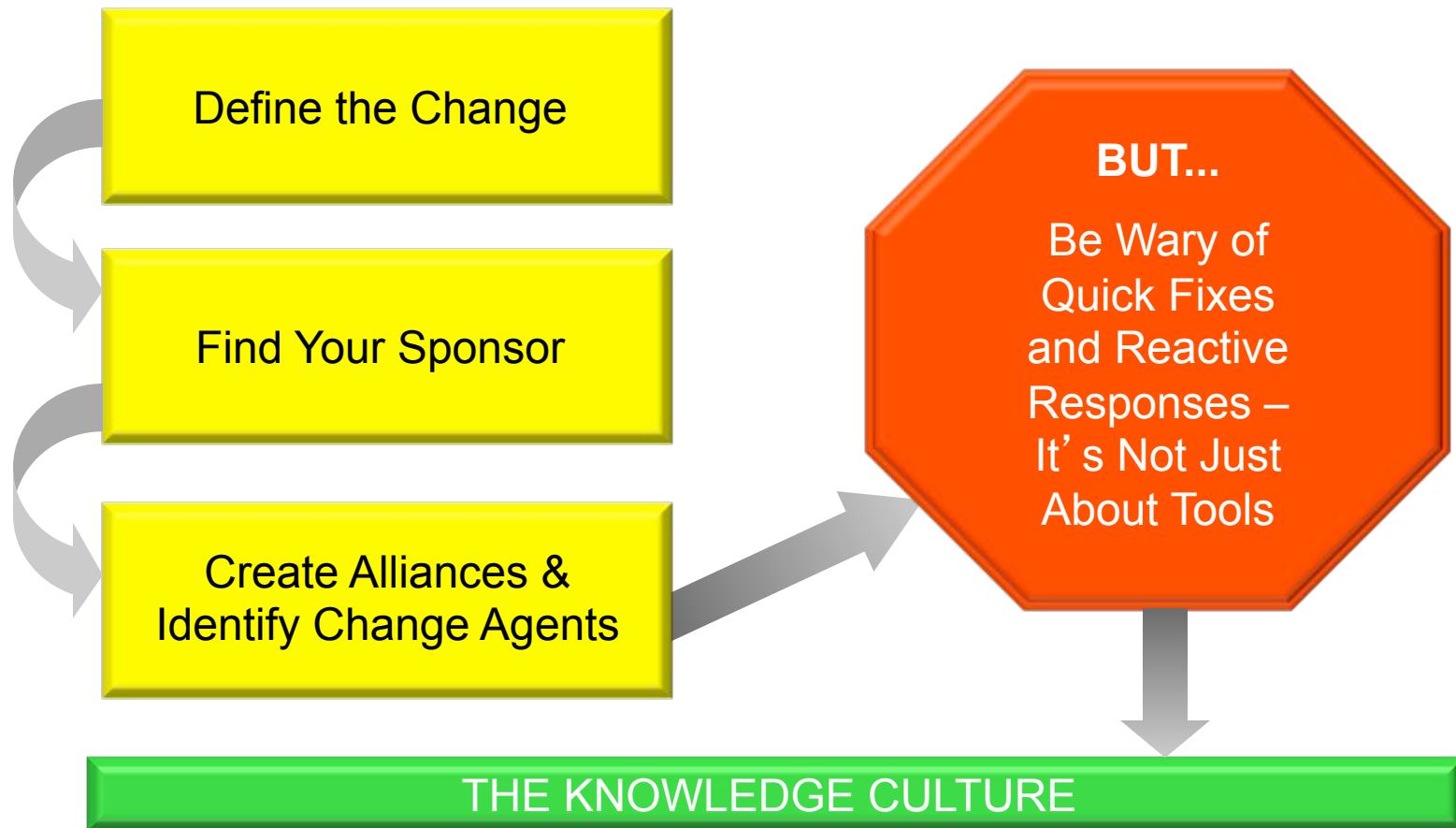
- Change is inevitable – seize the opportunity to make a difference in the KD/KS process at the company
- The organization's function is “entrepreneurial – to put knowledge to work”

- Peter Drucker



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## Transforming Libraries

### **The New Knowledge Services: Connections not Collections**

#### ***Did We Answer the Questions?***

- 1. Do other business units/departments in your organization collect and deliver information to users? If so, do you have a relationship with the managers of those units?*

*The answer is ....*

- 2. Are you responsible for the company's knowledge assets? Or closely connected with the people responsible?*

*The answer is ....*

- 3. With respect to the ILS or other information management system used in the business unit where you work (library, records management unit, archives, etc.), what are your expectations?*

*The answer is ....*



Cloud-based Library, Information, and Knowledge Management Solutions

**TRANSFORMING LIBRARIES:**

**THE 2014 SOUTRON GLOBAL WEBINARS WITH GUY ST. CLAIR (SMR INTERNATIONAL)**

**Coming Feb 18, 2014**

**KM and Knowledge Services: Consensus or Simply Shared Principles?**

Talking Points for Feb 18:

- 1. Do you have a clear picture of knowledge services implementations in departments other than your primary work unit?*
- 2. What is the “general understanding” in your organization about the value of knowledge?*
- 3. Who decides if a knowledge-focused activity is worthwhile (database development, web site upgrade, subject search using external resources, etc.)? Is there a standard process or are decisions made “on the fly”?*

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/](http://www.sla.org/learn/certificate-programs/cert_knowledge_mgmt/)

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 Feb 11, Mar 4, and Apr 8 – 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](#).]

# Contact information

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# Thank you



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