



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

Transforming Libraries

**Winning with Knowledge Services
Connect with Your Company's
Mission, Vision, and Values**

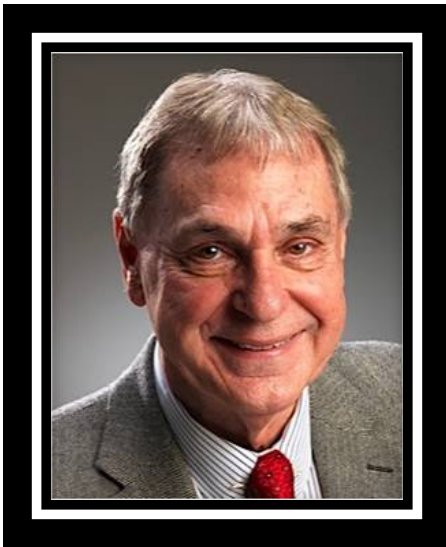
July 22, 2014
11.00am PST/2.00pm EST



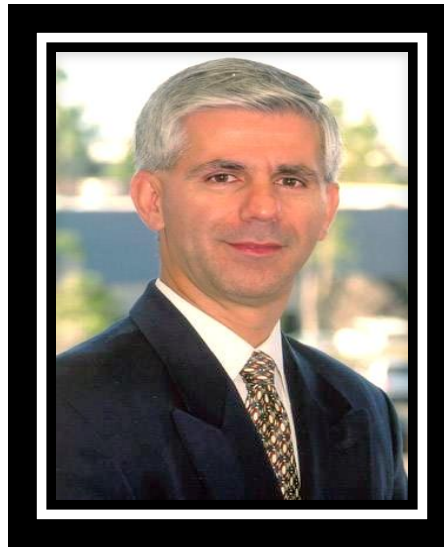
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Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps



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Future Ready!

Our presenter – Guy St Clair – asks:

- 1. What is the organizational “culture” with respect to the company’s mission, vision, and values?*
- 2. Are the specialized library/information center’s mission, vision, and values statements published and disseminated?*
- 3. Is there a specific and actionable link between the specialized library’s offerings and what the company is seeking to accomplish?*



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“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**

**Winning with Knowledge Services:
Connect with Your Company's
Mission, Vision, and Values**

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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What we want to know:

Our first question:

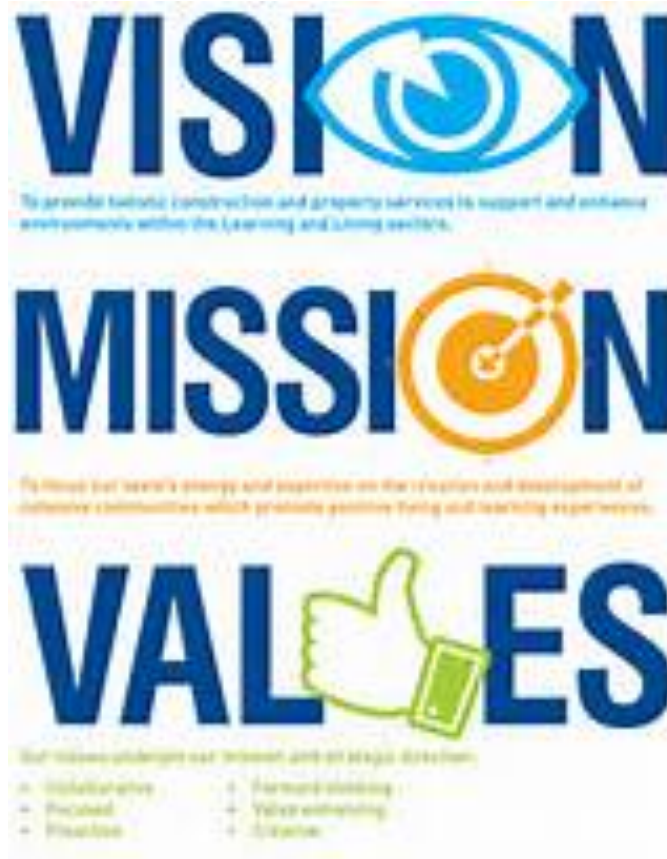
What is the organizational “culture” with respect to the company’s mission, vision, and values?

And...

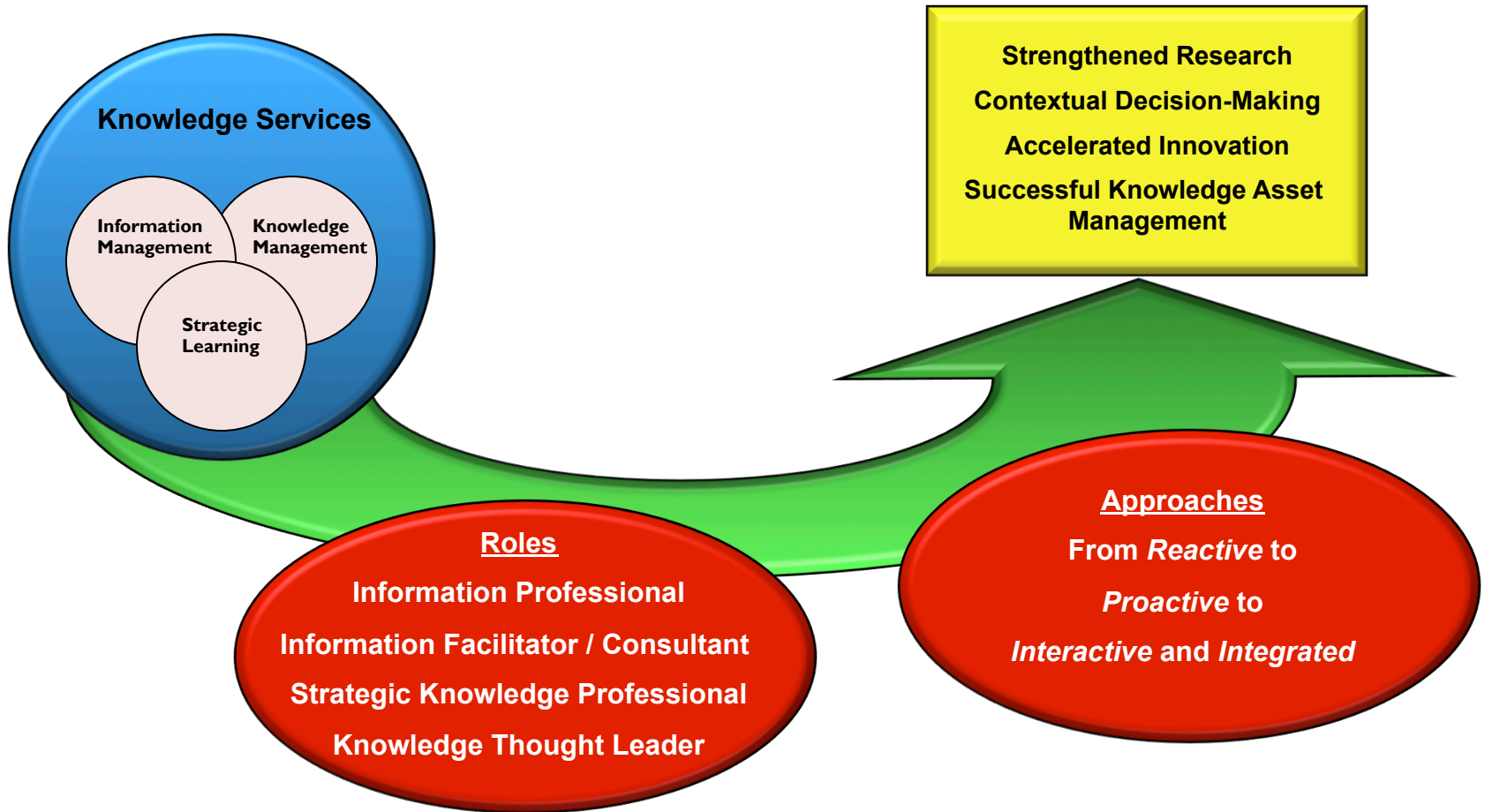
How does the work I do – the management and delivery of knowledge services – relate to the company’s mission, vision, and values?



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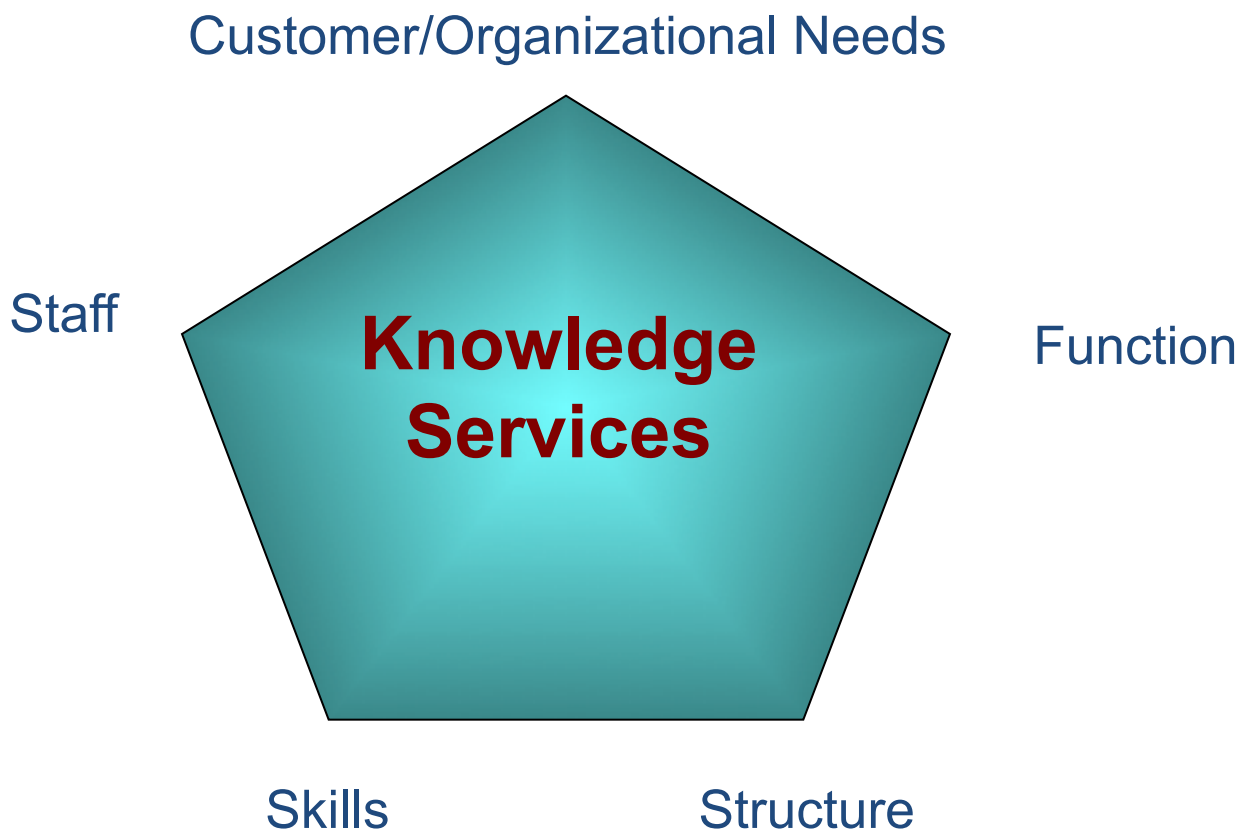
Knowledge Services



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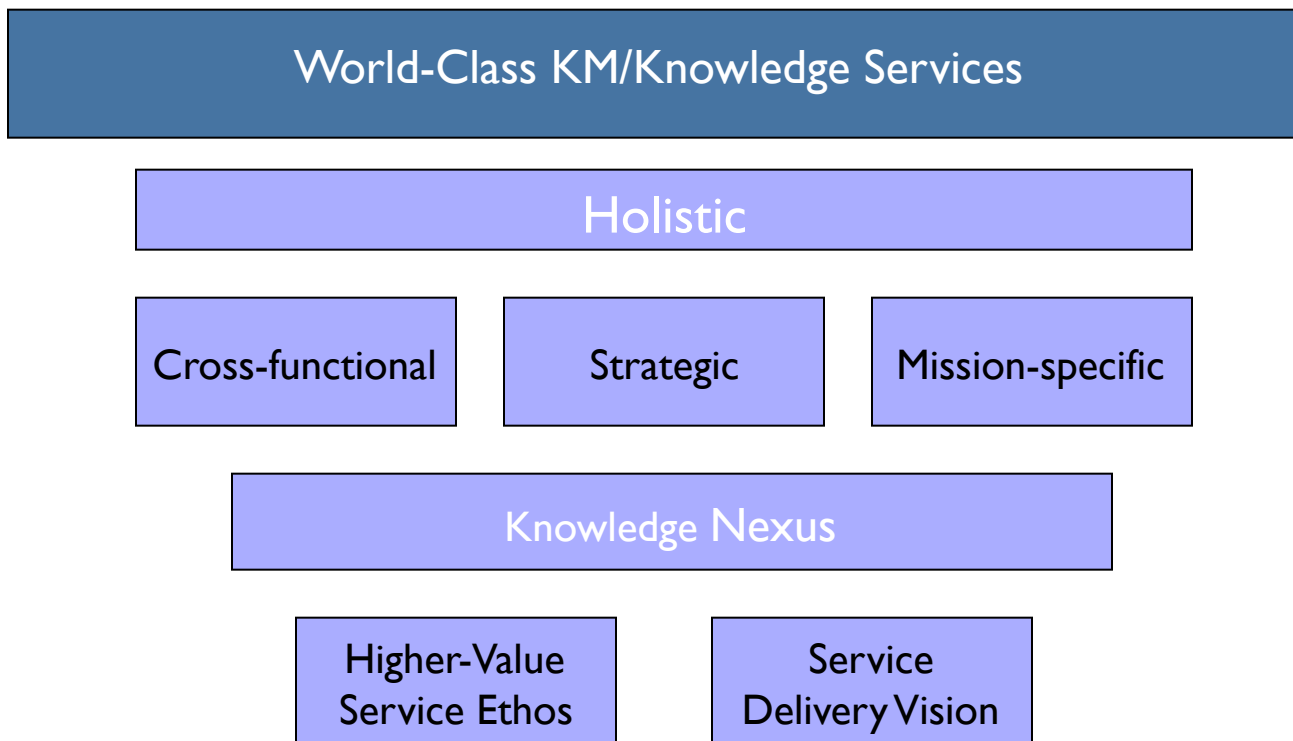
Knowledge Services: What's it involve?



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The Company's Information/Knowledge Strengths



Victoria Harriston, Thomas A. Pellizzi, Guy St. Clair
"World-Class Knowledge Services" *Information Outlook*,
June/July 2003

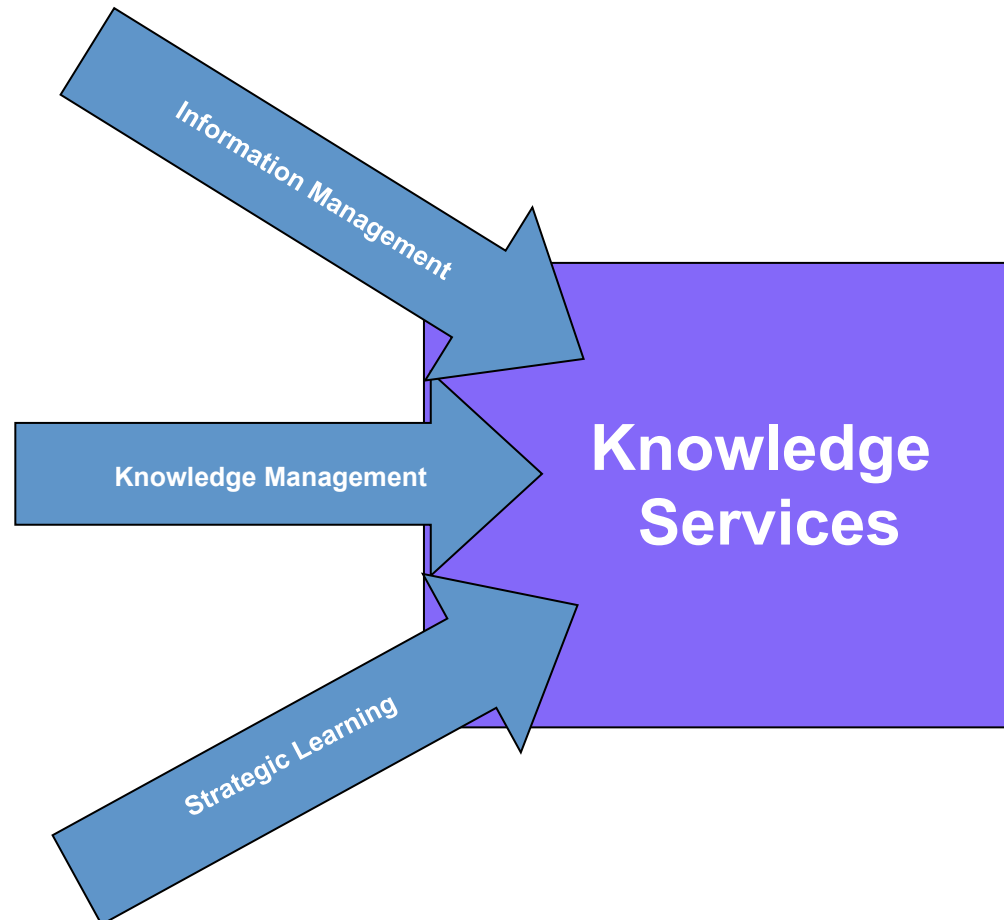


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Knowledge Services Defined

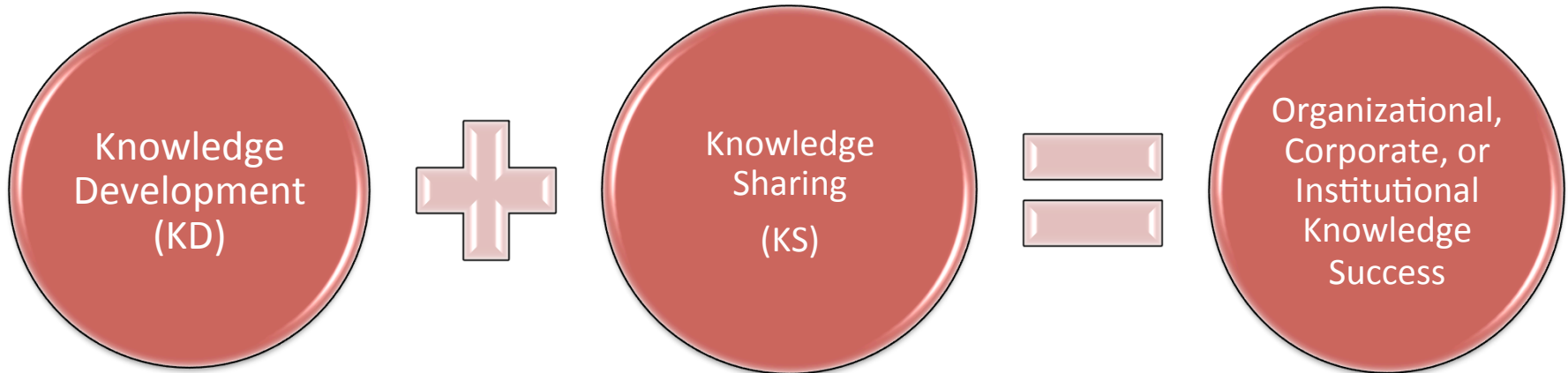
Knowledge services is the management and service-delivery methodology that converges information management, knowledge management, and strategic learning into a single overarching operational function.



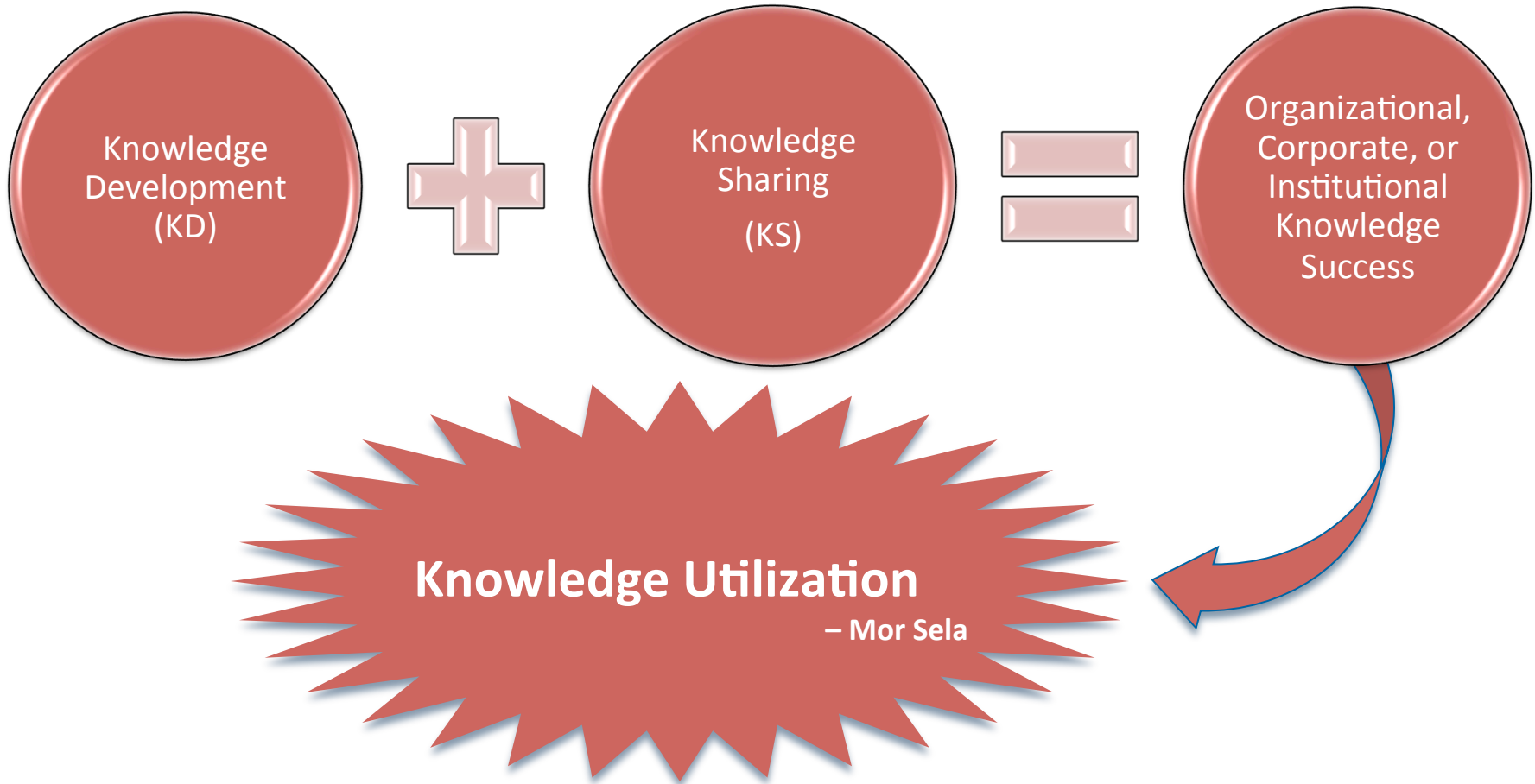
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Our knowledge services objective



Our Knowledge Services Objective:
Successful Management of the Organization's Knowledge Domain

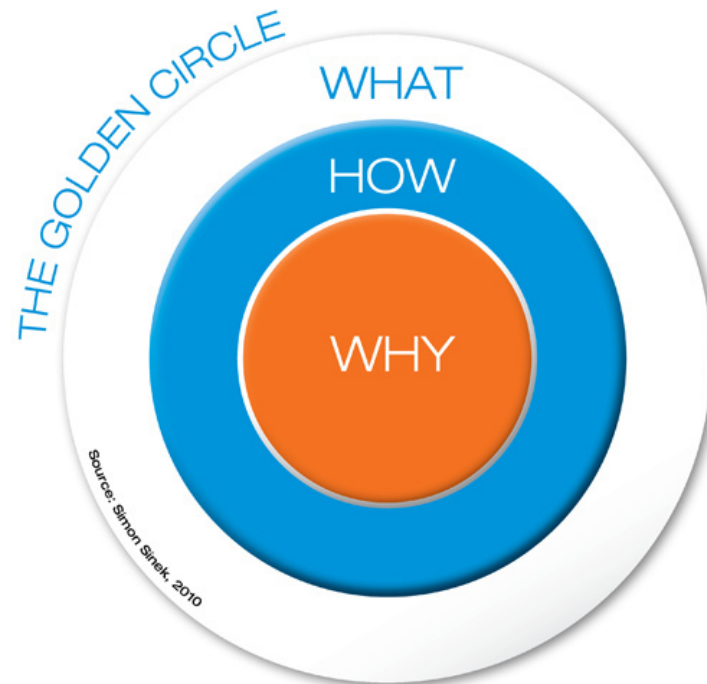


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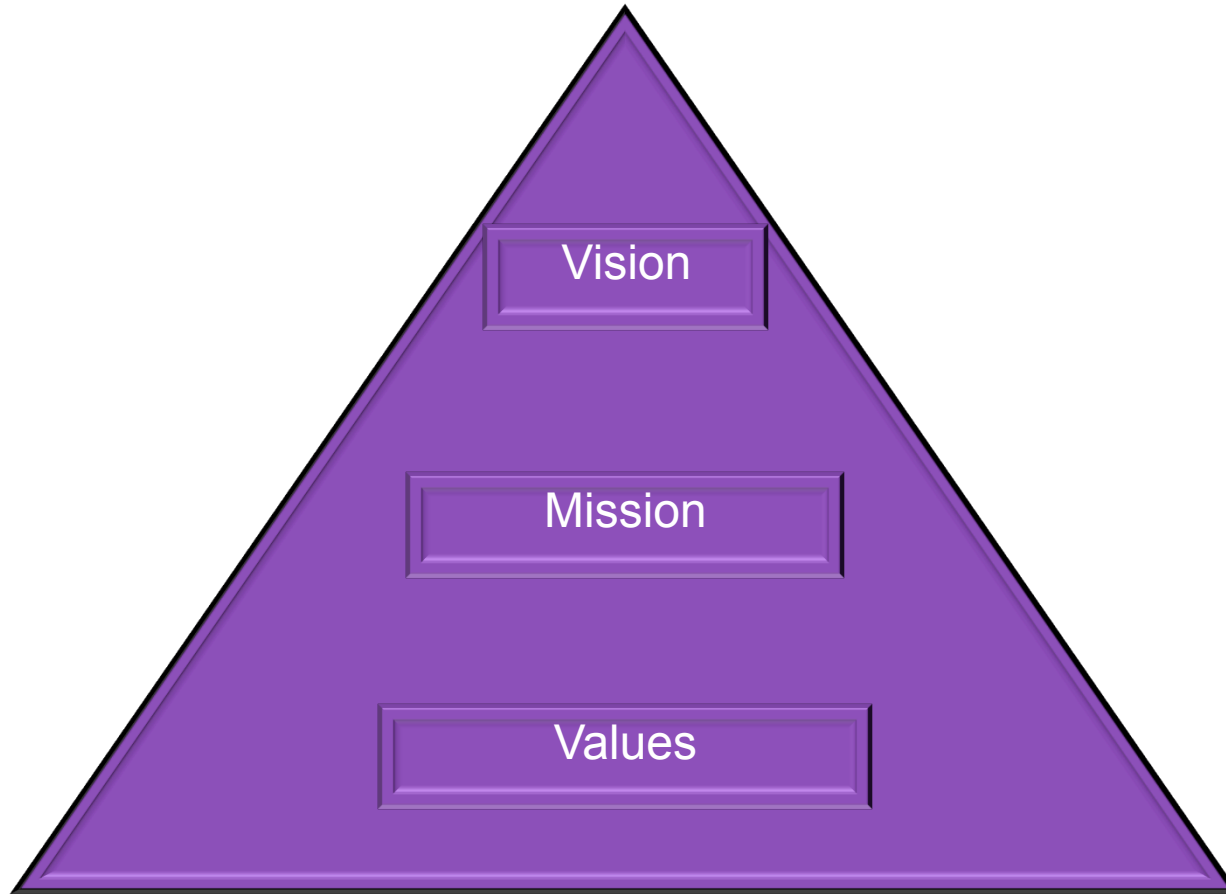
The fundamental knowledge services advantage:

Simon Sinek's
Golden Circle



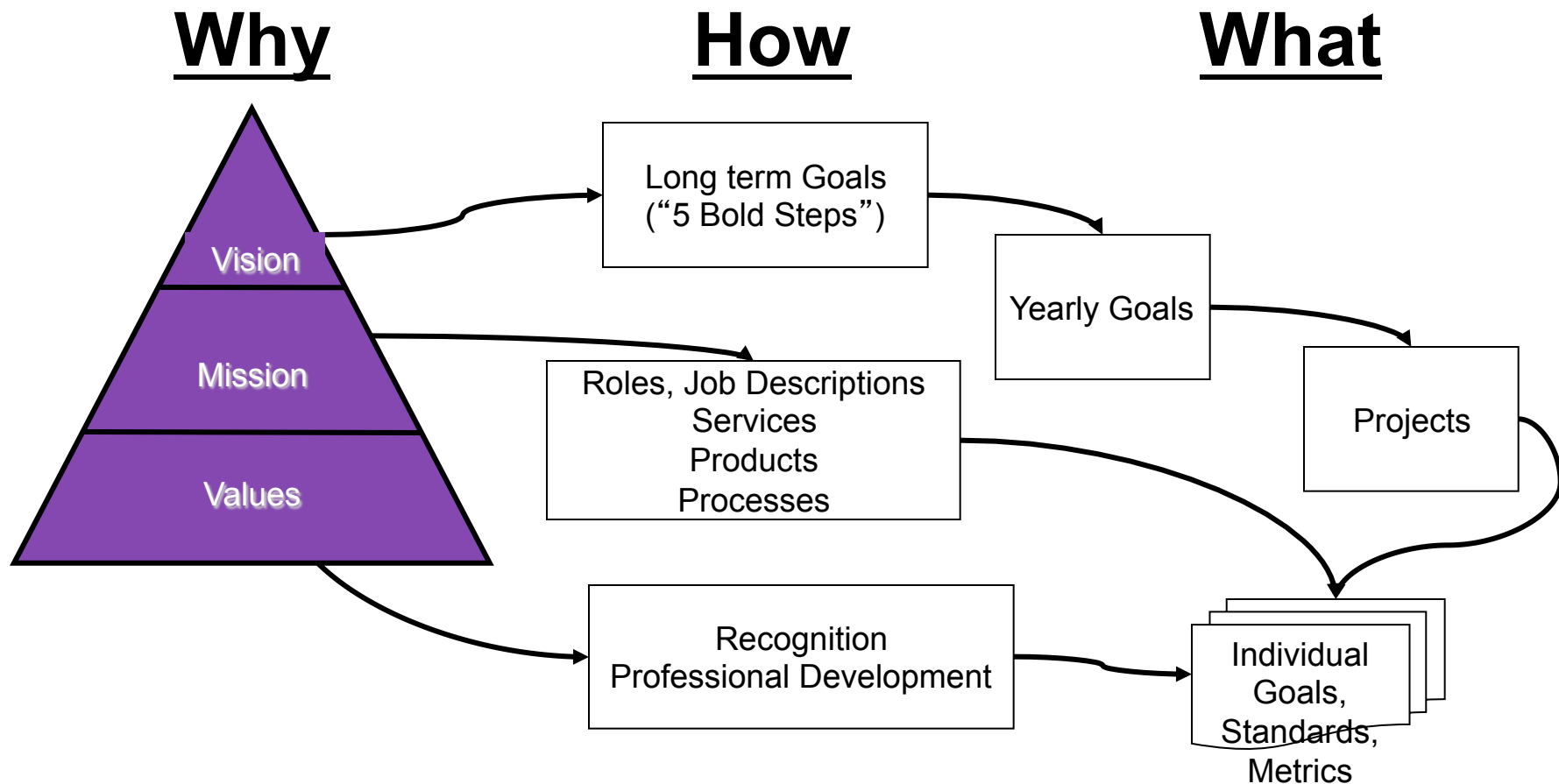
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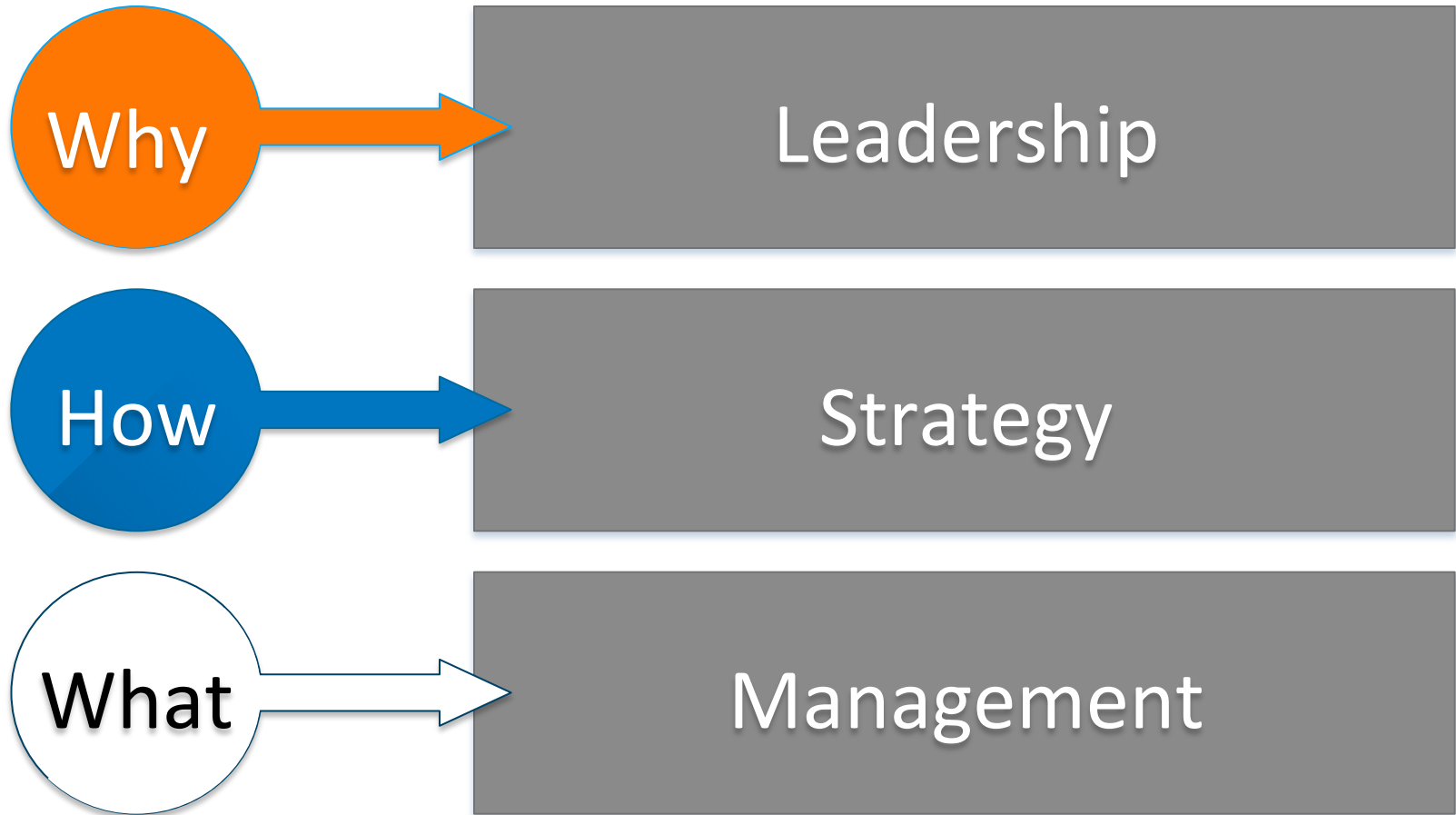
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Winning with Knowledge Services: Connect with Your Company's Mission, Vision, and Values

Connecting Knowledge Services and the Company's Vision, Mission, and Values

- The Vision Statement: an image in words of what success will look like
- The Mission Statement: communicates the essence of the organization – why it exists
- The Values Statement: the principles or beliefs which guide stakeholders as they pursue the organization's purpose

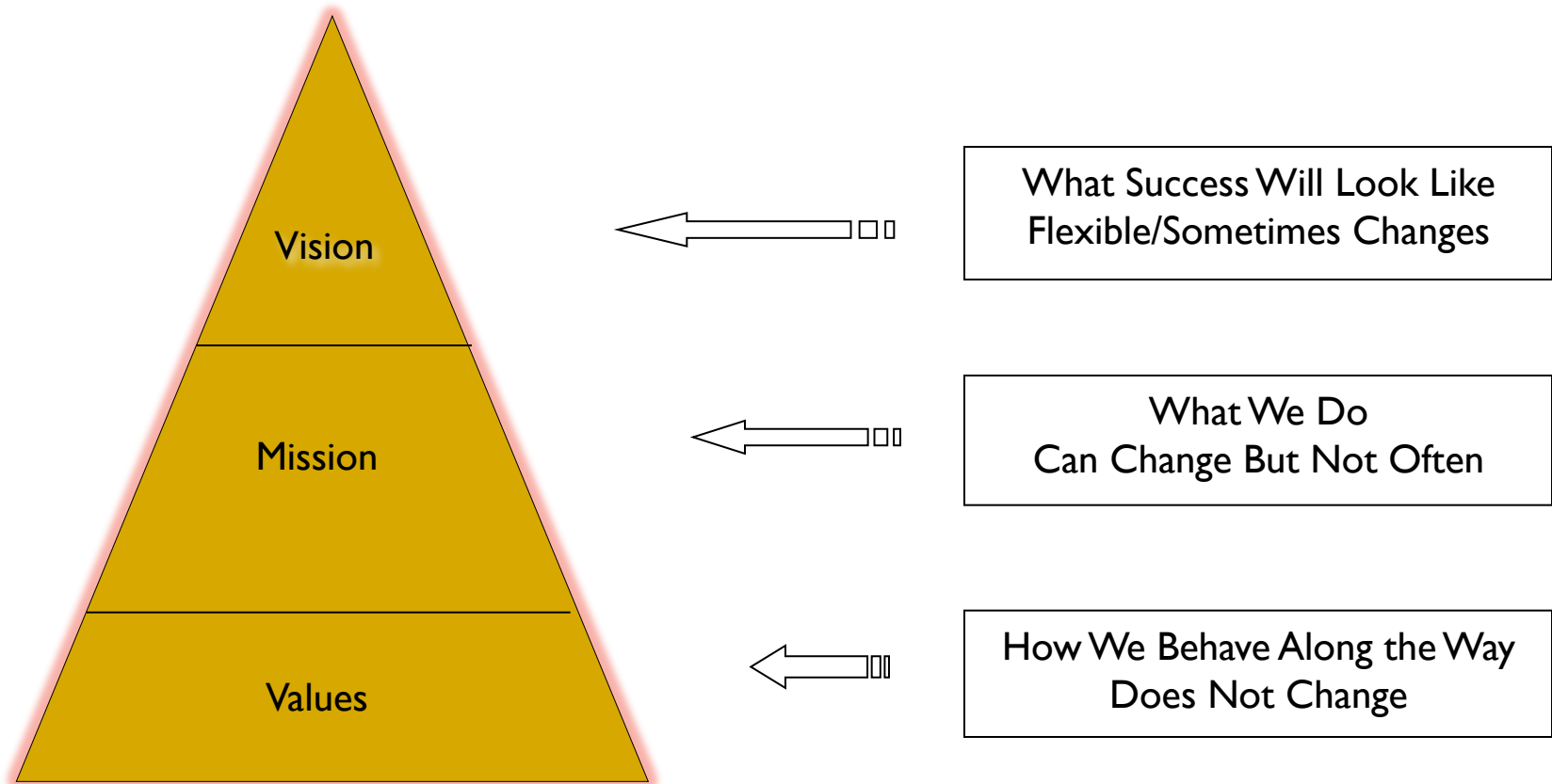
- Michael Allison and Jude Kaye

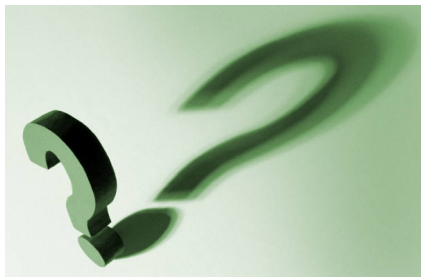
Strategic Planning for Nonprofit Organizations, 1997

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The Organization's Vision, Mission, and Values





POLL

Polling Question # 1: Are the company's mission, vision, and/or values statements published?

- Yes [74%]
- No [12%]
- Don't know [14%]

[Results added post-webinar]

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How Does the Specialist Librarian Connect Knowledge Services with the Company's Vision, Mission, and Values

1. Identify (or assist in establishing, if necessary) the *Knowledge Services* vision: what does *Knowledge Services* intend to be for the parent organization?
2. Identify the *Knowledge Services* (and the organization's) mission. What is the organization's mission? What is the *Knowledge Services* mission?
3. Identify *Knowledge Services* values in the organization: What are the organization's values? What is the organization's culture?

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Our second talking point:

Does everyone affiliated with the company (regardless of position level or job description) know what the specialized library does?

Are the specialized library/information center's mission, vision, and values statements published and disseminated?

And that includes all stakeholders....



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Is There an Example?

Let's go home, using SLA

Vision

SLA "...the global organization for innovative information professionals and their strategic partners."

Mission

SLA "...promotes and strengthens its members through learning, advocacy, and networking initiatives."



[All currently under revision but even last versions of SLA's vision, mission, and core values statements provide a useful model for knowledge services professionals.]



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SLA's Core Values

Leadership

Service

Innovation and Continuous Learning

Results and Accountability

Collaboration and Partnering



[All currently under revision but even last versions of SLA's vision, mission, and core values statements provide a useful model for knowledge services professionals.]



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Our final talking point:

Is there a specific and actionable link between the specialized library's offerings and what the company is seeking to accomplish?

What research results are accomplished through the knowledge services management framework incorporated into the specialized library workplace?



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Using SLA as a model, do these examples of the organizational mission work?

Merck "To preserve and improve human life."

Gilead Sciences: "...inspired by the opportunity to address unmet medical needs for patients living with life-threatening diseases around the world"



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Using SLA as a model, does this changing example of the corporate vision work?

Ford

Early 1900s: Democratize the automobile

Current: To become the world's leading consumer company for automotive products and services



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Using SLA as a model, think about South African Airways as an example of core values:

“...to inspire the world with the warmest African hospitality, in every detail, every time by embracing the values below:

- Warm and welcoming
- Embracing diversity
- Devotion to detail
- Uncompromising standards
- Readiness to listen and react
- Innovative and inspiring spirit

Ask:

What is so inherent about your organization that makes it invulnerable to environment forces when you talk about examples of core values? What is the essence of your existence? What do you offer and how customers perceive you as an entity?



POLL

Polling Question # 2: How strong is the connection between your library and the larger organization?

- | | |
|--|-------|
| <input type="checkbox"/> High | [16%] |
| <input type="checkbox"/> Average but could be better | [59%] |
| <input type="checkbox"/> Not so good | [22%] |
| <input type="checkbox"/> No opinion | [3%] |

[Results added post-webinar]

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Did We Answer the Questions?

- 1. What is the organizational “culture” with respect to the company’s mission, vision, and values?*
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Cloud-based Library, Information, and Knowledge Management Solutions

Coming August 19, 2014

TRANSFORMING LIBRARIES:

**KNOWLEDGE SERVICES: CONNECTING STRATEGIC LEARNING WITH
INFORMATION MANAGEMENT AND KM**

Talking Points for August 19:

- 1. How is the classic Knowledge Services “convergence” positioned in your specialized library?*
- 2. What is the role of the information professional in managing Knowledge Services?*
- 3. Is there a reliable Knowledge Services “champion” or “sponsor” available to support your professional work?*

Perhaps of Interest

THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use
(online August 11-27, 2014)
- KMKS101 Fundamentals of KM and Knowledge Services
(online September 8-24, 2014)
- KMKS105 Change Management and Change Implementation in the
Knowledge Domain
(online October 14-29, 2014)
- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide
Knowledge Culture
(online January 12-26 , 2015)
- KMKS104 Networking and Social Media: Technology-
Enabled Knowledge Sharing (online February 9-25, 2015)
- KMKS106 Critical Success Factors: Measuring Knowledge Services
(online April 6-22, 2015)

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

Contact information

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Thank you



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