



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

*Transforming Libraries*

**Knowledge Services:  
Future Prospects for Specialist Librarians and  
Strategic Knowledge Professionals**

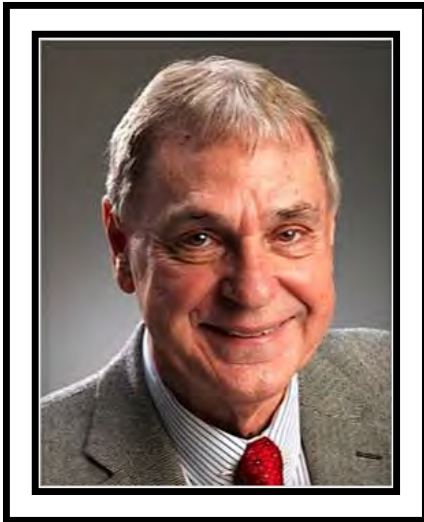
Tuesday December 16, 2014  
11.00am PST/2.00pm EST



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. What are your career plans for the next few (3-5) years? And after that?*
- 2. What happening in specialized librarianship? Does that match your career plans? What doesn't match your career plans?*
- 3. How do you feel about being a leader in the organization where you're employed? Or in your next job?*



## 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**

**Knowledge Services:  
Future Prospects for Specialist Librarians and  
Strategic Knowledge Professionals**

**Guy St. Clair**

President and Knowledge Services Evangelist  
SMR International

Lecturer and Subject Matter Expert  
Management and Leadership in KM/Knowledge Services  
Columbia University

Consulting Specialist for Knowledge Services  
Soutron Global



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

## What We'll Do Today

Our Promo from Soutron Global and SMR International:

Our future prospects as specialist librarians, information professionals, strategic knowledge professionals

So today let's think about:

1. Who are we? What do we do?
2. Where is our profession (however described) going?
3. What are some of the signs that I need to think about my career?
4. How does my career path match what's required for the future? Am I on a leadership track? Or a service delivery track?

## Where We Work: The Knowledge Domain

As specialist librarians – as strategic knowledge professionals – we’re working with knowledge, with strategic knowledge for the company or organization that employs us.



# From There to Here: The “Knowledge Domain” Today





## Our First Consideration: Who Are We?



**Don't we all have the same goal? The same objective?**

## And What is That Objective?

We Manage the Knowledge-Sharing Process in our Employing Organizations

Our job is to focus on how knowledge is used to advance – to move forward – the goals of the employing organization (however those goals are defined) to ensure that the company or the organization succeeds in achieving its mission.

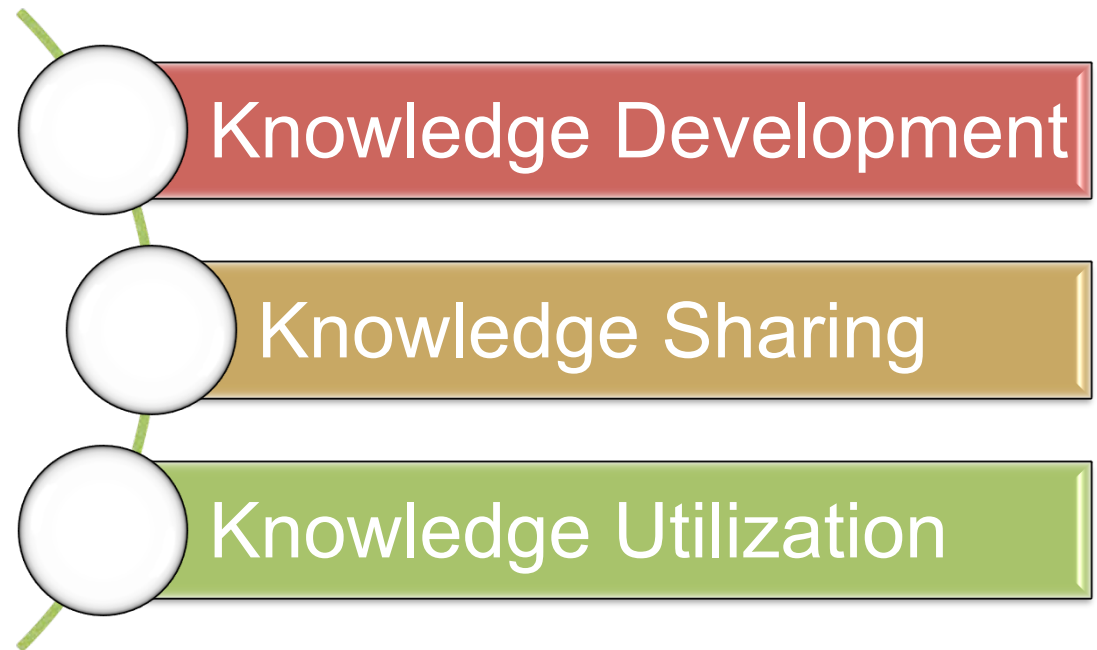
We have a process:

- Knowledge Development (sometimes)
- Knowledge Sharing (always)
- Knowledge Utilization (sometimes)

## We Call It KD/KS/KU

## We Have the Skills

In your professional position you drive the KD/KS/KU connection in the larger organization, linking knowledge-developed content to knowledge sharing and knowledge utilization.

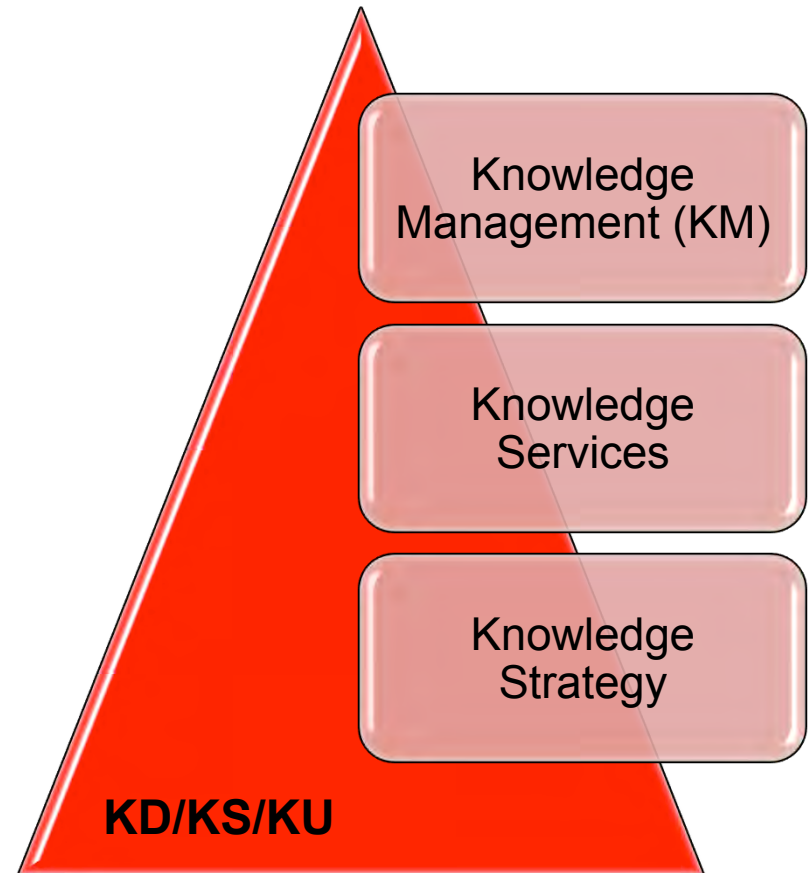


## We Have the Tools

**Knowledge Management (KM):**  
Successful knowledge development/  
knowledge sharing/knowledge utilization  
(KD/KS/KU) to ensure that the company's  
intellectual capital supports the corporate  
mission

**Knowledge Services:**  
The convergence of information  
management, KM, and strategic learning  
in support of KM and knowledge strategy

**Knowledge Strategy:**  
The organization's business strategy that  
takes into account its intellectual  
resources and capabilities



## Our Job is Primarily about Consulting

As the organization's knowledge consultant – the knowledge go-to professional – we provide knowledge-focused expertise in such areas as:

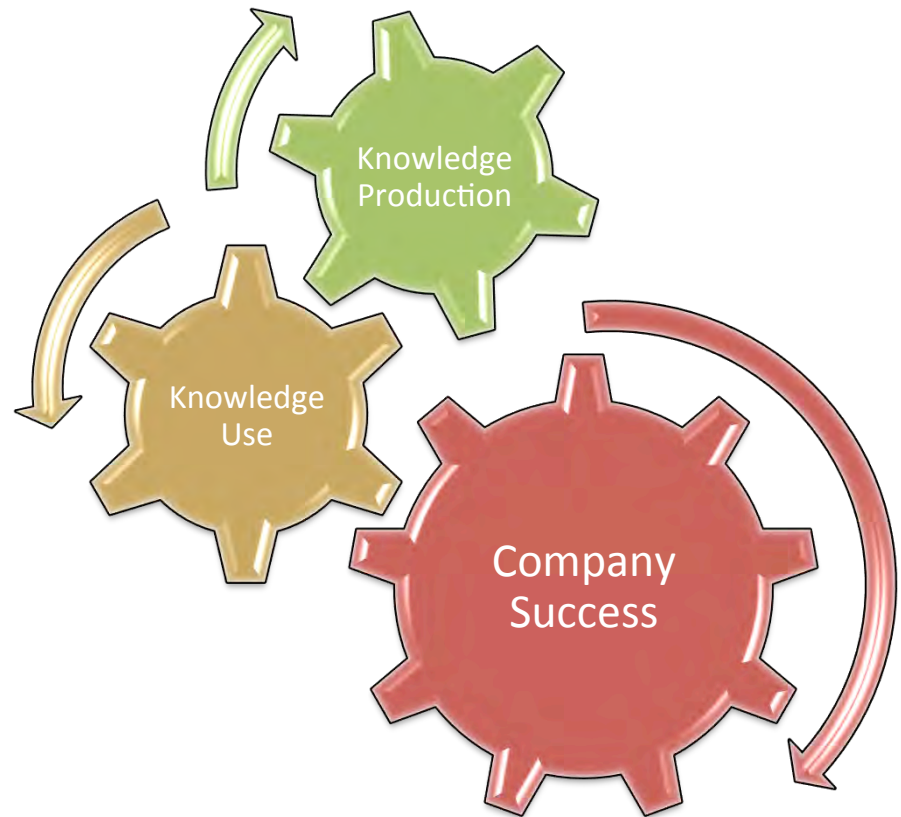
- research management
- project management
- business analytics and strategic intelligence
- information policy and regulatory issues
- the organization of and access to information and knowledge



## And about Influence

As a catalyst: We build **knowledge value** by developing a strategy to enable knowledge producers to know how knowledge is used in and contributes to the company's success (however that success is defined).

Our role is to facilitate KD/KS/KU in the larger organization.





# POLL

Polling Question # 1: Describe your work: Are a knowledge consultant or a knowledge value catalyst?

- |   |       |
|---|-------|
| <input type="checkbox"/> Knowledge consultant     | [44%] |
| <input type="checkbox"/> Knowledge value catalyst | [ 0%] |
| <input type="checkbox"/> Both                     | [44%] |
| <input type="checkbox"/> Neither                  | [ 3%] |
| <input type="checkbox"/> Don't know               | [ 9%] |

## Our Profession (However Described): Where Is It Going?

Where is our profession going?

How will we work in the knowledge domain over the next 20 years?

...an evolving and constantly  
changing work environment....





## Our Profession (However Described): Where Is It Going?

Where is our profession going?

How will we work in the knowledge domain over the next 20 years?

...positive and encouraging to  
successful professionals....



## Our Profession (However Described): Where Is It Going?

Where is our profession going?

How will we work in the knowledge domain over the next 20 years?

...proactive – requires  
innovation....



## Our Profession (However Described): Where Is It Going?

Where is our profession going?

How will we work in the knowledge domain over the next 20 years?

...collaboration is critical –  
there is no choice....

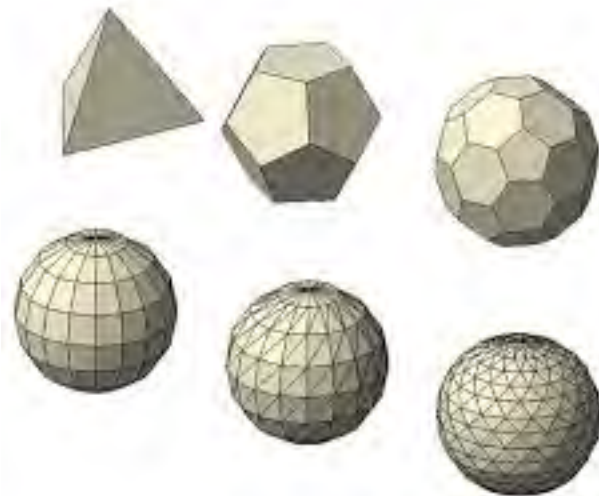


## Our Profession (However Described): Where Is It Going?

Where is our profession going?

How will we work in the knowledge domain over the next 20 years?

...breadth of scope,  
multifaceted activities  
(but mission specific)....



## Our Profession (However Described): Where Is It Going?

Where is our profession going?

How will we work in the knowledge domain over the next 20 years?

...smarter, more demanding,  
more challenging users....



## Will I Still Fit? Does My Profession Still Fit in The “New” Knowledge Domain?

What are some of the signs that I need to think about my career?

1. Am I learning?
2. If my job were open, would I get it?
3. Am I being milked?
4. Do I know what I contribute?
5. What would I do if my job disappeared tomorrow?
6. Am I having fun yet?
7. Am I worried about my job?

Richard Moran, Price Waterhouse  
(now PricewaterhouseCoopers – PwC)



## Am I Ready to Take Up “The New Career Model”

1. A career is a series of gigs, not a series of steps
2. Project management is the furnace in which successful careers are forged
3. In the new organization, power flows from expertise, not from position
4. Most roles in an organization can be performed by either insiders or outsiders
5. Careers are made in markets, not hierarchies
6. The fundamental career choice is not between one company and another, but between specializing and generalizing
7. Intellectual capital is the source of wealth for individuals as well as for the organization—and it is held in common between them

Thomas A. Stewart,  
“Your Career in the Information Age”  
in *Intellectual Capital: The New Wealth of Nations*  
(New York: Doubleday Currency 1997)



# POLL

Polling Question # 2: How do you feel about the future of our profession?

- Positive and enthusiastic [47%]
- Somewhat skeptical [27%]
- Negative [ 7%]
- Not sure [20%]
- Prefer not to answer [ 0%]



## Transforming Libraries into Digital Information Resource Centers

### **Knowledge Services: Future Prospects for Specialist Librarians and Strategic Knowledge Professionals**

Did we answer the questions?

- 1. What are your career plans for the next few (3-5) years? And after that?*
- 2. What happening in specialized librarianship? Does that match your career plans? What doesn't match your career plans?*
- 3. How do you feel about being a leader in the organization where you're employed? Or in your next job?*





Cloud-based Library, Information, and Knowledge Management Solutions

Coming January 22, 2015

**TRANSFORMING LIBRARIES:**  
**Is Your Workplace a Knowledge Culture? Should It Be?**

Talking Points for January 22 2015:

- 1. What is the “knowledge ambiance” in the organization in which you are employed?*
- 2. Are colleagues aware that organizational success depends on how well knowledge is shared?*
- 3. How are good knowledge decisions rewarded? What happens when decisions are taken based on bad or incorrect knowledge?*

Perhaps of Interest

## THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

### The Courses

- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide Knowledge Culture  
(online January 12-26, 2015 – last time until September 2016)
- 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)
- KMKS101 Fundamentals of KM and Knowledge Services  
(SLA Annual Conference, Boston MA, June 12, 2015)
- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use  
(SLA Annual Conference, Boston MA, June 13, 2015)
- KMKS105 Change Management and Change Implementation in the Knowledge Domain  
(online September 16-30, 2015)

Contact: [http://www.sla.org/learn/certificate-programs/cert\\_knowledge\\_mgmt/](http://www.sla.org/learn/certificate-programs/cert_knowledge_mgmt/)

# Contact information

Guy St. Clair

President and Knowledge

Services Evangelist

SMR International

[www.smr-knowledge.com](http://www.smr-knowledge.com)

10 Park Avenue (Suite 4-F)

New York NY 10016 USA

+1 917.797.1500

[guystclair@smr-knowledge.com](mailto: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](mailto:tsaadat@soutronglobal.com)



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



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

# Thank you



**Tony Saadat**

CEO Soutron Global  
[tsaadat@soutronglobal.com](mailto:tsaadat@soutronglobal.com)



**Maria Phipps**

Library Consultant Soutron Global  
[mphipps@soutronglobal.com](mailto:mphipps@soutronglobal.com)



**Gary Brooks**

Account Manger Soutron Global  
[gbrooks@soutronglobal.com](mailto:gbrooks@soutronglobal.com)



## Follow Us



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

<https://twitter.com/SoutronGlobal>