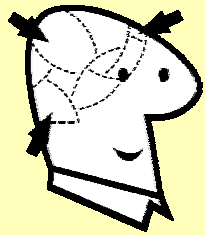

Information Managers: Do We Need Them?

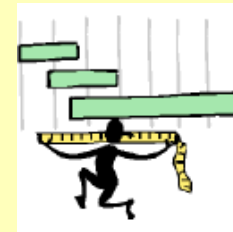
Dr David J. Skyrme
David Skyrme Associates

Online Information 2004
2nd December 2004

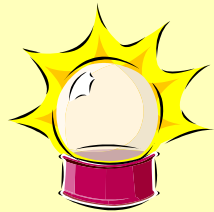
Topics



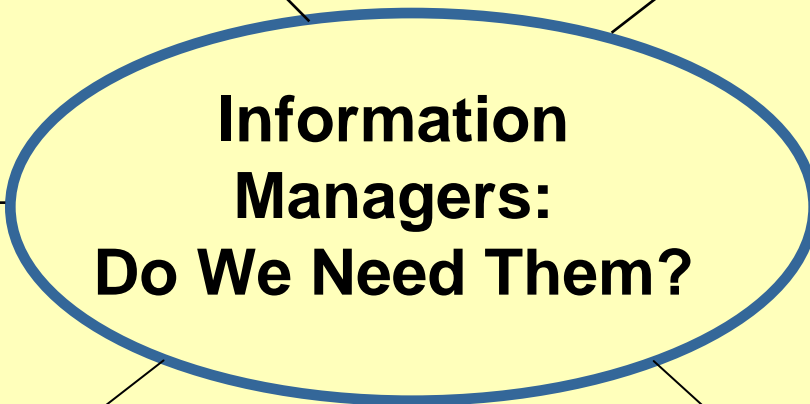
Implications
What to Do



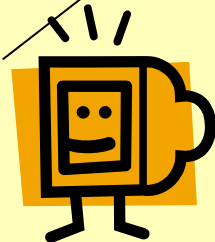
Evolution of KM:
Beyond the Fad



Future Role
4 Scenarios



Technology:
Does It All?



Challenges
10 Topical Themes

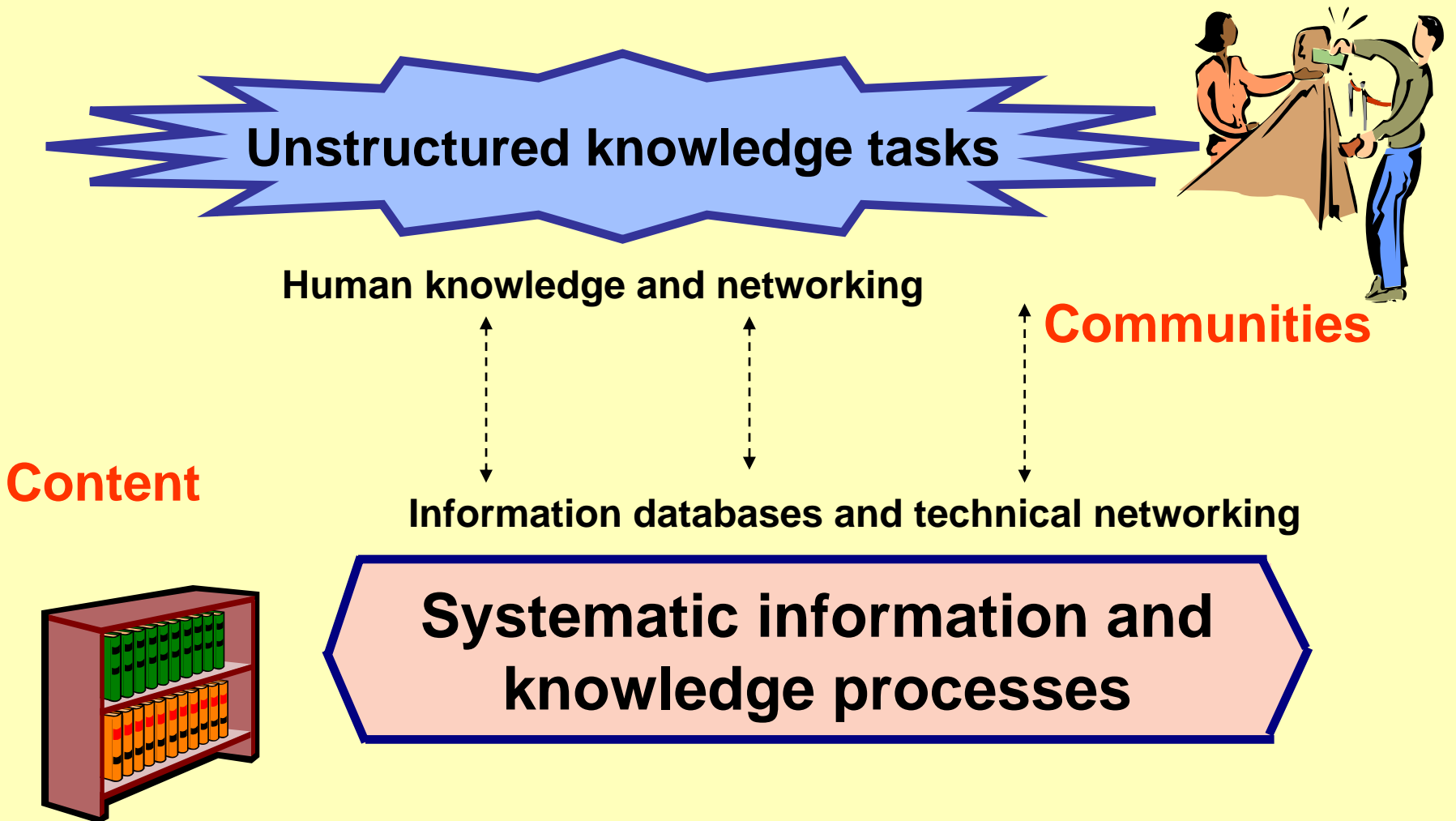


Evolution of KM

- ❑ BC-1995AD: Pre-dawn of Realization
- ❑ 1995-1997: Awakening / Emergence
- ❑ 1997-1998: Bandwagon / Relabelling
- ❑ 1998-2002: Segmentation / Consolidation
- ❑ 2003-2005: In Search of a New Identity

- ❑ Beyond the fad – knowledge adds value
- ❑ Growing pervasiveness
- ❑ Many good case studies – but some backtracking
- ❑ More holistic, human-centred approaches
- ❑ Constantly improving tools and techniques
- ❑ A thriving research community (at last!)
- ❑ Growing professionalism

KM: In Practice



10 Challenges

1. Strategic integration
2. KM with everything
3. Knowledge work - embedding / PKM
4. Collaborative technologies
5. Communities of practice, purpose
6. Tapping tacit knowledge
7. Know-who
8. Meaningful measures
9. Commercialising knowledge
10. Governance and ethics

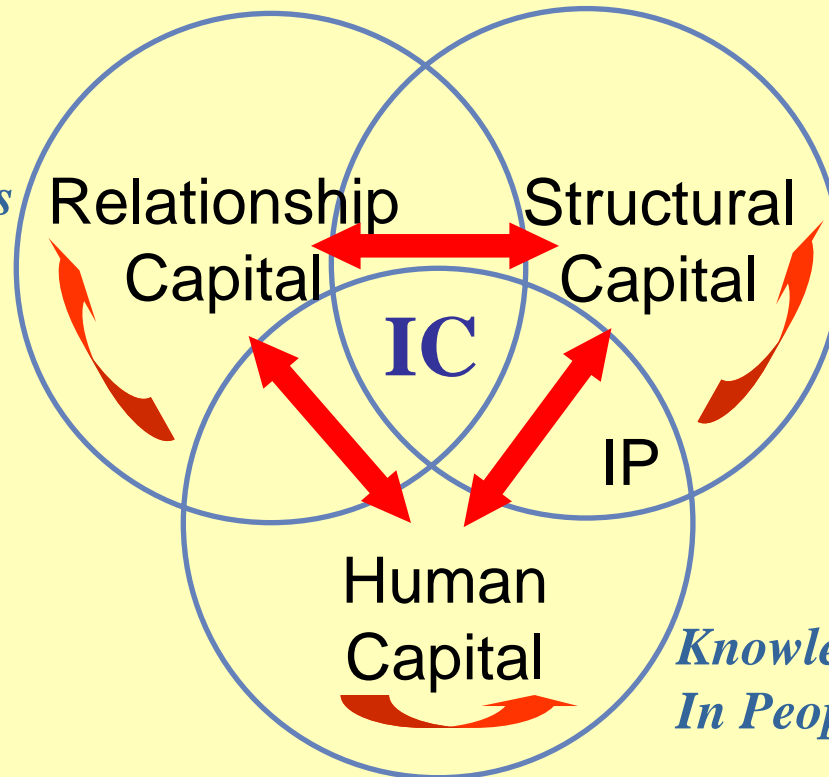
KM Integration

- ❑ Value propositions – knowledge reuse, deployment of best, innovation
- ❑ Integration with core processes / decisions
 - Corporate priorities, plans, knowledge flows
- ❑ Knowledge lens on key activities
 - Quality/Six Sigma, customer service, innovation, e-learning, risk management etc. etc.

*If you're not integrated
... you're not relevant!*

Measuring Value

External
- customers
- stakeholders
etc.



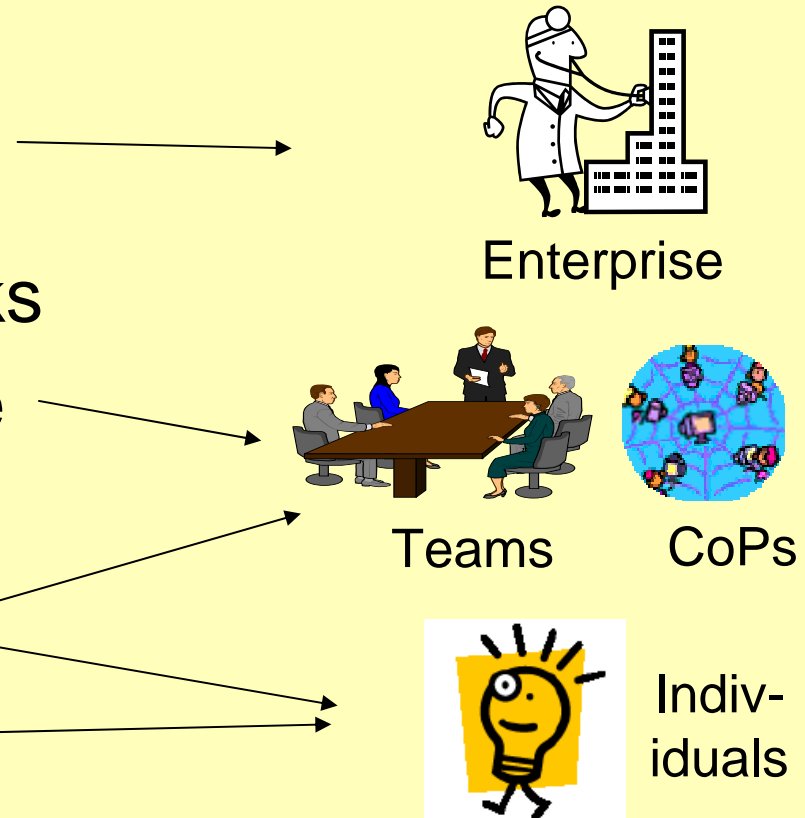
*Internal processes,
systems, culture etc.*

..What get's measured gets managed

INTELLIGENCE ■ INSIGHT ■ INNOVATION

Human-centric KM

- ❑ Culture sensitive
- ❑ Change management
- ❑ Collaboration & networks
- ❑ Sharing tacit knowledge
- ❑ Knowledge work
- ❑ Know-who - expertise
- ❑ Knowledge workers



.. People are the best knowledge asset

Knowledge Work(ers)

T A S K	Unstructured uncodifiable	Experts	Collab- oration
	Routine codifiable	Rule book	Processes
		Independent	Inter-dependent

INTERACTIONS

- Embedding knowledge capture / sharing into work processes
- Motivations
- Workflow and tools
- PKM

.. Individual ... Not One Size Fits All

INTELLIGENCE ■ INSIGHT ■ INNOVATION

**“It’s 10 per cent technology,
20 per cent processes
and 70 per cent people”**

But

Collaborative Technology

Knowledge

- Expertise
- CoPs
- Conferencing
- Webcasts
- IM

Information

- Company
- Products
- Projects
- People

Internal

Personalised Knowledge Portal



Aggregation – portlets
 Taxonomic search
 Collaborative workspaces

- Communities
- Answernets
- K-brokers
- K-services
- K-markets

- News
- Industry trends
- Customers
- Competitors

External

The one-stop knowledge workplace

Technology Can ...

- ❑ Identify concepts - text mining
- ❑ Develop categories - taxonomy management
- ❑ Classify documents – fully automated, rules-based or human-assisted
- ❑ Improve information retrieval – taxonomic browsing, clustered search results, adaptive search, social filtering and ranking
- ❑ All at the user's desktop

... Do we need Information Managers?

Four Scenarios

1. Automated out of existence
2. Knowledge managers rule the roost
3. Specialist outsourcing
4. The dependable lynch-pin

Implications

- ❑ Demonstrate bottom-line impact of IM
 - Or users/managers think they don't need it
- ❑ Articulate your value-added - Or you may get subtracted
- ❑ Help users help themselves – why do their mundane work?
- ❑ Develop partnerships with KM champions --
- their budgets are usually bigger than yours!
- ❑ Seek out best practice – copy and improve
- ❑ Be clear about your role and competencies

*“If you do not think about
Your future,
You cannot have one.”*

(John Galsworthy)

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