What’s In It For Me?

- Boost project management skills
- Instill KM practices throughout the organization
- Leverage committed budget, attention, and resources
- Demonstrate value as embedded information professionals
Demonstrate Business Literacy

Stay Visible
- Maintain social capital
- Understand needs and goals
- Walk the floors
- Attend events and meetings

Know the Business
- Map teams
- Track ROI
- Gather testimonials
- Solve problems
Connecting Needs to Value

Knowledge Managers

- Services like repackaging information
- Embedding into existing processes and teams
- Process Improvement

Executive Audience

- Need decision-ready data to:
  - Evaluate choices
  - Implement solutions
  - Communicate preferences and needs
Repackaging Information—Remember the 4 ‘D’s

Define
Define Information Needs
• The what & how
• Priorities
• Vision

Develop
Develop Information Products
• Formatting
• Condensing
• Annotating

Distribute
Distribute Knowledge
• To execs
• To admins
• To peers

Describe
Describe Findings
• Connections, implications
• Next steps
• Follow up!

This works for meetings, too!
Decision-Readiness

Succinct Format
- Strong beginning & end
- First 2 bullets
- Pictures/graphs/tables

Exhaustive & Comprehensive
- Check sources, facts, findings
- Interpretation & annotation
Knowledge-Intensive Projects

**Visualize**

**Plan**
- All info sources before and after project:
  - People, delegates, backups
  - Stakeholder Communications

**Implement**
- Change Management:
  - Process & Procedure
  - Tools & Rules

**Control**
- Reporting:
  - Collect Metrics
  - Conduct Pilots
  - Gather Next Steps
Manage the (KM) Process

CONTEXT is everything
- Collect data/collate
- Put info together, mix sources
- Implement consistency across systems

Project-as-Process Management
- Training at every phase
- Improve checklists/templates
- Establish and promote timeframes

Launch Successful Tech
- Comprehensive training
- Limit features at rollout
- Executive buy in from proven track record

Continuous Feedback (ASK:)
- What is this for?
- Did you get what you wanted?
- Was it well presented?
- Did you use it for its intended purpose?
- Were you successful?
- How else can I help?
In Conclusion...

1. Embrace Change & Be Competitive
2. Stay Humble & Demonstrate Skills
3. Bring the Knowledge Wherever You Are
Thank You SLA & Financial Times

- Turner & Acadia (2015) highlight these attributes and the “12 Tasks of a Modern Information Professional” in paper presented for IFLA KM in Cape Town, South Africa
- Turner & Acadia (2015) also examine a hybrid role of KM/PM under this context of a modern #infopro