Transforming Libraries: What Is The Relevance "Level" Of Your Specialized Library?

Soutron Global Seminar
Special Libraries Association
Annual Conference
San Diego CA USA
June 10, 2013
Presenters: Deb Hunt & Guy St. Clair

Transforming Libraries

Today's Presenters

Guy St. Clair   Tony Saadat   Deb Hunt

Transforming Libraries

Future Ready!

Our presenters—Deb Hunt and Guy St Clair—will discuss:

1. *What is your understanding of current knowledge management/ knowledge services (KD/KS) practices in the larger organization? Are you involved in decision-making about KD/KS?*
2. *Who in the company is **not** aware of the services provided by the specialized library where you work? Why is that??*
3. *Does the organizational structure include a research function that is separate from the specialized library? If so, why? If not, how do you describe the library's connection with the overall management of the research function?*

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

TRANSFORMING LIBRARIES: WHAT IS THE RELEVANCE "LEVEL" OF YOUR SPECIALIZED LIBRARY?

5

Guy St. Clair

President and Knowledge Services Evangelist
SMR International

Lecturer
M.S. In Information and Knowledge Strategy Program
Columbia University

Consulting Specialist for Knowledge Services
Soutron Global

Deb Hunt

Principal
Information Edge
Transferrable skills evangelist

Information EDGE

Co-author: *The Librarian's Skillbook: 51 Essential Career Skills for Information Professionals*, 2013 (hot off the press)

Faculty: Diablo Valley College

Who are we?

 "…we librarians or information professionals definitely aren't what we once were. If we play our KM (knowledge management) or 'knowledge engineer' cards right, there are very few areas in any organization in which we won't have significant contributions to make."
"Education for Changing Roles" by Ulla de Stricker. *Information Outlook*, Oct/Nov 2009, p. 21.

"LIS skills are good currency, but only for those with the flexibility and insight to exploit the opportunities. "
Stephen Abram, Dysart & Jones

Transformation = Value + Empowerment
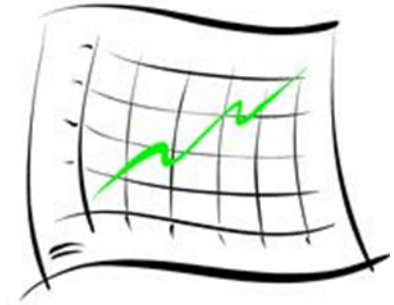
"…librarians and information professionals need to be defined in terms of the value and benefit they provide to their organizations…"
"Finding and Providing Information Aren't Enough" by John Latham. *Information Outlook*, July/Aug 2009, p. 51.

7

Turning information into strategic knowledge

- ECM
- DM
- DAM/MAM
- RM/RIM
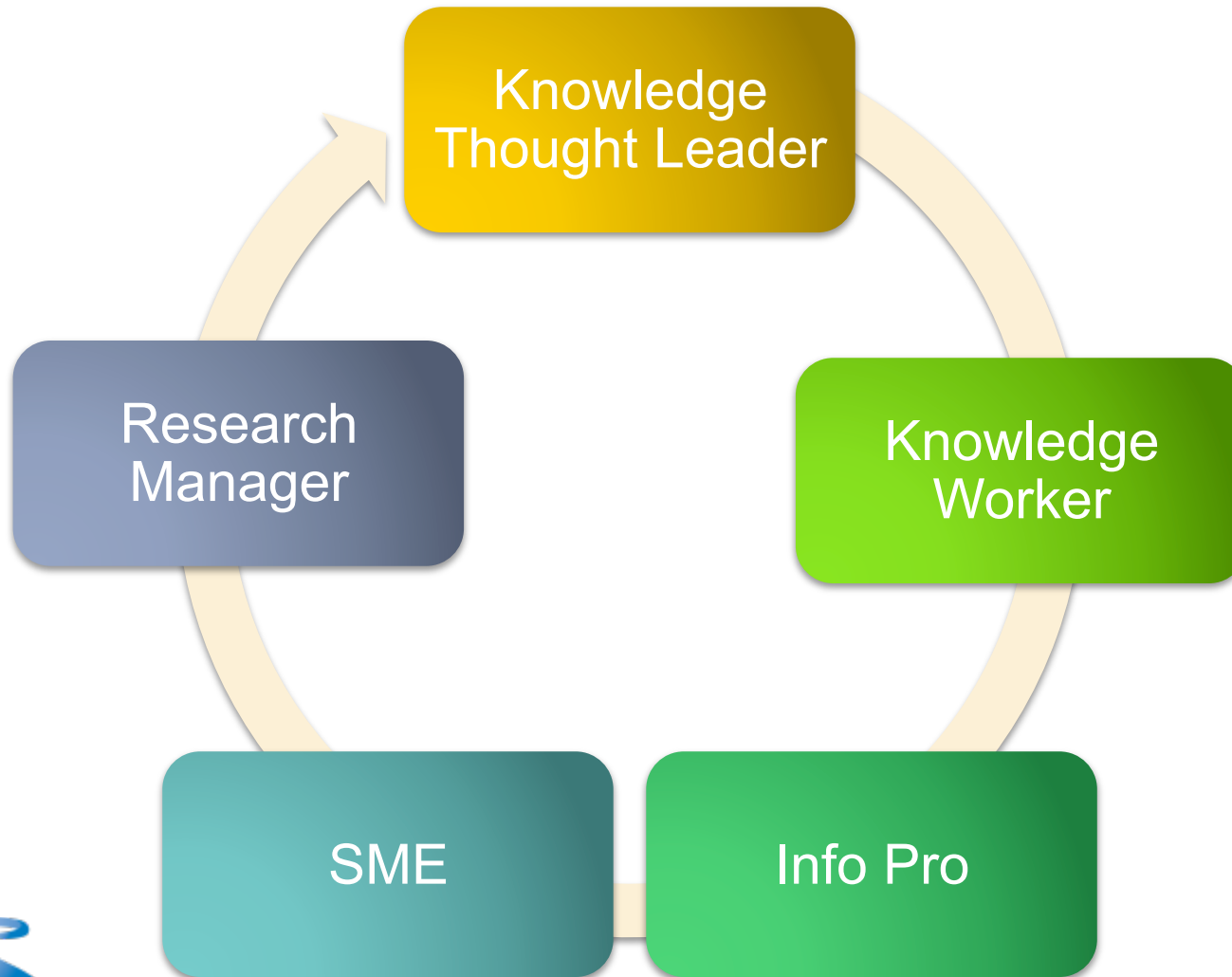- KM/KS

The Librarian's Skillbook:
51 Essential Career Skills for Information Professionals

Deborah Hunt and David Grossman

SLA 2013 Conference Special Limited Edition

Cloud-based Library, Information, and Knowledge Management Solutions

Who are You? How Are You *Perceived*?

- Knowledge Thought Leader
- Knowledge Worker
- Info Pro
- SME
- Research Manager

Soutron GLOBAL

Cloud-based Library, Information, and Knowledge Management Solutions

What's Your Contribution?
Hard Facts: What Happens if You're Not Involved?

One of the tasks of leaders is constantly to make sure that we put scarce resources of people and money where they do the most good. We have to be results-focused and opportunity-focused. Good intentions are no longer enough.

Peter F. Drucker. "Discipline of Innovation"
Leader to Leader, [No. 9,Summer 1998]

Do People Know What You Can Do?

When you hear about an information- or knowledge-related problem in the company, talk to someone positioned to fix it (don't ever underestimate the importance of *sponsorship*).

Cloud-based Library, Information, and Knowledge Management Solutions

How Can You Help?

Determine which of your skills are transferable to help fix the problem

Connect your abilities with your knowledge

Offer to collaborate (volunteer if that's what it takes for you to be invited to participate)

Ask the Hard Questions

Identify *why* something needs to be done

Buy into Simon Sinek's advice:

Be sure you – and your colleagues – understand the *why?* before you move on to the *what?* or the *how?*

WHY?

Bienvenue

Soutron
GLOBAL

And Once You're on Board:
Drive the Knowledge-Value Effort

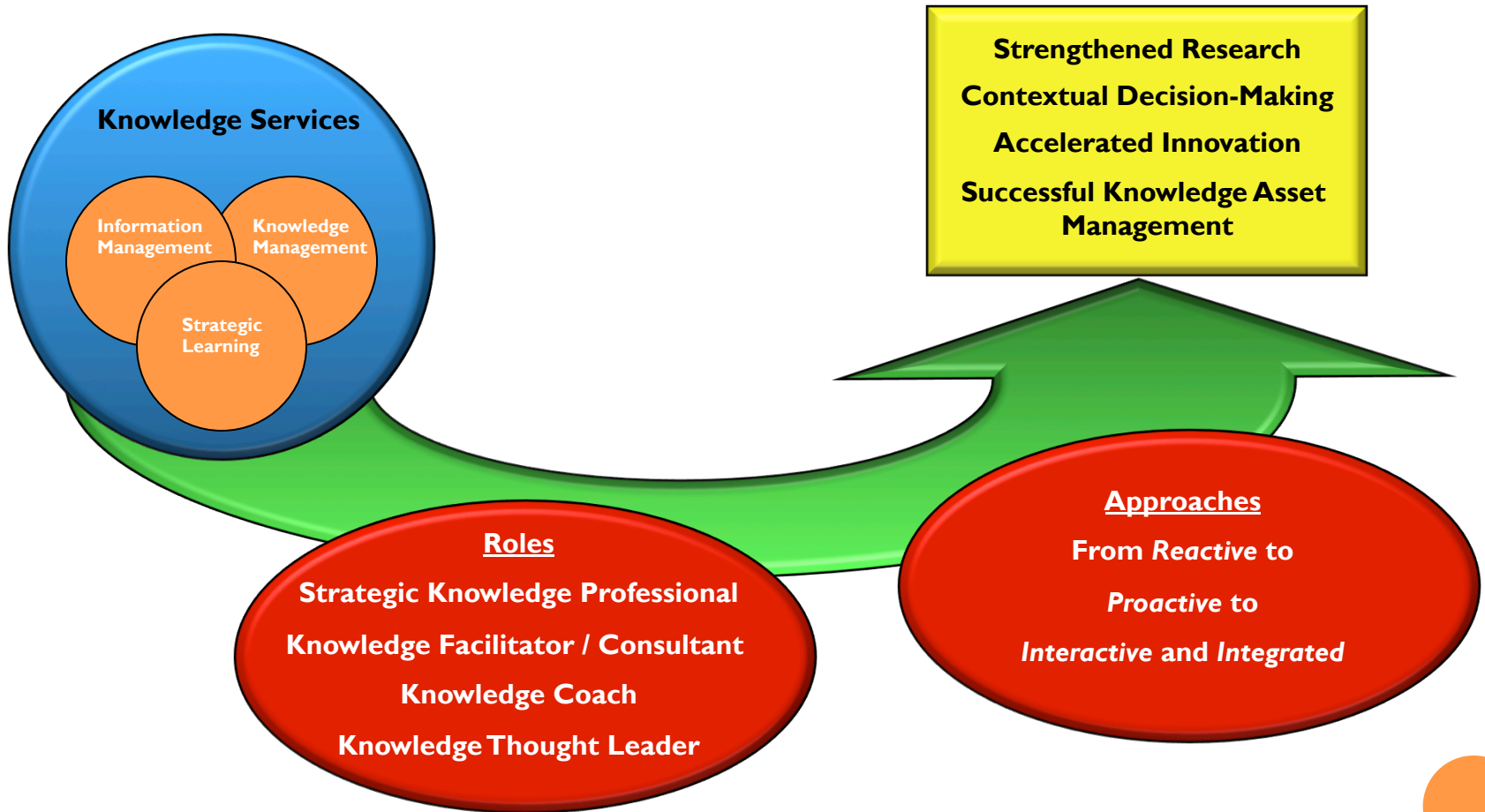Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries:
What is the Relevance of Your Specialized Library?

Let's Discuss:

1. *What is your understanding of current knowledge management/knowledge services (KD/KS) practices in the larger organization? Are you involved in decision-making about KD/KS?*

2. *Who in the company is **not** aware of the services provided by the specialized library where you work? Why is that??*

3. *Does the organizational structure include a research function that is separate from the specialized library? If so, why? If not, how do you describe the library's connection with the overall management of the research function?*

Soutron GLOBAL

Cloud-based Library, Information, and Knowledge Management Solutions

Knowledge Services

Knowledge Services

- Information Management
- Knowledge Management
- Strategic Learning

Strengthened Research

Contextual Decision-Making

Accelerated Innovation

Successful Knowledge Asset Management

Roles

Strategic Knowledge Professional

Knowledge Facilitator / Consultant

Knowledge Coach

Knowledge Thought Leader

Approaches

From *Reactive* to

***Proactive* to**

Interactive* and *Integrated

Soutron GLOBAL

Cloud-based Library, Information, and Knowledge Management Solutions

Transforming Libraries:
The 2013 Soutron Global Webinars
With Guy St. Clair (SMR International)

- Building My First Knowledge Initiative – What Do I Do?
		(June 25)
- Prioritizing (July 30)
	1) What Needs to be Done?
	2) Where Are the Gaps?
- How Does Successful KD/KS Affect Workflow? (August 27)
- Sponsorship and Leadership Buy-In (October 1))
- Managing the Change (October 22)
- The Strategic Knowledge Professional as Knowledge Thought Leader—Influencer, Communicator, Doer (November 12)
- Your Career Prospects - How Do You Re-Focus Your Knowledge Work to Be *Indispensable*? (December 17)

The SLA/SMR International KM/KS Certificate Program

The Courses

- KMKS 101 Fundamentals of Knowledge Management and Knowledge Services (online September 9-25, 2013)
- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use (online August 11-27, 2014)
- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide Knowledge Culture (online August 12-28, 2013)
- KMKS104 Networking and Social Media: Technology-Enabled Knowledge Sharing (online February 12-26, 2014)
- KMKS105 Change Management and Change Implementation in the Knowledge Domain (online October 15-30, 2013)
- KMKS106 Critical Success Factors: Measuring Knowledge Services (online April 7-23, 2014)

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

Soutron GLOBAL

Cloud-based Library, Information, and Knowledge Management Solutions

Contact information

Guy St. Clair
President and Knowledge
   Services Evangelist
SMR International
www.smr-knowledge.com
10 Park Avenue (Suite 4-F)
New York NY 10016 USA
+1 212.683.6285
guystclair@smr-knowledge.com

Deb Hunt
Principal
Information Edge
www.information-edge.com
San Leandro, CA
+1 510.506.1541
dhunt@information-edge.com
Co-Author: *The Librarian's Skillbook: 51 Essential Career Skills for Information Professionals*

Tony Saadat
President and CEO
Soutron Global
1653 Aryana Dr.
Encinitas, CA 92024
+1 760.870.4243 X123
tsaadat@soutronglobal.com

Soutron GLOBAL

Cloud-based Library, Information, and Knowledge Management Solutions

20