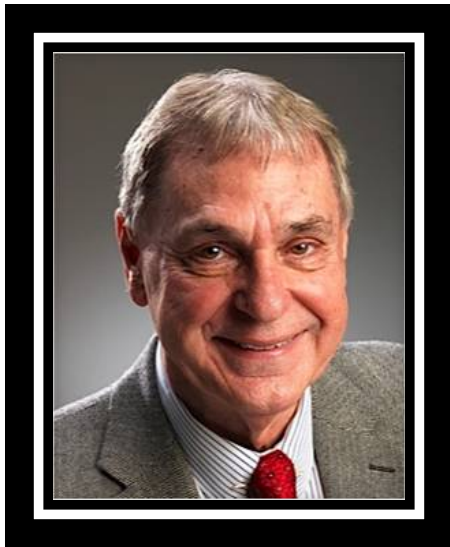**Soutron GLOBAL**

Transforming Libraries

The Art of Prioritization:
1) What Needs to be Done?
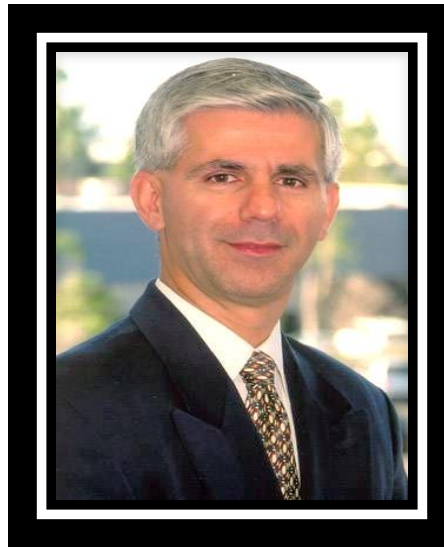## 2) Where Are the Gaps?

July 30, 2013
11.00am PDT/2.00pm EDT

Transforming Libraries
Today's Presenters

Guy St. Clair

Tony Saadat

Maria Phipps

Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – will discuss:

1. *Why should my company move to a KM/knowledge services management framework?*
2. *How do I evaluate the "current state" of information management and knowledge services delivery in the company?*
3. *What steps can I take to re-structure knowledge development and knowledge sharing (KD/KS) at the company?*

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

The Art of Prioritization:
What Needs to be Done? Where Are the Gaps?

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

The Art of Prioritization
What Needs to be Done? Where Are the Gaps?

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]

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TRANSFORMING LIBRARIES: HOW DO WE PRIORITIZE?

To prioritize:

to arrange or deal with in order of importance

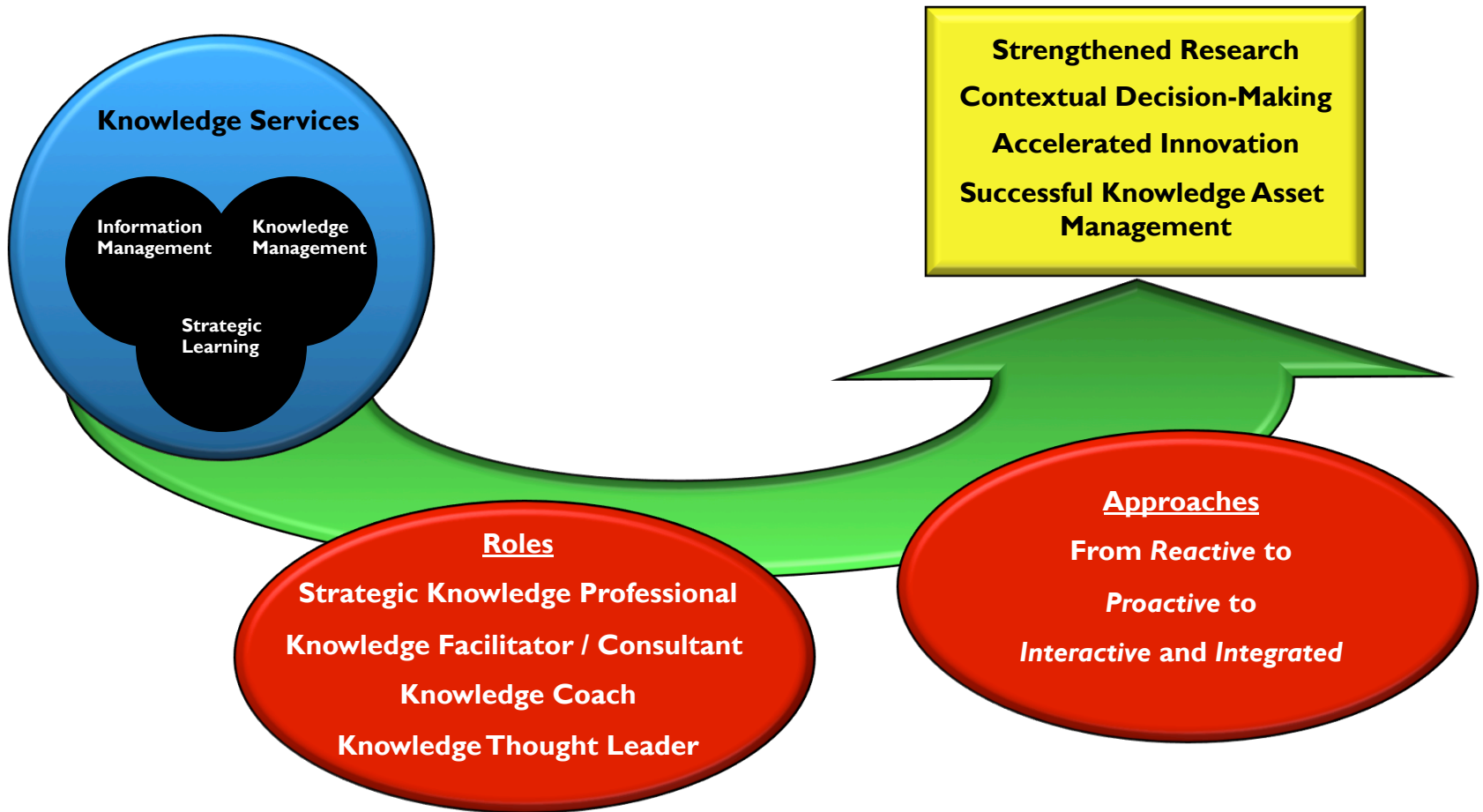# TRANSFORMING LIBRARIES: WHAT NEEDS TO BE DONE?

You and your management have identified some innovation or (more likely) a problem to take on

Probably (since you're involved) the objective has something to do with knowledge services and/or some desired "state of excellence" in knowledge development/ knowledge sharing (KD/KS)

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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*

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Transforming the Library: The Problem

In this company, KD/KS is minimally effective, and knowledge sharing is haphazard (at best) … 'way too expensive in terms of time and labor

Who are these people? What do they want?

Research library staff has little understanding of who the library's customers are, or what they value, in terms of KD/KS

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TRANSFORMING THE LIBRARY: WHAT DO YOU DO?

Set Priorities – Create Your *Action Plan*

1. Identify Results – What is Your *Overall Desired Effect*?

    SMART: Specific, Measurable, Achievable, Relevant, Time-Bound

2. Actions

    Your Work Breakdown Structure: Action? Who? When?

3. Assets

    Sponsor

    Assigned – or potentially assigned – team members

    Champions

    Other Assets: partners, experts, interested stakeholders

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Set Priorities – Create Your *Action Plan*

4. *Threats – What Could Impede Success?*
   Threat:
   Response:
   Threat:
   Response:

5. *Contingency Plan and Exit Strategy*
   Trigger:
   Response:

Dale Stanley's *Action Plan Template*
[Used with permission]

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TRANSFORMING THE LIBRARY: WHERE ARE THE GAPS?

Review

Evaluate

Assess

or, in knowledge services-speak:

The KNOWLEDGE AUDIT

Knowledge Audit

Knowledge Assets

Knowledge Management Resources

TRANSFORMING THE LIBRARY: ADDRESSING THE PROBLEM

- Project Charter
- Scope
- Work Plan
- Communication

- Surveys/focus groups

Planning

Data Collection

Analyses

Report Outs

- Assess and verify findings

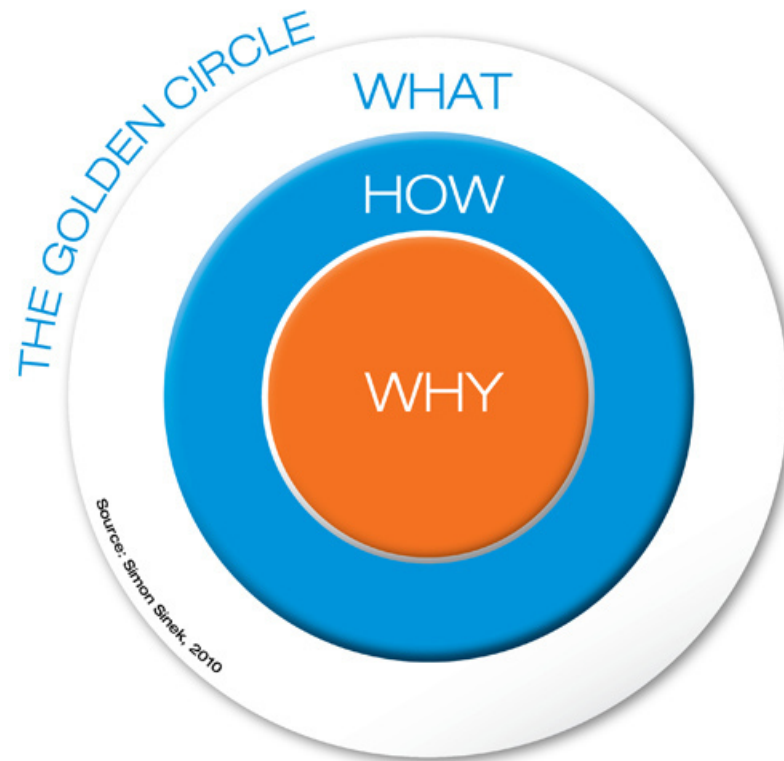- K-maps
- Prioritization
- Tools v Behavior?
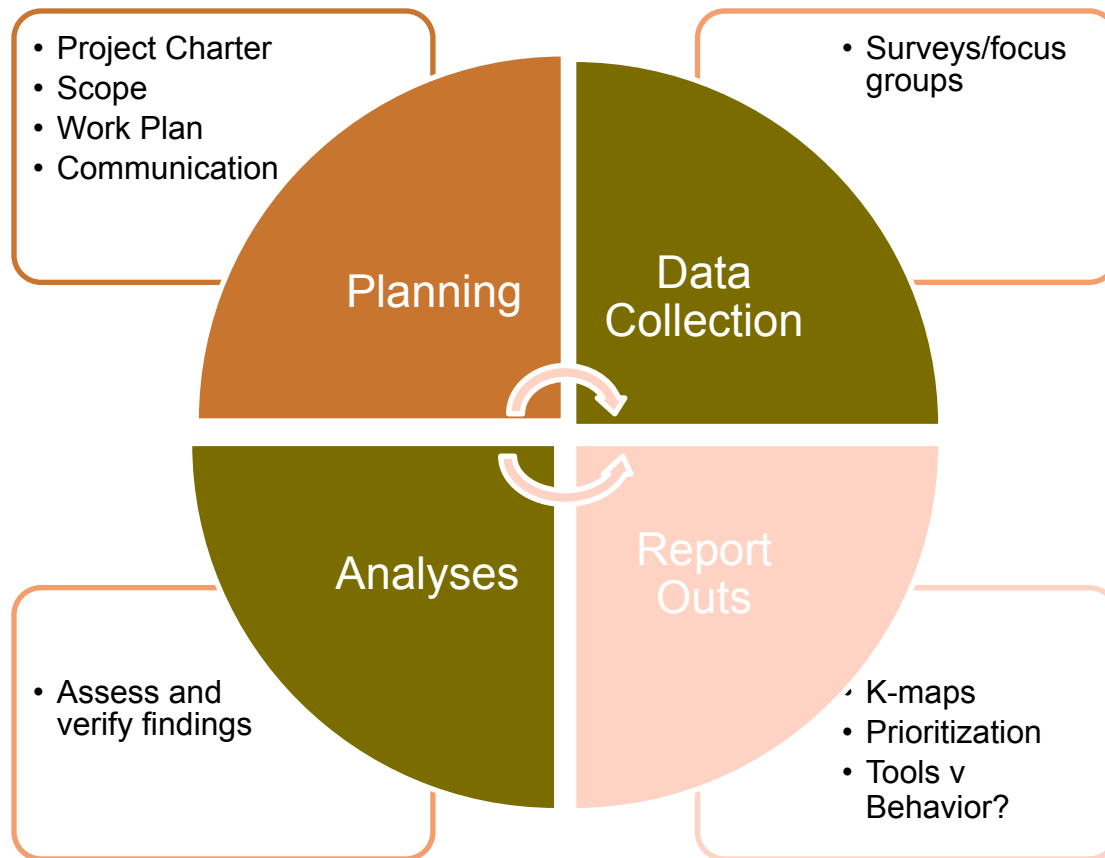
TRANSFORMING THE LIBRARY: TAKING THE LEAD

Why should my company move to a KM/ knowledge services management framework?

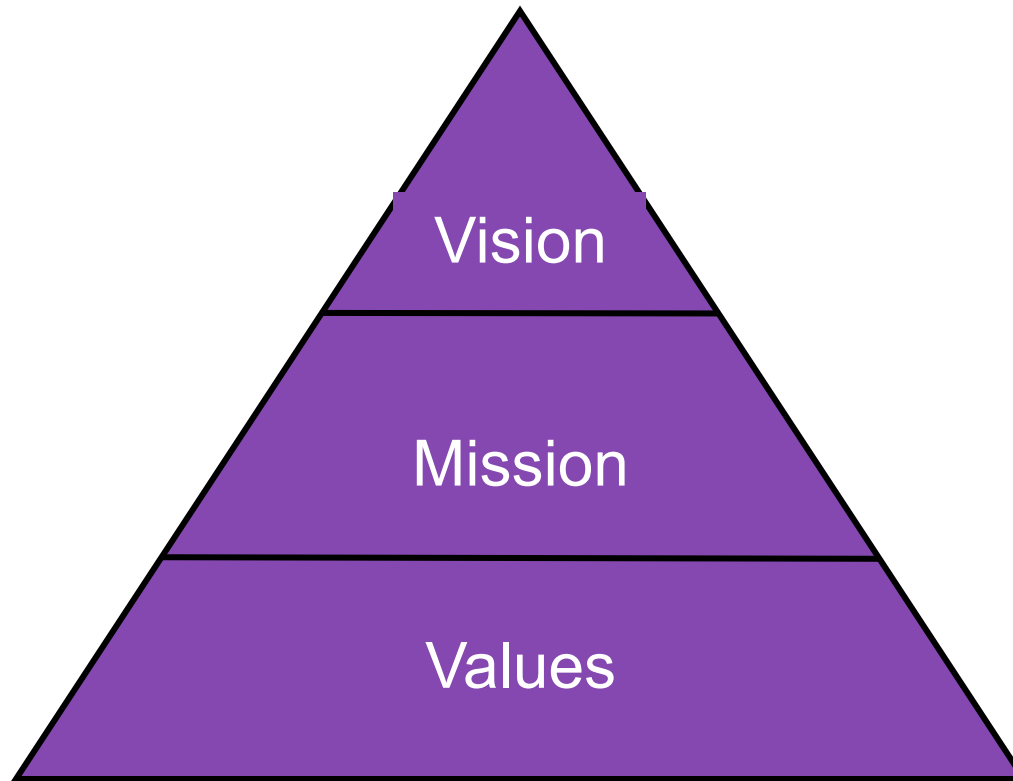*Is it even possible to set up an "ideal" framework for KD/KS?*

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And Then There's the *Practical* Why: Simon Sinek's *Golden Circle*

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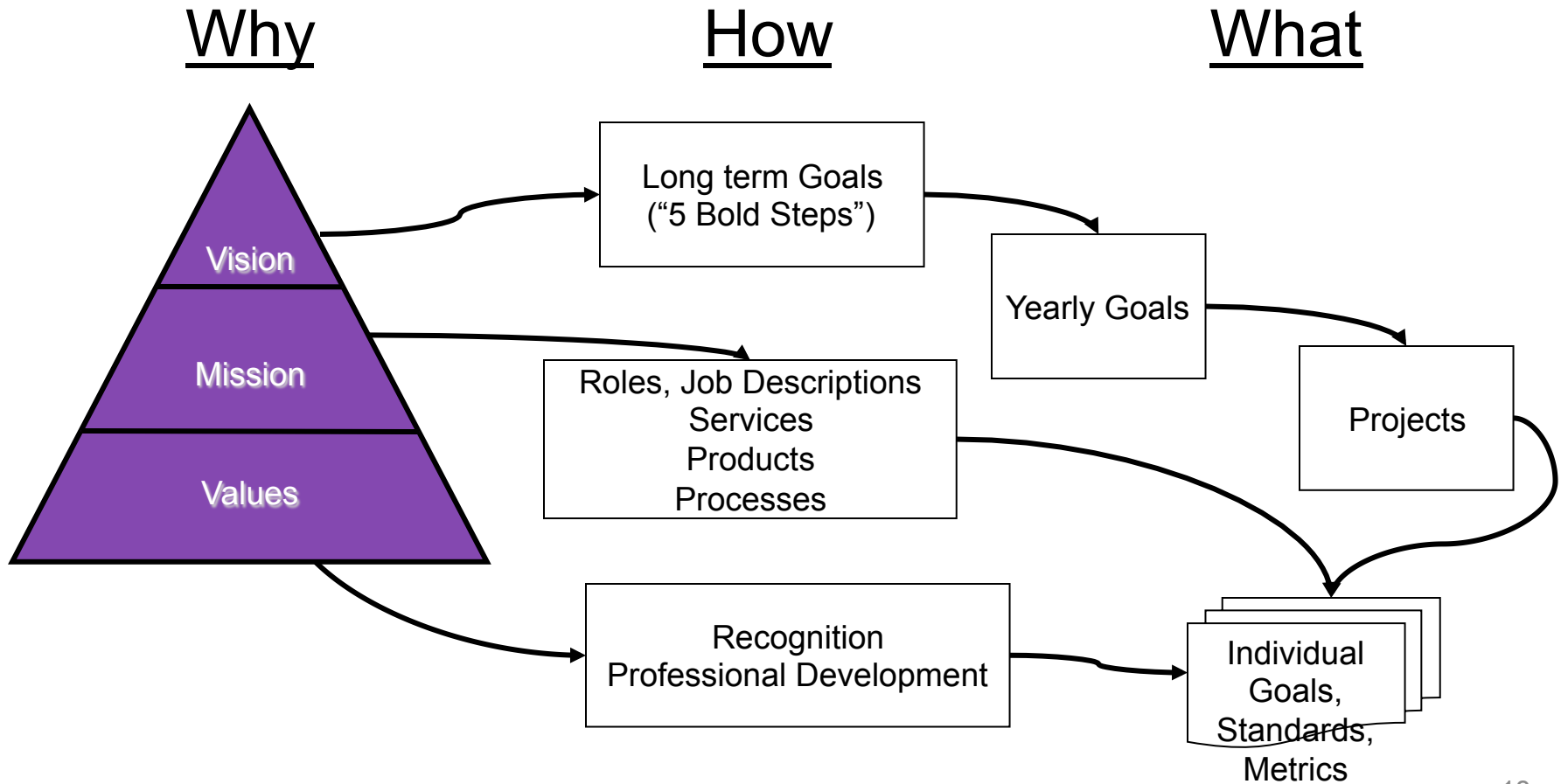# Match to Organizational Basics

Then: Match the *why* to the Goal

<u>Why</u>   <u>How</u>   <u>What</u>

POLL

Polling Question # 1: Do the research workers in your company – including both library users and non-users – recognize the need for improved KD/KS?

- ❑ Yes
- ❑ No
- ❑ Don't Know

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TRANSFORMING THE LIBRARY: ASKING THE HARD QUESTIONS

How do I evaluate the "current state" of information management and knowledge services delivery in the company?

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TRANSFORMING THE LIBRARY: MOVING TO THE FUTURE (BUT IT'S HERE NOW!)

What steps can I take to re-structure knowledge development and knowledge sharing at the company?

Successful KD/KS
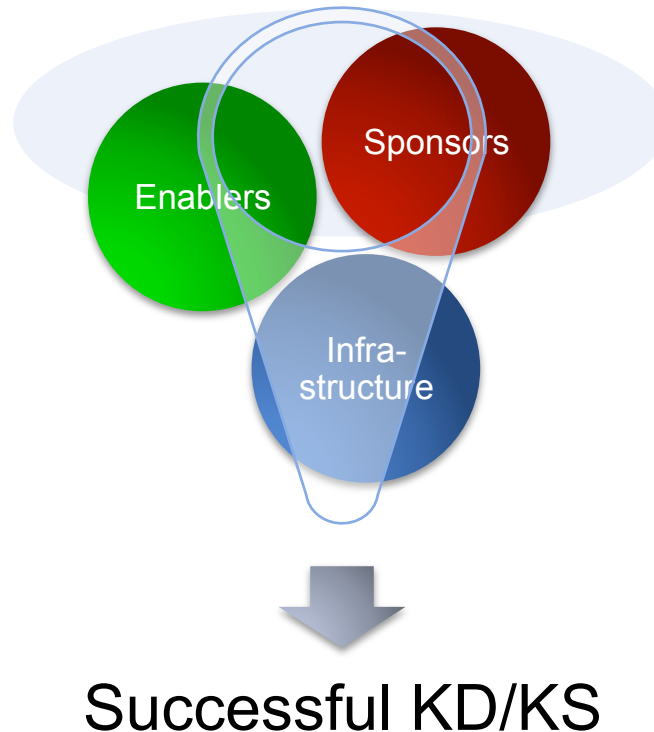
POLL

Polling Question # 2: In your opinion, what percentage of your organization's employees place a **_high value_** on services provided by the library?

- ❑ 25% or less
- ❑ 50% or less
- ❑ 75% or less
- ❑ 100%
- ❑ Don't know

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TRANSFORMING LIBRARIES:
THE ART OF PRIORITIZATION:
WHAT NEEDS TO BE DONE? WHERE ARE THE GAPS?

Did We Answer the Questions?

1. *Why should my company move to a KM/knowledge services management framework?*

      The answer is ….

2. *How do I evaluate the "current state" of information management and knowledge services delivery in the company?*

      The answer is ….

3. *What steps can I take to re-structure knowledge development and knowledge sharing (KD/KS) at the company?*

      The answer is ….

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TRANSFORMING LIBRARIES:
THE 2013 SOUTRON GLOBAL WEBINARS
WITH GUY ST. CLAIR (SMR INTERNATIONAL)

- ***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)

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Perhaps of Interest
THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

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

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

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Transforming Libraries

Thank you

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