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# Facilitating knowledge sharing, capture and retention with technology

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## Outline

- Reviewing the old technology
  - Precedent databases
  - KM systems
- Examining new techniques and tools
  - Document management platforms and collaborative workspaces
  - Enterprise search
  - Social software, wikis and blogs
  - RSS feeds
  - Learning at a distance
- Dealing with new challenges



## What is KM?

- Scrutiny of knowledge and learning processes used in business activities
- Identification of critical shortcomings (problems to solve) in those processes
- Evaluation of potential improvements (to overcome shortcomings)
- Implementation of change to effect selected improvements
- And repeat...



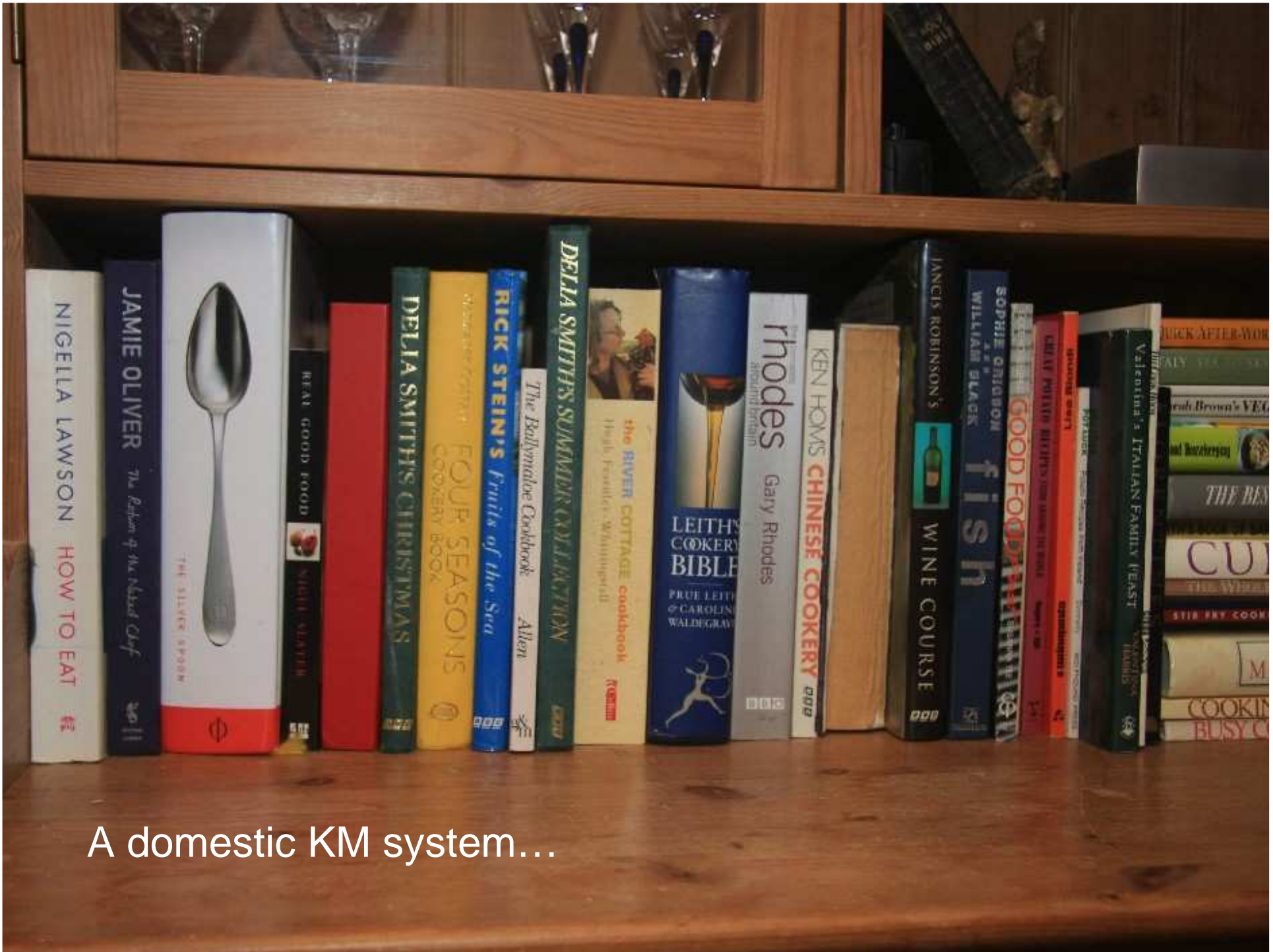
## Old tech

### ■ Knowledge as a thing

- Storage
- Mining
- Extraction
- Martini KM: “The right information in the right place at the right time”

### ■ Organisation

- Taxonomies
- Repositories
- Metrics



A domestic KM system...



## Dave Snowden's 7 knowledge principles

- Knowledge can only be volunteered, it cannot be conscripted
- We only know what we know when we need to know it
- In the context of real need few people will withhold their knowledge
- Everything is fragmented
- Tolerated failure imprints learning better than success
- The way we know things is not the way we report we know things
- We always know more than we can say, and we will always say more than we can write down

[http://www.cognitive-edge.com/blogs/dave/2008/10/rendering\\_knowledge.php](http://www.cognitive-edge.com/blogs/dave/2008/10/rendering_knowledge.php)



## New

### ■ Knowledge as flow

- Connection
- Serendipity
- Conversations
- People are more important than product

### ■ Key tools

- Identify objective
- Pick the right tool for the purpose



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## Using your DMS to capture knowledge

- Working more smartly
  - Workspaces (matter-centricity)
- Elements of success
  - Extracting the things we know (it's all in there)
  - Show me your working
  - Who knows about this?



## Enterprise search

- Challenges for law firms
  - “It does exist and I need to find it” – 80%
  - “I think it is in there and I want to find it – 20%
- Leverages the power of existing databases
  - DMS
  - KM systems
  - PMS
- Don’t just fit and forget
  - Improving quality of results
  - Finding new ways of using search



## Social software, wikis and blogs

- Shiny new toys?
- Keys to effective use
  - Understand the benefits of each tool
  - Match the tool to the problem
- Collaboration
  - Defined group
  - Shared purpose
- Knowledge and work in the same flow



# SLATES: A key to Enterprise 2.0

- S** *Search* – Discoverability of information drives reuse, leverage, and ROI.
- L** *Links* – Using URIs to forge thousands of deep interconnections between enterprise content 24/7.
- A** *Authorship* – Ensuring every worker has easy access to Enterprise 2.0 platforms.
- T** *Tags* – Allowing natural, organic, on-the-fly organization of data from every point of view.
- E** *Extensions* – Extend knowledge by mining patterns and user activity.
- S** *Signals* – Make information consumption efficient by pushing out changes.



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## RSS feeds

- Essential for Enterprise 2.0 success
- Integrates internal and external content
- Budget for it...



Image from <http://www.flickr.com/photos/photopia/455572466/>



## Be prepared for the same challenges

- Participation inequality
  - 90-9-1 rule
- Making things better
  - Encouraging the right users
  - Acknowledging technologies' limitations
- People and relationships are still more important



## Knowledge and learning at a distance

### ■ Remoteness: time and distance

- Live meetings/Webex
- Video
- Webinars

### ■ Capturing text vs. speech/vision

- Communication technologies
- Search
- Linking with text



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## What do we use knowledge for?

“knowledge is not a matter of getting it right but rather acquiring habits of action for coping with reality”

Richard Rorty, *Objectivity, relativism, and truth* (1991)



## What are the challenges ahead?

### ■ Technological generation

- Understand connection (Facebook, etc.)
- Poor understanding of information landscape (overdose on Google and Wikipedia)

### ■ Economic crisis

- Where is our industry/business/specialism heading?
- How do we determine the right strategy?

### ■ What knowledge do we need? Which tools will get us there?

