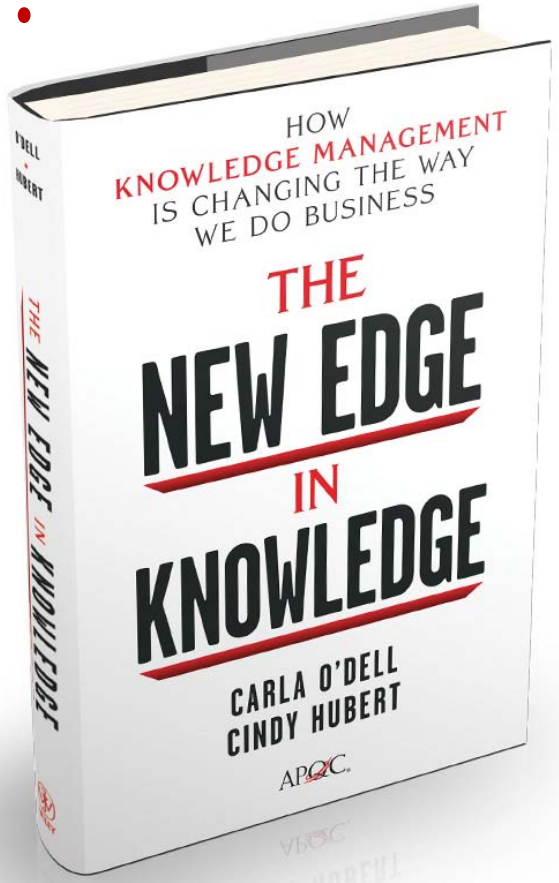
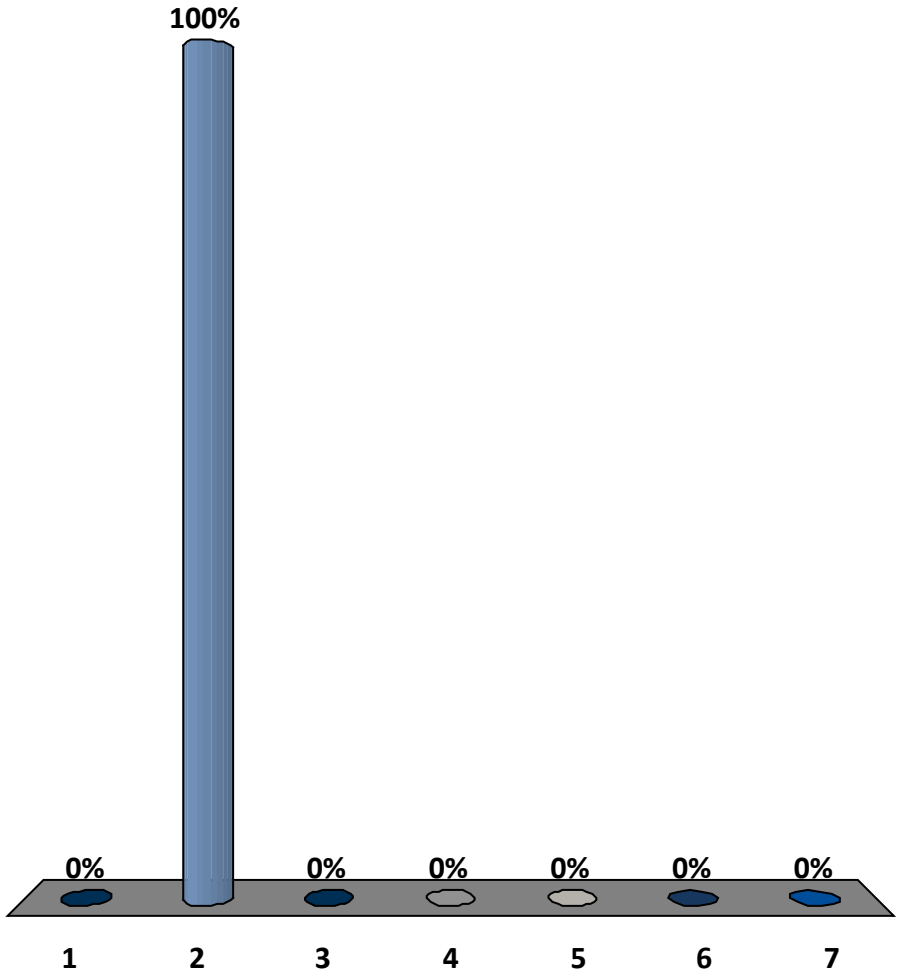
# KM 2011: Big Ideas … and a Few Myths

Carla O'Dell, President APQC



# Which of the following KM approaches are underway in your organization? *(Select all that apply.)*

1. Communities of practice (aka networks)
2. Transfer of best practices
3. Expertise location
4. Social networking
5. Lessons learned or after-action reviews
6. Social networking
7. Other social media and Web 2.0

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# Countdown: APQC's KM

10. Focus on business issues and value.
9. Think enterprise-wide.
8. Culture is critical—change it through behavior not posters.
7. Knowledge is sticky. Without a process, it will not flow.
6. Help people at their teachable moment.
5. Balance "Connect" and "Collect."
4. People hoard their time and energy, not their knowledge.
3. Yes, you can measure the impact of KM.
2. Don't reinvent best (KM) practices.
1. World-class KM is "above the flow" and "in the flow."

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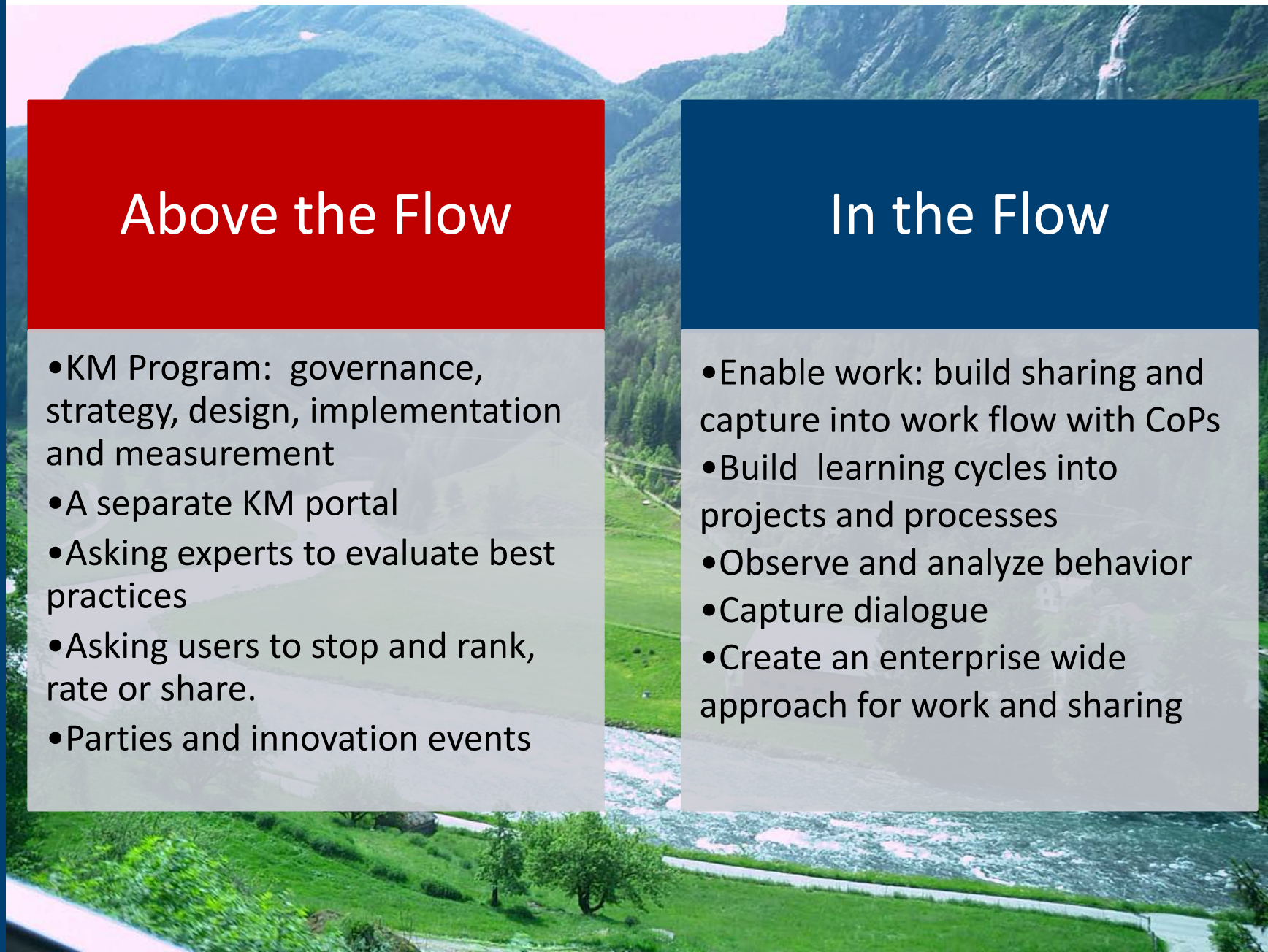
# Above the Flow or In the Flow?

# Above the Flow or In the Flow?



## Above the Flow

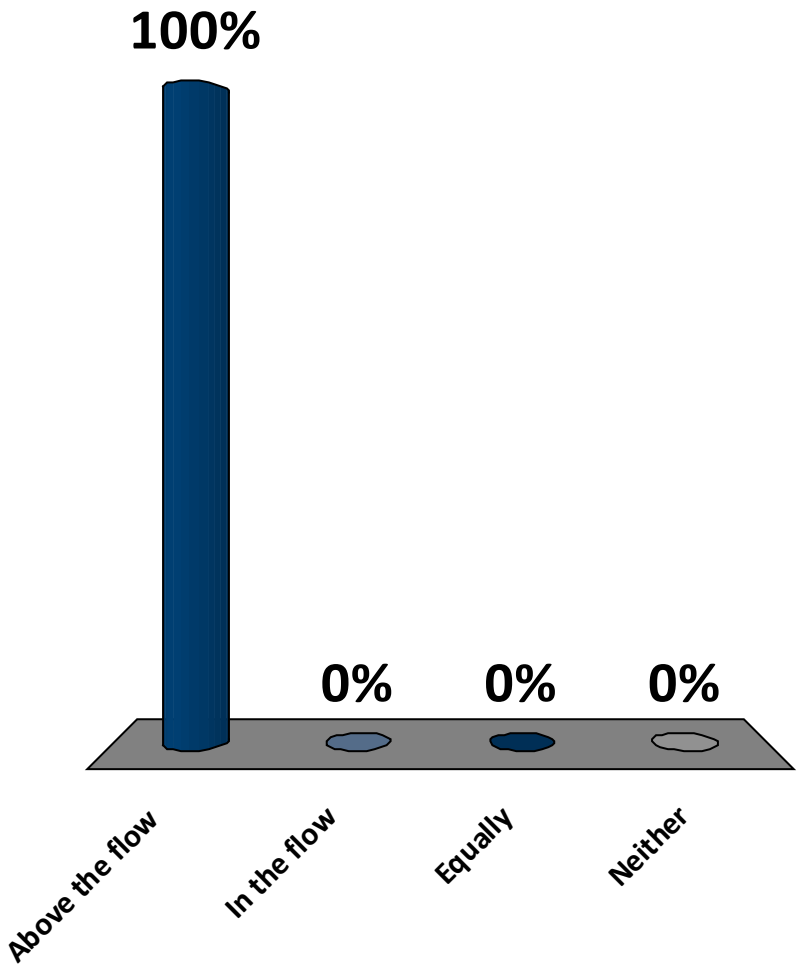
- KM Program: governance, strategy, design, implementation and measurement
- A separate KM portal
- Asking experts to evaluate best practices
- Asking users to stop and rank, rate or share.
- Parties and innovation events

## In the Flow

- Enable work: build sharing and capture into work flow with CoPs
- Build learning cycles into projects and processes
- Observe and analyze behavior
- Capture dialogue
- Create an enterprise wide approach for work and sharing

# Where are you currently spending most of your KM resources?

A. Above the flow
B. In the flow
C. Equally
D. Neither

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# Big Idea #2:
## KM as 1st Responder℠

KM post- merger, acquisition or reorganization

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# AWG 1ST Responder Insights

Role of KM post- merger, acquisition or reorganization

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# KM as 1st Counselor and Connector

- Reach out to the “new” people.
- Conduct orientation sessions .
  - Expect to answer far more questions than how to “do KM.”
- Use appreciative inquiry : “You do? You know? We value that.”
- Don’t overwhelm. Give them one thing to do first.
- Identify new communities.
- Face technology and access challenges.

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# Why Is KM Important in a Crisis?

1. The stakes are high.

2. There is a process to enable.

3. The flow of knowledge --communication, coordination and collaboration-- is essential for success.

4. Preparation and community count more than technology.

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# Lessons from HAITI: One year later

*By Anne Nelson and Ivan Sigal, with Dean Zambrano*

# Discovery Channel's *Rescued: The Chilean Mine Story*

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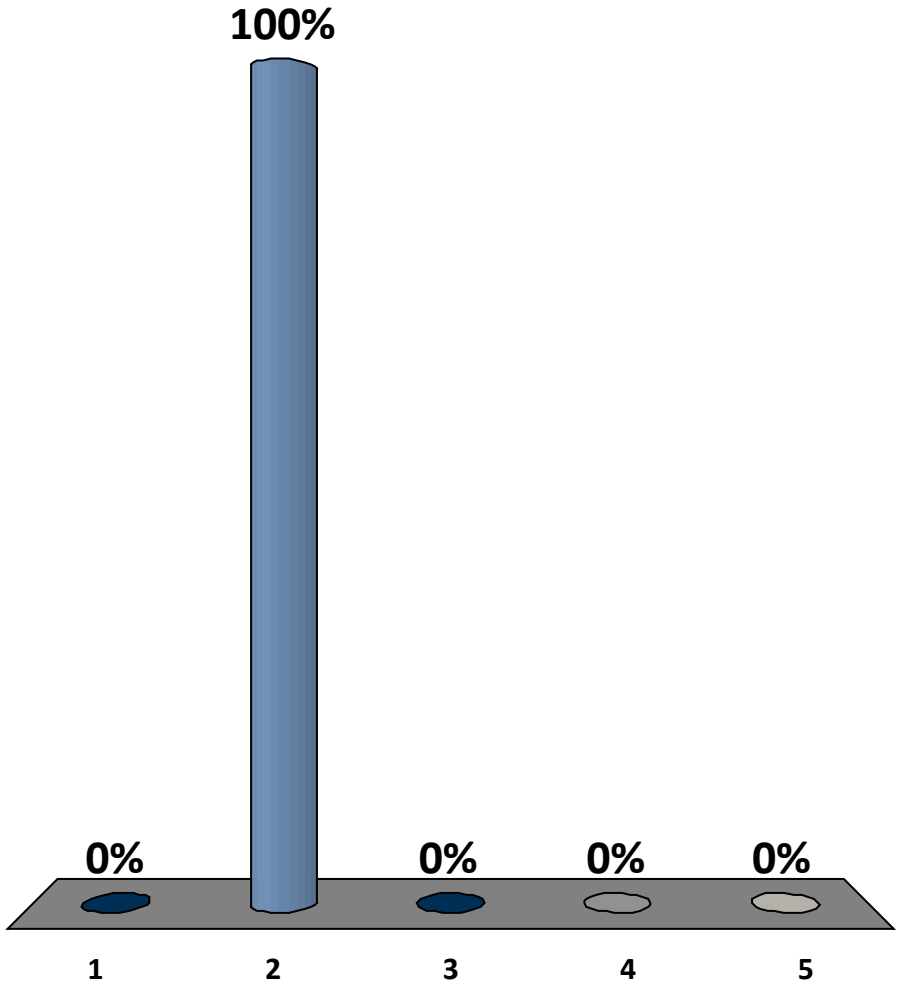
# How well is your KM program prepared to respond in a crisis?

1. We were not aware of the need.
2. We are aware of possible need.
3. We are creating a plan.
4. We have deployed a plan.
5. We have learned from experience.

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# A Myth
# Web 2.0 = Viral Adoption

*Use Web 2.0 social networking tools and adoption will take care of itself.*

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# Let's agree on what we mean by "going viral"

***vi·ral*/ˈvīrəl/** :An image, video, advertisement, etc. that is circulated rapidly on the Internet.

Source: Dictionary.com

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# More Myths

KM using social media is free.

The digital divide is big.

What else?

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*Make Best Practices Your Practices*SM

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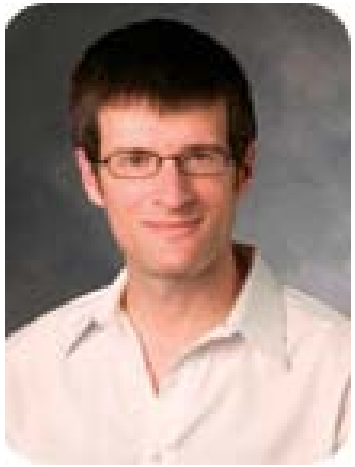
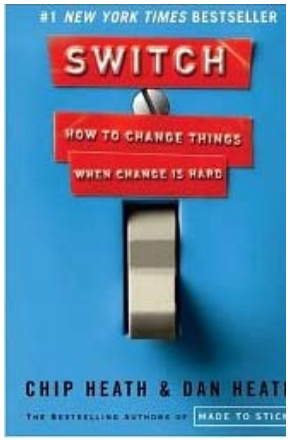
# Keynote Speaker – Chip Heath



**Professor, Stanford Graduate School of Business and Author of *Switch***

Switch: How to Change Things When Change is Hard

Grande Ballroom – Thursday,  9:30 a.m.

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# Keynote Speakers – Dan Ranta and Pete Miller

**Director of Knowledge Sharing, ConocoPhillips**
ConocoPhillips' Knowledge Management Journey
Grande Ballroom – Thursday, 4:15 p.m.

**Manager, Operations Excellence, Upstream Drilling & Production, ConocoPhillips**
ConocoPhillips' Knowledge Management Journey
Grande Ballroom – Thursday, 4:15 p.m.

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# Friday 13 May 2011

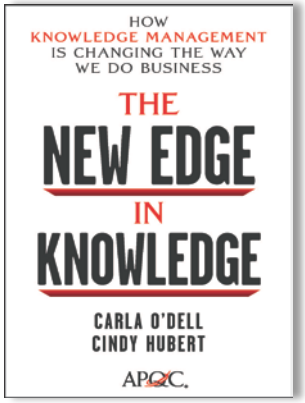
## Welcome and Introduction

# Keynote Speaker – Cindy Hubert

**Executive Director, APQC**

KM's Most Frequently Asked Questions

Grande Ballroom – Friday, 8:45 a.m.

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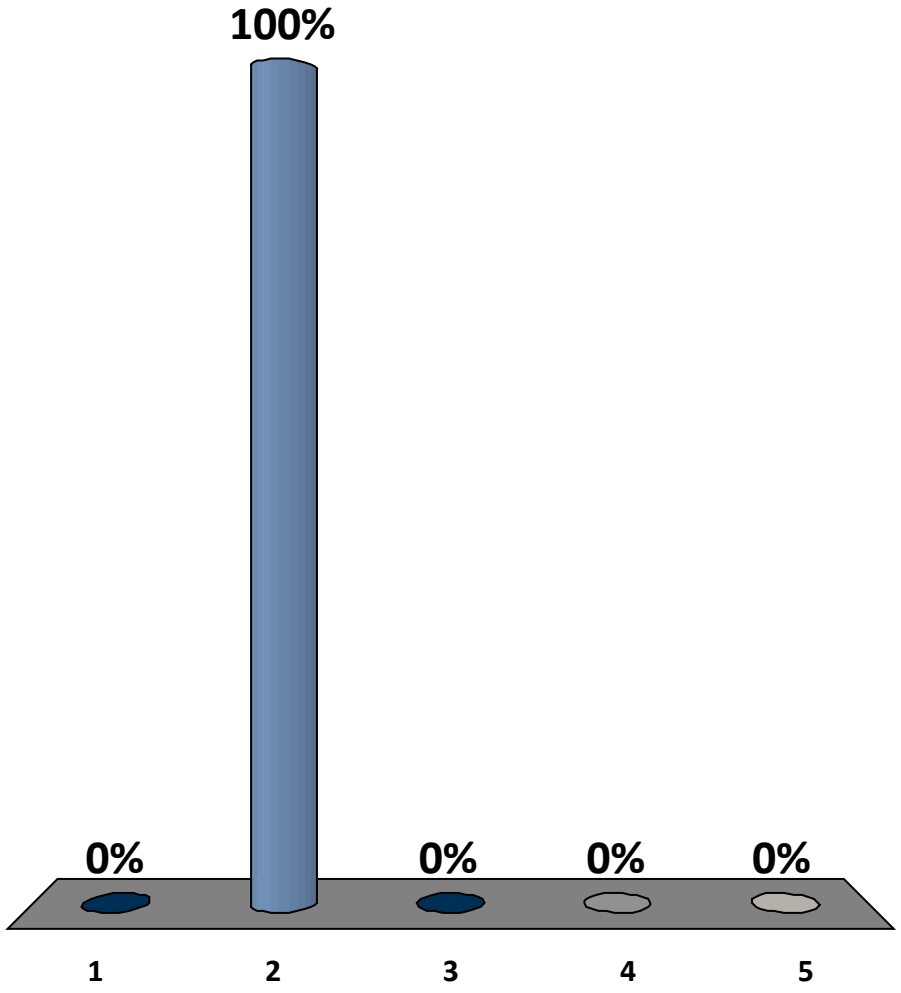
# Poll: What will happen to your KM budget in 2011, compared to 2010? (Select one.)

1. Increased a lot (more than 10 percent)
2. Increased a little (3 percent to 9 percent)
3. Little or no change
4. Decreased a little (3 percent to 9 percent)
5. Decreased a lot (more than 10 percent)

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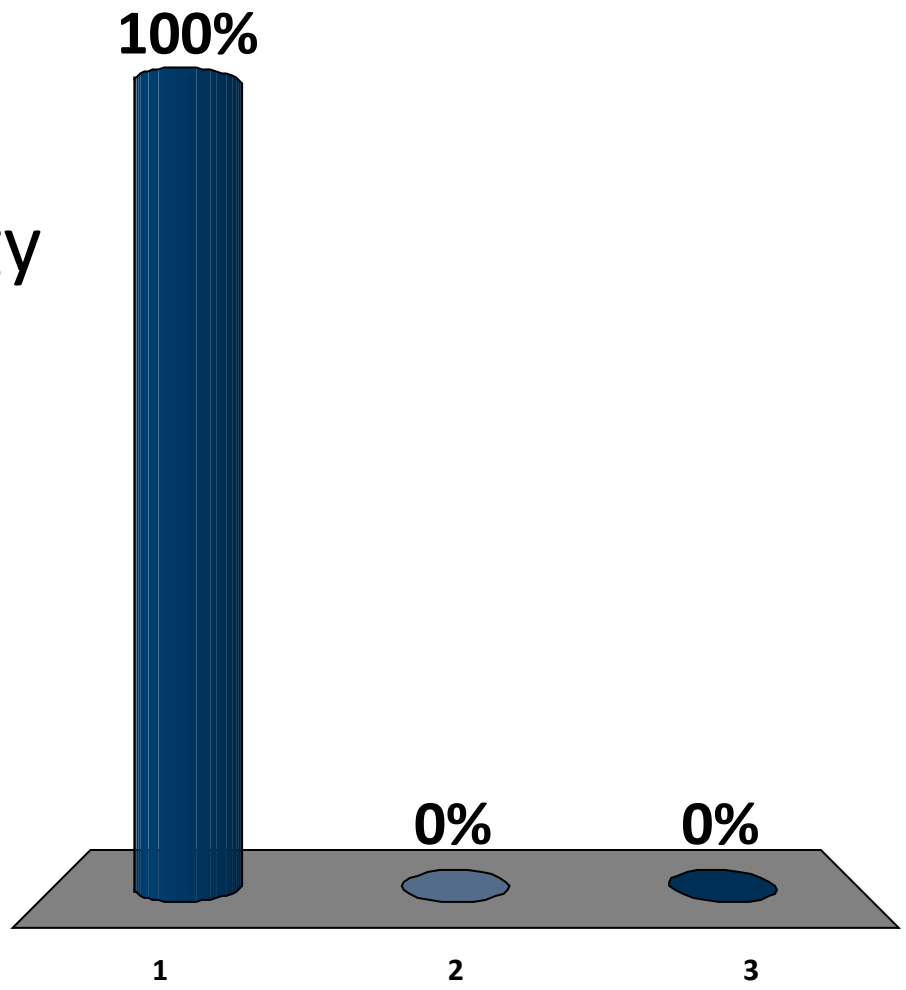
# Is your KM budget part of the IT budget? (Select one.)

1. Yes
2. No
3. Only the technology portion

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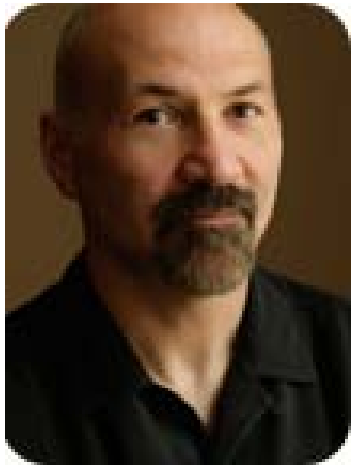
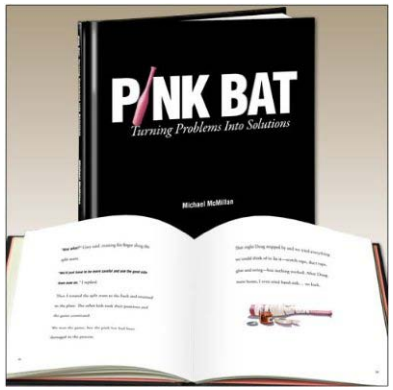
# Keynote Speaker – Michael McMillan



**Author, *Pink Bat* and *Paper Airplane***
Turning Problems into Solutions
Grande Ballroom – Friday, 9:45 a.m.



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# Keynote Speaker – Jeanne Holm

**Evangelist, Data.Gov and Chief Knowledge Architect at NASA's Jet Propulsion Laboratory**

Using Social Media to Break Downs Boundaries

Grande Ballroom – Friday, 1:30 p.m.

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# What Will Be *Your* Big Idea?

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