

Mining Enterprise Business Intelligence -- All the World's a Stage: Another Role for Info Pros

Career Agility Workshop
SLA-San Andreas Chapter
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What we'll cover

- What's in it for me?
- What's in it for my employer, future employer and/or clients?
- What are ECM and intellectual capital?
- Putting ECM to work
- What next?

What's in it for me?

- How many of you have been laid off in the last year? Ever?
- How many of you, who are now working, feel really secure in your job?
- “Staying Connected After a Layoff” by Dee Richardson. *Searcher*, Nov/Dec2009, Vol. 17, Issue 10, p42-45.

Who are we?

“From the neatly defined roles reflected in library school courses of the mid-70s to the thousands of job titles collected in the SLA’s recent salary survey, we librarians or information professionals definitely aren’t what we once were. If we play our KM 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 Gaye Colvin.
Information Outlook, Oct/Nov 2009, p. 21.

How does the info we provide create a competitive advantage and improve the bottom line?

“One of the key strategic issues uncovered by the alignment study was that 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.

What is ECM?

Enterprise Content Management (ECM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists.
(AIIM website)

What is intellectual capital?

- **Relational capital:** All relations a company entertains with external subjects, such as suppliers, partners, clients (brands, ...), research centres, etc. [aka contact management]
- **Human capital:** Knowledge and competencies residing with the company's employees
- **Organizational capital:** Collective know-how, beyond the capabilities of individual employees. E.g.: information systems; policies; intellectual property, etc.

---definitions from Wikipedia

How do we tap into all this content?

Two case studies:

- Bissell and Karn, Inc.
- The Exploratorium

- With data growth and proliferation ongoing, organizations have two choices:
- maintain the status quo and hope employees can find relevant information when they need to
 - learn from what the Internet has taught us and leverage search technology to connect knowledge workers with information

Three more case studies

- Environmental engineering firm
- Global architectural firm
- Federal government agency





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Putting this all into action

- Get senior executive (“C” suite) support so that cross-organizational buy-in can follow. (Grass roots is good, but funding comes from the top down.)
- Collaboration with IT/IS

Actually doing “it”

- Information audit/assessment
- Assess the organizational culture
- Leverage information management best practices
- Digital, paper or both?
- Retention policy
- Social media/Enterprise 2.0
- Recommending the best solution
- Vendor demos

Other points to consider

- Will this involve a portal on the Intranet?
Or even the extranet?
- Where will funding come from?
- Who will implement, maintain and update as needed?

Human capital – the kind in people's heads

- What about the people in an organization and what they know?
- An expert db or knowledgebase is a good solution
- Will this be separate or integrated into enterprise-wide content management?

The challenging part is just beginning...

- Alpha and beta testing and implementation with all levels, if possible, of organization (means lots of training)
- Revisit strategies based on testing
- Make needed changes to strategies and retest
- Demonstrate business value (and don't stop)

How to make needed information discoverable

- Innovate in your own organization – don't wait to be asked
- Seek buy-in either as a consultant or staff member – be prepared to make the case
- How do you get those in the “C” suite to recognize you can do this and positively affect the organization's bottom line?

Back to what's in it for me...

- Most organizations do not have an ECM program in place. Knowledge professionals (that's us) are an asset in an organization and more power will come to them.
- Most staff have less control over their documents and intellectual capital which means they are spinning their wheels more. We can help!

“There are only two problems in life: You know what you want but don’t know how to get it, or you don’t know what you want”.

Wired magazine’s David Allen

“We must find a way to involve ourselves in projects, products and plans that not only ensure our continued employment, but also have an effect on the bottom line [and] have maximum impact on the organization. [We must] effectively align ourselves with the primary objectives of our organization.”

“Reinventing ourselves for success” by Jamal Cromity and Barry Miller. *Information Outlook*, Dec. 2009, p. 29.

Remember that lifelong learning is the road to success and self-fulfillment. Sprinkle in

- Ingenuity
- Resilience
- Problem Solving
- Risk Taking
- Empathy
- Leadership
- Initiative
- Humor

How do you get what you want to come to you?

- get clear about what you want and why you want it
- imagine it
- commit to doing it and make a choice to move forward in a particular area
- don't fall into the trap of "I'm too busy". It will tune out possibilities and inspiration.
- ask for what you want and then see it through
- do what you love

Learn more

■ SLA

- [Click U Managing Digital Information](#)
- [KM/KS at Click U](#)
- [KM Division](#)
- [Innovation Lab](#)
- [23 Things](#)

■ [AIIM](#)

■ [AIIM ECM Network on LinkedIn](#)

Thank you and be in touch!

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