

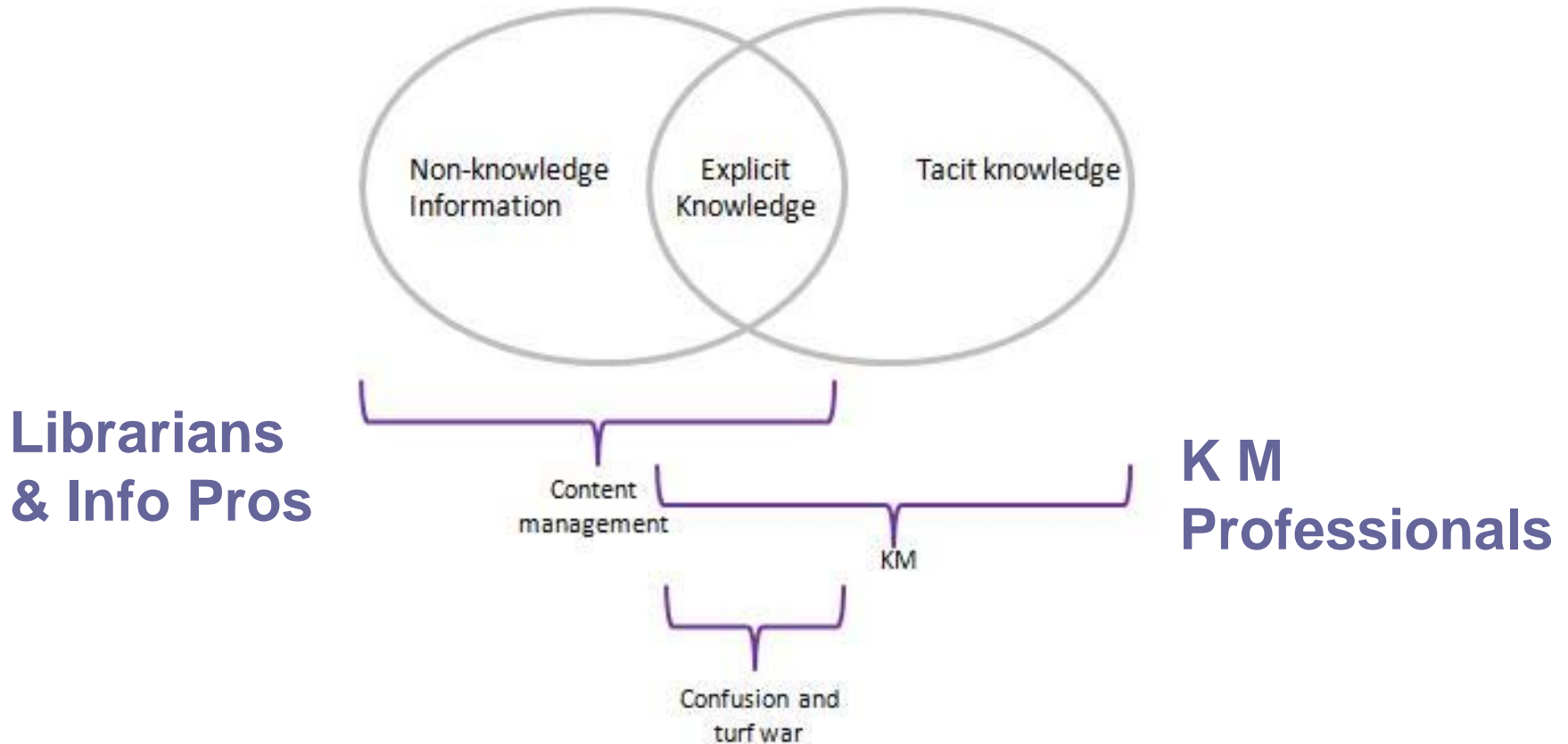
# Knowledge Management and the Info Pro

Concurrent Session 4  
AIP 2010 Conference

May 1, 2010

Dianna Wiggins and  
Deb Hunt, Information Edge

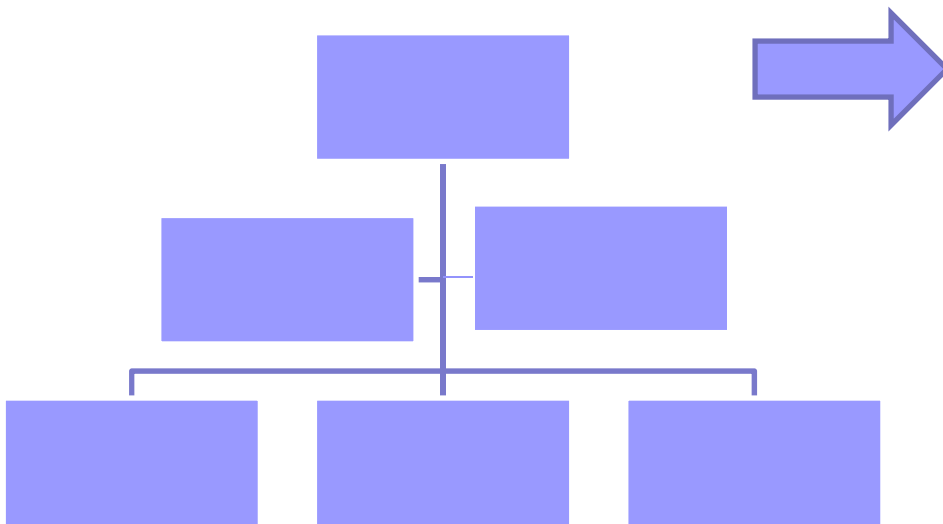
# What's Wrong with this Picture?



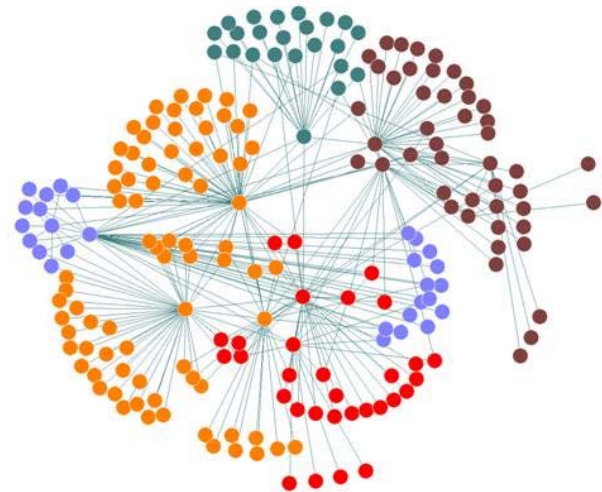
Milton, Nick. "KM and content management, the turf war." Available at <http://tiny.cc/227ta>

# What does the culture reward, and what shifts are occurring in the culture?

Industrial Age Models  
Command-and-Control



Global, Mobile,  
Connected and Flatter  
Models  
Leaderless Starfish

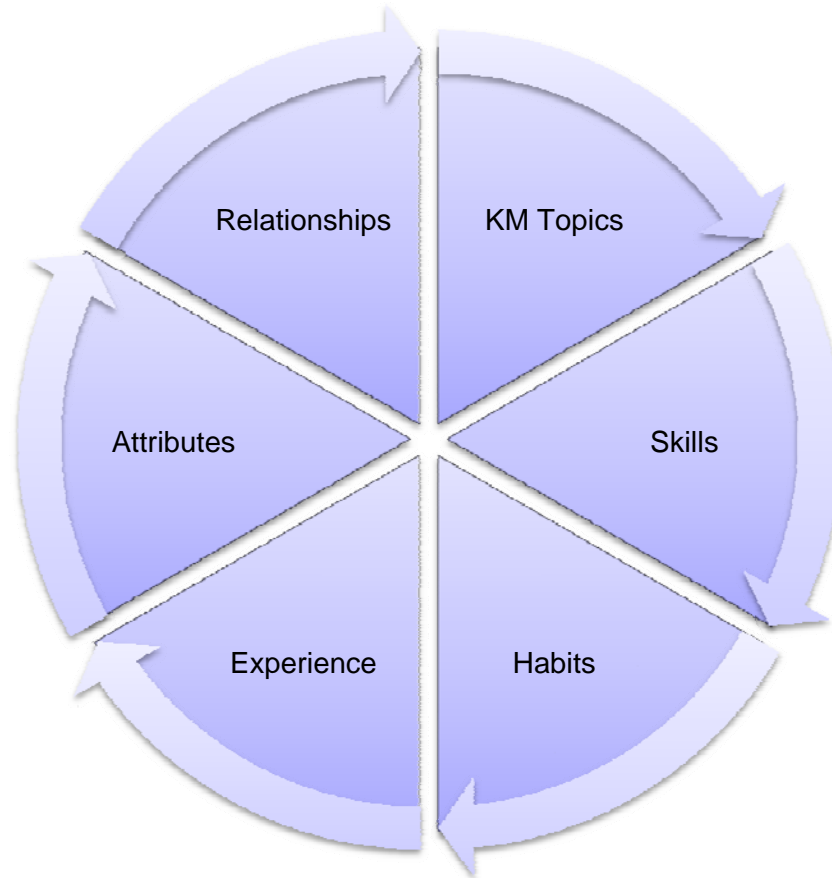


# Who needs a seat at the table?

- Info Pros
- Leadership
- Champions
- IT
- Communications/Marketing
- Operational Stakeholders
- Subject Matter Experts
- Human Resources
- Training/Learning



# Info Pros Repositioning Themselves: What's the Fit?



**Source:** Foong, Awie with Patrick Lambe. Knowledge Management Competencies: A Framework for Knowledge Managers. 2008.

# Focus Related to Roles

## Leadership Roles

## Connecting/Planning Roles

## Implementing Roles

Strategic/  
High Level

- Focused on Senior Management
- More selling of concept and strategy
- More strategic & business development experience

Consulting/  
Client-Focused

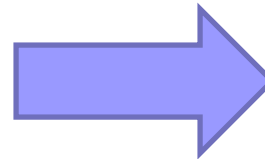
- Focused on line-of-business clients and aligned partners
- Listening and problem solving; brokering
- Participatory, Networked at all levels, benchmarker, learner

Implementing/  
Hands-On

- Focused on line-of-business clients, Connectors, Vendors, Forums
- Skilled back-end development and integration
- Participatory, learner, project manager

**Information**  
**EDGE**

# The Essence of It...



# Where does KM live in the organization?



Who tends to "own" it, if any one department, and why?  
What's a better approach?



# What kinds of initiatives fall under KM?

# KM 1.0 (collecting content) v. KM2.0 (enabling context)



- What's next?
- How does it all come together and keep evolving?

**Personal KM: Using  
today's tools and  
processes in your own  
work, for your own  
benefit.**

# Let's Connect!

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# Thank you and be in touch!

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- <http://twitter.com/debhunt6>
- If you give me your card, I'll let you know when my enewsletter launches.