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## **KM Egypt Conference**

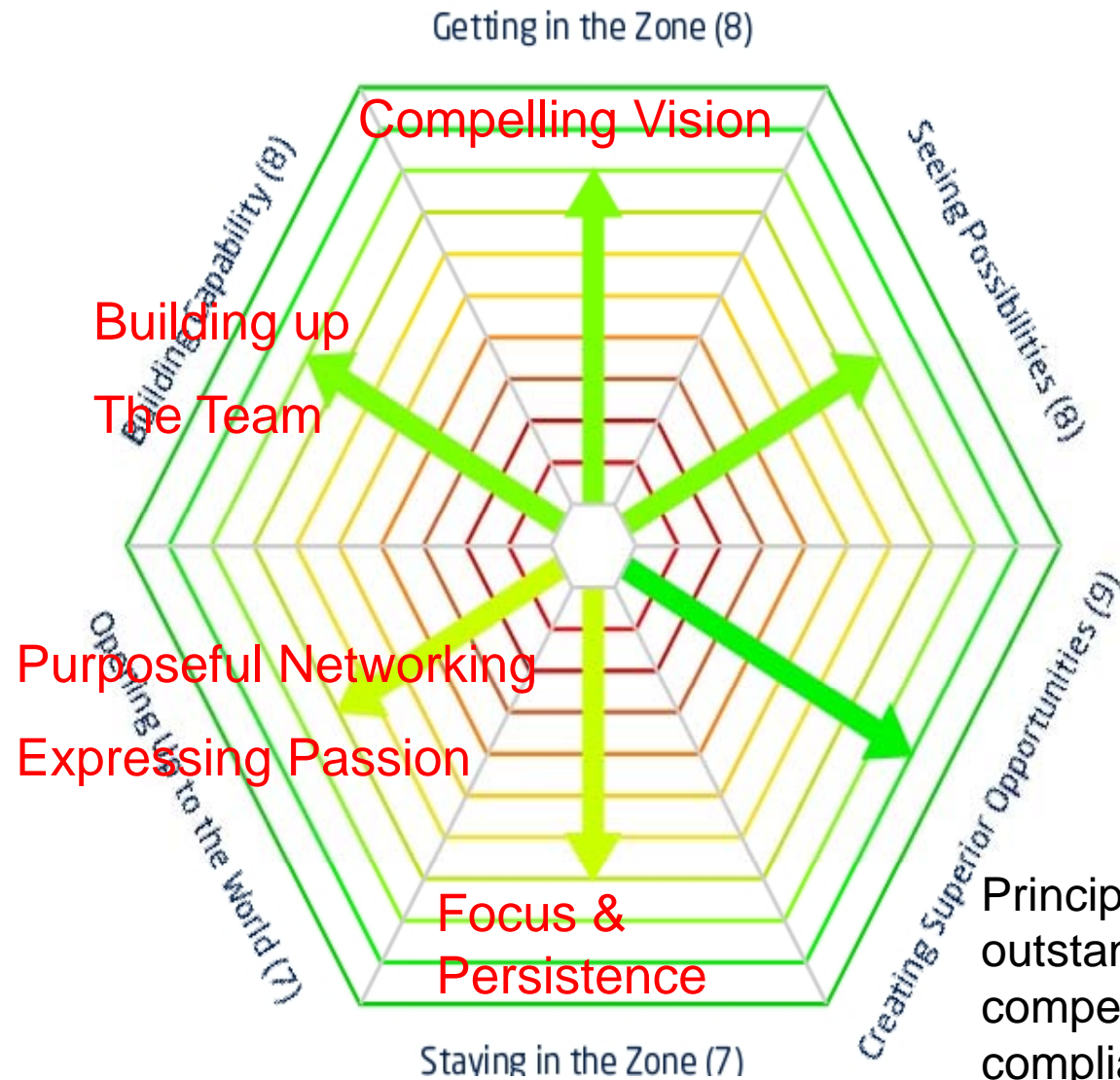
# **Translating Learning about KM into Productive & Sustainable Action**

**Richard Cross**

Director, Second Wave Solutions

Member of Editorial Board, Inside Knowledge

# First female UK CIO/CKO



Big Picture,  
Options thinking  
**Savvy**

**Problem Seeking**  
*Put significant effort  
into finding out which  
problems customers  
really want to address*

**Synthesis**  
**Problem Solving**  
**Delighting customers**

Principled, driven to achieve  
outstanding results but not  
competitive. Challenging not  
compliant, learning oriented, reliable  
& would take risks

# International relations 'diplomat'(82)



**Achievement Drive,  
Compelling Vision,  
Energy, Action Orientation**

Getting in the Zone (8)

**Building up the team**  
*Experiential learning,  
Staying on track*

**Big Picture,**  
*Options thinking,  
Savvy*



**Expressing passion,  
Purposeful networking  
Creating partnerships**

Problem Seeking,  
**Synthesis**  
**Problem Solving**  
Delighting customers

Focus, **Positive mindset,**  
Self-determining, **Persistence**

Reasonably likely to adopt radical solutions, highly involving & supportive, principled, composed, receptive, reliable, sometimes takes risks, low compliance, very persuasive, outstanding negotiator

# Network Diagnosis: amplify your talent



## Cultivate your network

### 1. From What to Who you Know

1 How similar (based on proximity or profession) or insular is your virtual and physical network?

2. What do your contacts say about you and your reputation and status? Are you on the edge, peripheral or central?

3. Who can you rely on and trust?

4. What is 'valued knowledge & how does it flow?

5. What type of Knowledge flows well?

6. How stagnant is your Network?

7. Do you need to refresh your sponsors/mentors

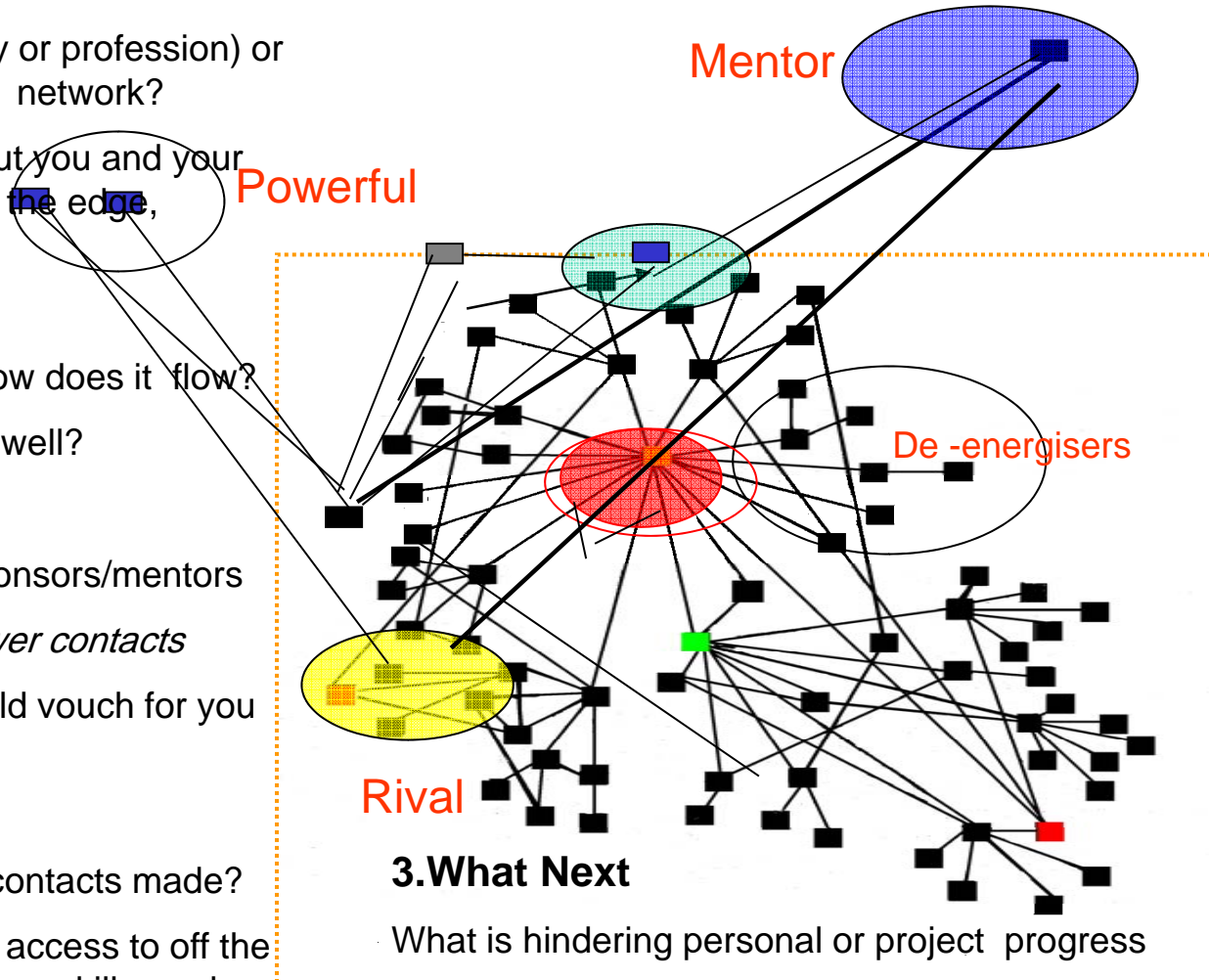
### 2. Who Whom *Note your key power contacts*

8. Who introduced you? Who would vouch for you and what is their standing?

9. Who did you introduce?

10. Where/ when were your best contacts made?

Rate your contacts in terms of off access to off the record information, access to diverse skills, and power. How does your network help you see the world differently? Assess emerging patterns and the evolution of your network stock & reserves



### 3. What Next

What is hindering personal or project progress

What new (value) connections do you need?

Lunch & learn from peers (ask questions) . Go for Broke(rs)

# The Breadth of Knowledge Management



Leveraging  
Intellectual  
Assets

Sharing  
Knowledge &  
Best Practices

Developing  
Knowledge  
Strategies

Understanding &  
Measuring the Value  
of Intangibles

Embedding  
Know-how in:  
Products, Services  
Processes

Driving  
Innovation

Building & Mining  
Customer  
Knowledge Bases

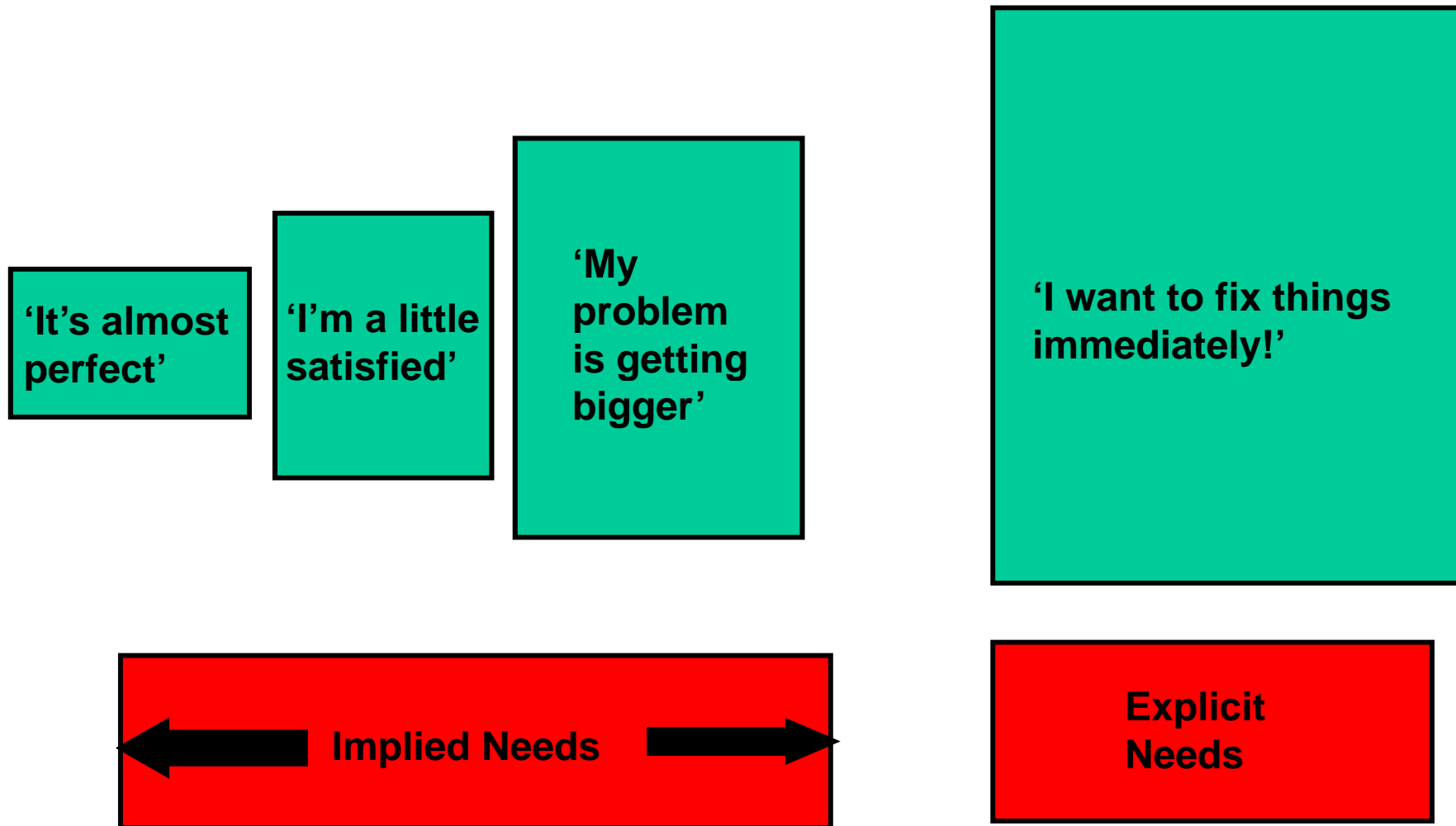
Mapping Community  
Expertise &  
Organization Network  
Analysis

Capturing &  
Reusing Past  
Experiences

Productive  
Workspaces/  
Places to support  
Collaboration



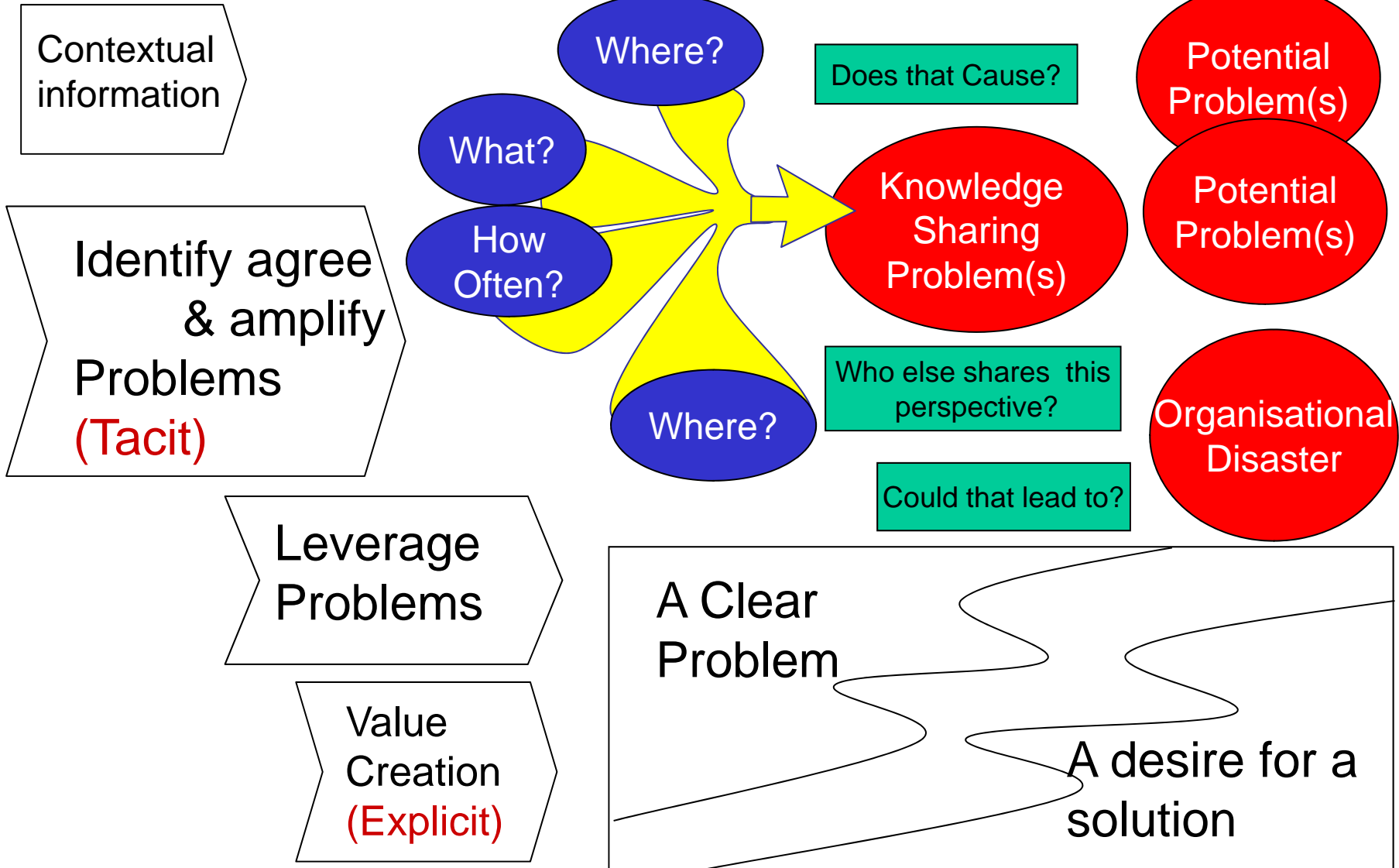
# How Needs develop



## Asking the right question(s)

1. Logic is not persuasive
2. Being 'right' is irrelevant
3. Customers place a higher value on what they conclude than they are told

# It is better to seek than it is to give



# Back to the Office Support Questions part 1



1. What customer driven issues must the organisation pay attention to in order to be successful?
2. Map out and describe your own connections to KM decision makers? – the powerful, the dissatisfied and the de-energisers? How well do they share your perspective?
3. What are the business & personal drivers of Key individuals? What risks may you encounter in deploying KM?
4. Rate your relationship & credibility with your top 3 organisation energisers
5. a List the vital few problems or crises your KM product or services solve. Why must your organisation pay attention to these issues? How compelling is this to your de-energisers?

# Back to the Office Support Questions part 2



## Back to the Office Support Questions part 2

b) Prepare Problem Questions for your (d) energisers, powerful and dissatisfied

E.g.: What prevents us from achieving organisational objectives in xxx area? How satisfied are you with performance in this area?

6. Develop a series of questions to leverage problems to 'crisis' level E.g What effect does xx have on the bottom line? What would happen if? How will this have an effect on future productivity and achievement of short term goals?

7. Prepare Value questions that will help your identify, clarify and extend needs identified by your 'customers'

E.g If we addressed that problem and eradicated the root causes what value would that bring to the organisation? If we did that, how much time would we save? How would that benefit the organisation?

# Some Advice

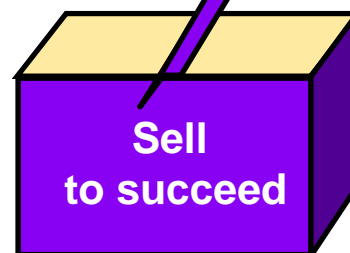
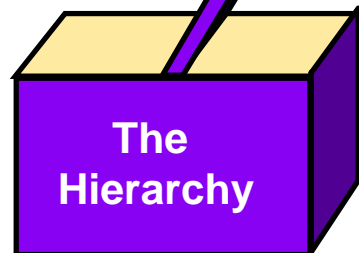
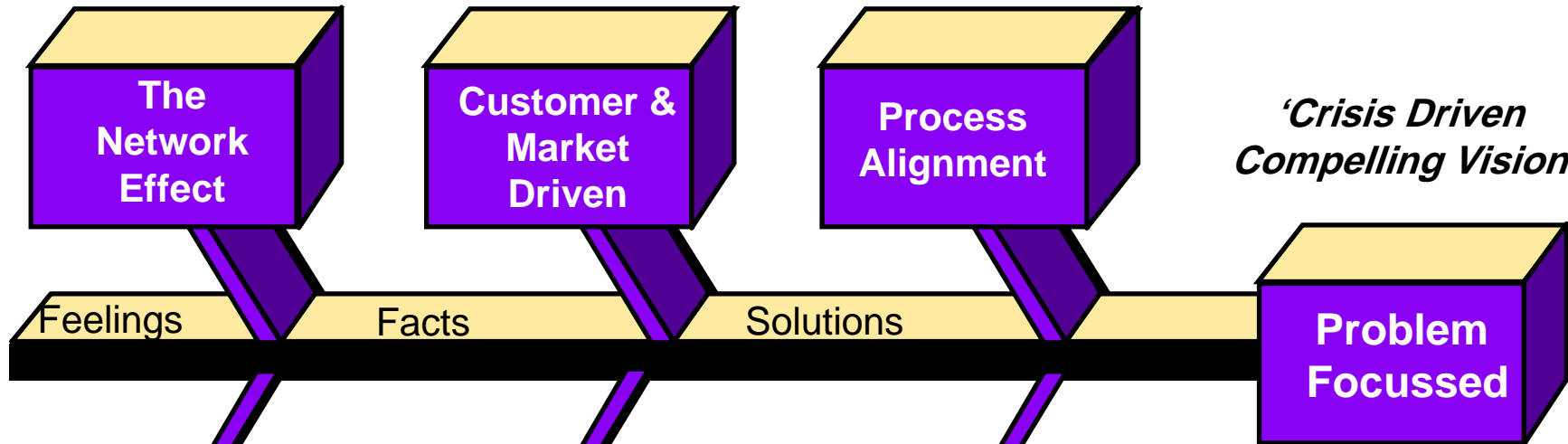


*Energisers with a 'Common language' & a mentor with integrity*

*Current & Future Needs, Satisfaction and Scenarios*

*'Factual base' Visibility*

*'Crisis Driven Compelling Vision*



*Engage through the Customer, through Process and Practice*

*Explore The reality*

*Shared Vision & Trust  
Passion & Belief  
The right questions*

