

Being Remembered: Building an Enduring Organization Through Knowledge Management

Linda Baldwin
Senior Managing Director
21 April 2016

hsae | houston society of
association executives

 **Access Sciences** | CELEBRATING
30
YEARS

“Things do not change; **we change.**”

- Henry David Thoreau

“It is beyond a doubt that all
our **knowledge** begins with experience.”

- Immanuel Kant

“To **improve** is to change; to be perfect
is to **change often.**”

- Winston Churchill

“Yesterday I was clever, so I wanted to change
the world. Today I am **wise**, so I am changing myself.”

- Rumi

“Change is the **only constant.**”

- Heraclitus

Background on Access Sciences

Committed to Transforming Organizations



- Employee-owned, woman-founded company committed to transforming organizations and individuals to become their best
- Enables clients to achieve their strategic priorities by optimizing assets, information, processes, systems, and human performance
- Services performed for more than 100 clients, in 47 countries, and in over 20 different industries during the past 5 years

Access Sciences has delivered information and data management services to Fortune 500 companies for over 30 years.

Areas of Focus

Business Analysis and Strategy: Providing executive counsel and strategic guidance



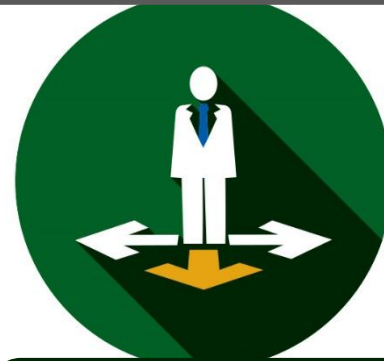
Information &
Data Management

Designing, implementing, and operating information and data management programs



Information
Technology

Architecting, implementing, and integrating software and systems to organize and manage business processes and information



Change
Management

Enabling organizations and employees to excel



ForSite
Managed Services

Allowing clients to focus on core competencies by providing operational support and critical skills sourcing

Industries Served

We provide consulting and outsourcing services to a wide variety of industries:

- Aerospace
- Chemicals
- Customer Care
- Education
- Engineering & Construction
- Financial Services
- Home Building
- Oil & Gas
- Mining
- Pharmaceuticals & Biotechnology
- Manufacturing
- Real Estate
- Retail
- Transportation
- Utilities
- Waste Management
- State & Local Government
- Federal Government
- Non-Profit Organizations & Foundations

Over the past 5 years, Access Sciences has served 100+ clients in over a dozen industries in 47 countries



Topics for Today

- Definitions – KM & CM
- Ready?
 - The Value of Knowledge Management
- Set?
 - Knowledge Management Planning Considerations
- GO!
 - Change Management Principles for Success

Level Setting

Definitions

Knowledge Management

- the practice of **identifying, creating, communicating, socializing, measuring and improving knowledge to support strategic objectives.**

~ Anna Mar, Simplicable

Change Management

- the **process, tools and techniques** to manage the **people side of change** to **achieve** the required **business outcome**
- incorporates the tools that can be utilized to help **individuals** make successful **personal transitions** resulting in the **adoption and realized change**

Knowledge Management – Get Ready

Getting Ready for the Journey

- HSAE Strategic Goals
 - 1. Provide education to association professionals.
 - 2. Find, collect and use member needs and wants.
 - 3. Develop vehicles to keep members informed and connected.
 - 4. Increase number of associations with HSAE members.
 - 5. Provide more volunteer opportunities.
- Your association or organization goals
 - Information assets and valuable knowledge
 - Collaborative culture, enable learning, grow leaders

Getting Ready for the Journey



Knowledge Management – Get Set

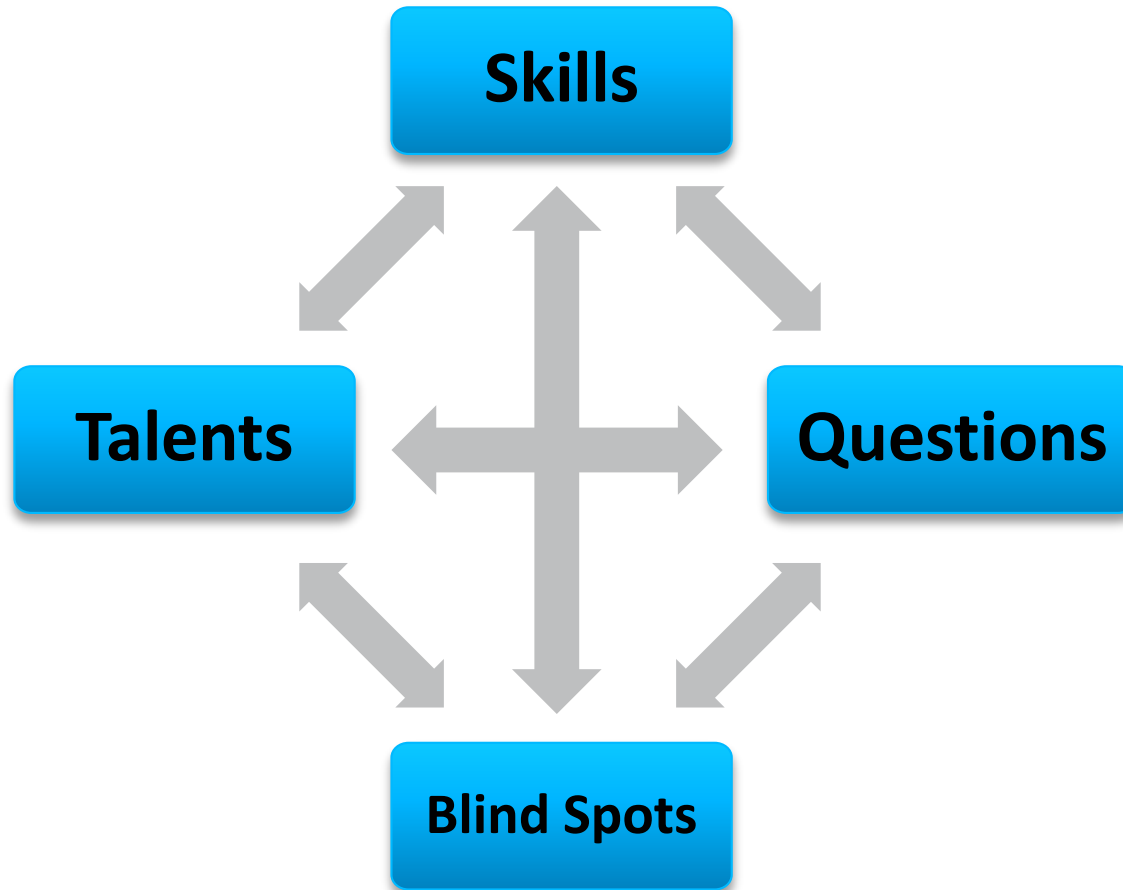
Planning What to Capture

	I know	I don't know
I know	Explicit Knowledge, Skills	Questions
I don't know	Tacit knowledge, Talents	Blind spots

Knowledge Management

Learning and Training

Planning What to Capture



Results from Good Planning and Serendipity



The culture believes in and participates in KM



The expertise of the entire organization is behind every member



Members know what they need to grow and how to do it



Collaboration occurs seamlessly and serendipity flourishes

More Planning – Understand Challenges

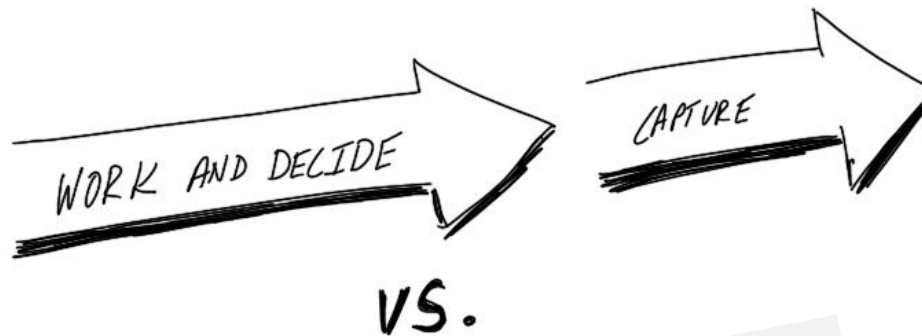
- Everyone has their own experiences, and ...
Opinions
- Fusion requires a “recipe”
- Understand capacity of individuals
- Expect resistance and plan for it



Planning to Right-Size Your Efforts

- Individual capture
- Formal process with subject matter experts, templates
- Learning management system
- Content management system

Start with Individuals Capturing Their Own Knowledge



Formal Discovery & Capture Process with SMEs

Do *you* know
what your *people* know?



Promote & Capture Learning

- Create opportunities for sharing and story-telling
 - Webinars
- Note sharing
 - OneNote
 - Video / Audio Podcasts or recordings
- LMS
 - Make content available through formal channel, track progress



Content Management Systems & Other Electronic Tools



ECM System

Motivation, or the Call to Action



Derek Sivers, Founder, CDBaby

Knowledge Management – GO!

*** *Change Management Required***

Change Management Best Practices

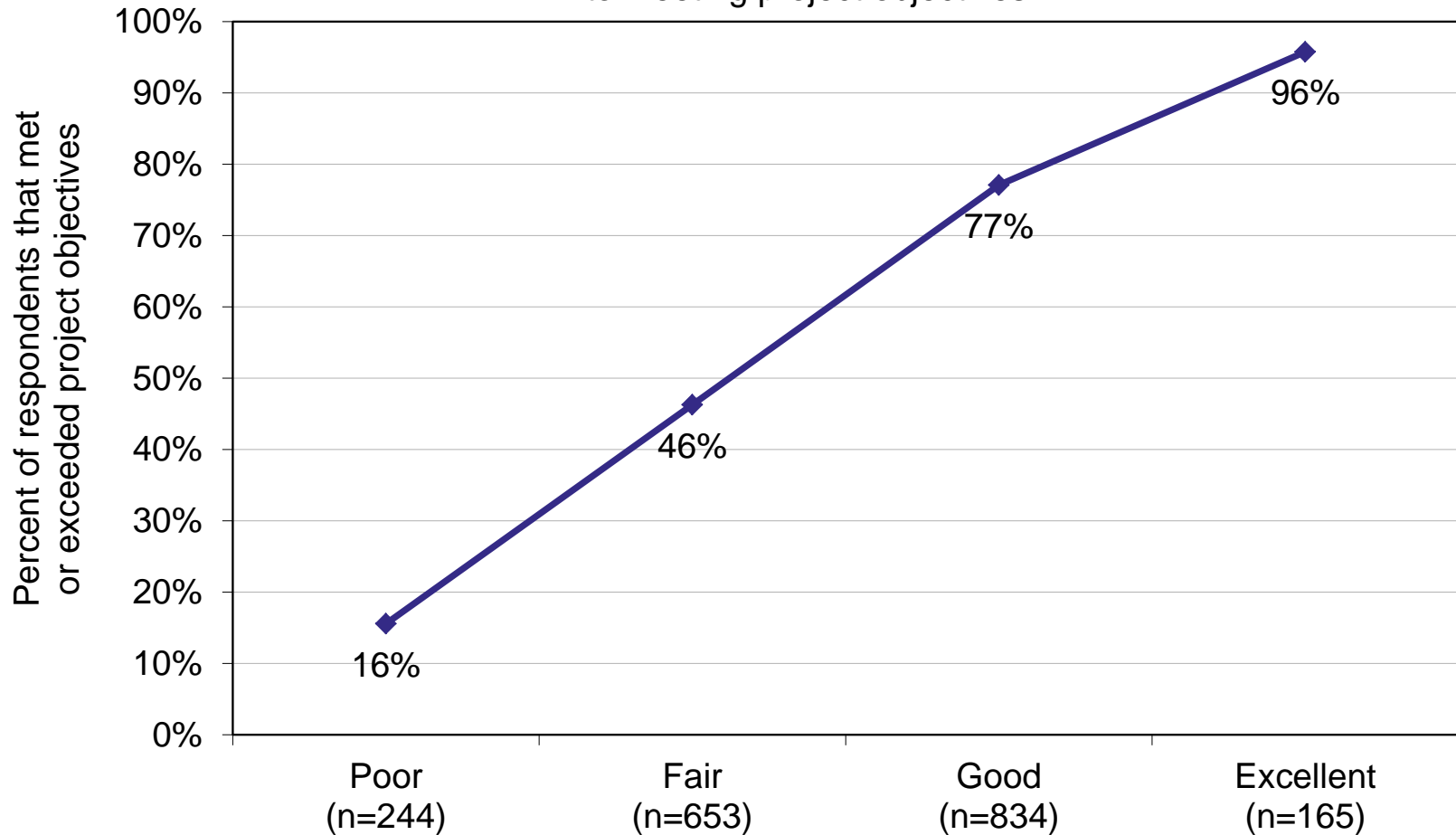


ABOUT PROSCI

We started with a single question: Why do some changes succeed and others fail?
The answer: the people side.

Change Management Effectiveness

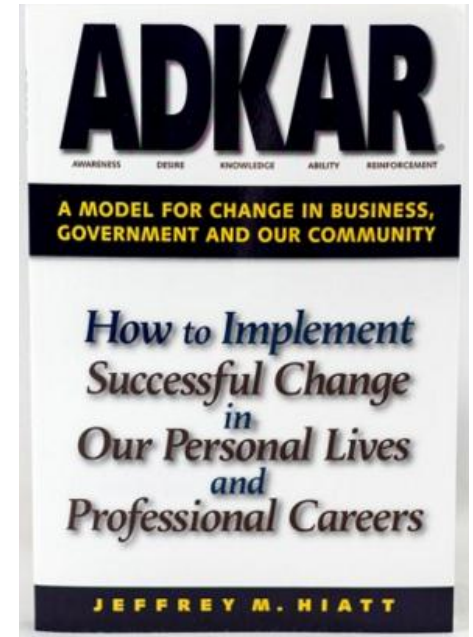
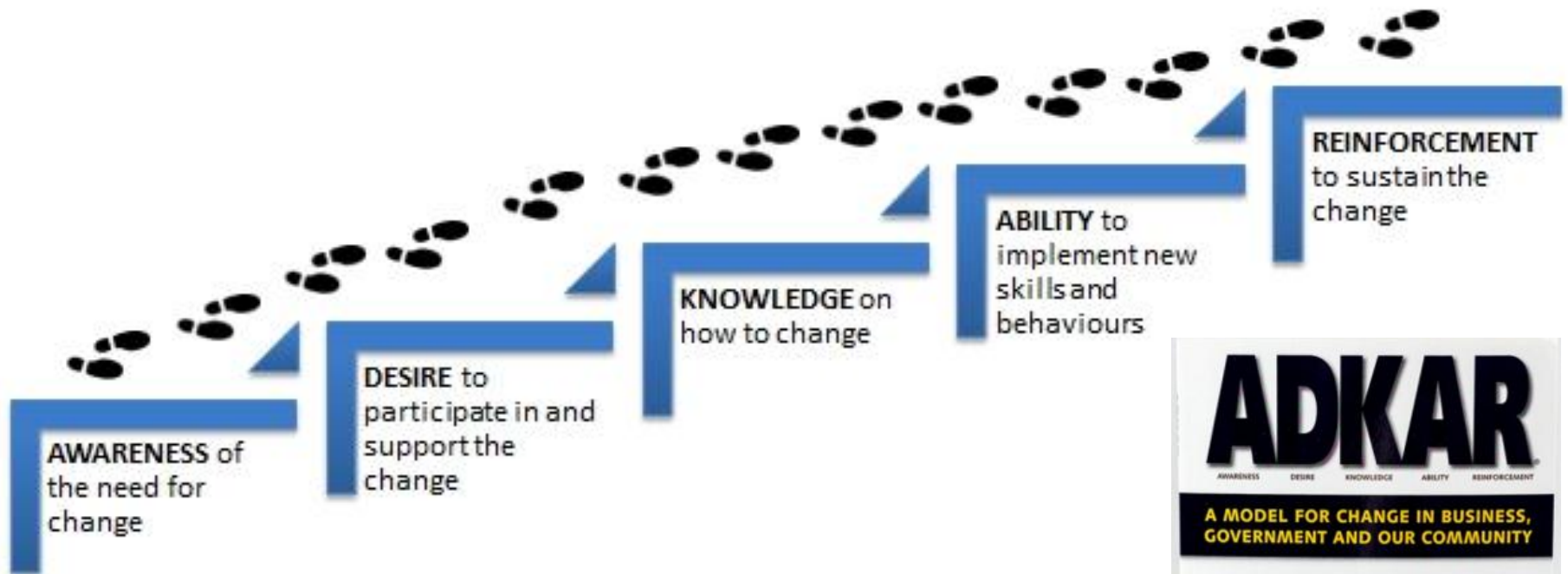
Correlation of change management effectiveness to meeting project objectives



Overall effectiveness of change management program

* Data from 2007, 2009, 2011 and 2013

ADKAR Model in Change Management



Lead the Change – Rally the People



Use Identity

Embed change into your organization's DNA

People are best able to develop and adapt to change when they *own it* and see how the change affects their own *specific needs*.

Link b

s identity

Use stories to motivate

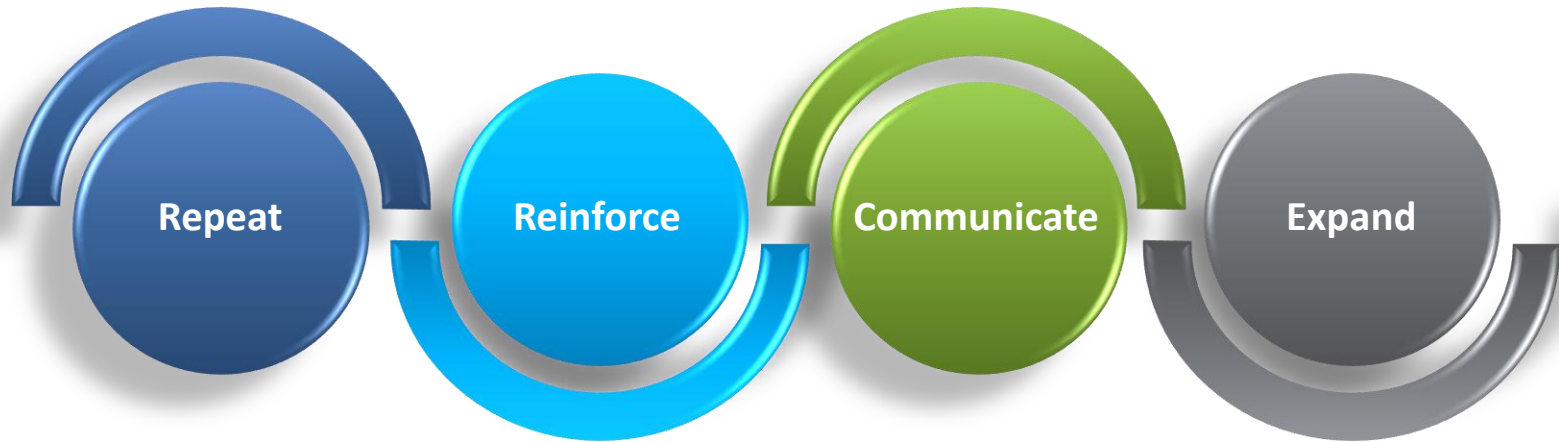
Manage Resistance

Expect resistance to *any* change

- ✓ Anticipate and plan for it



Build on Success

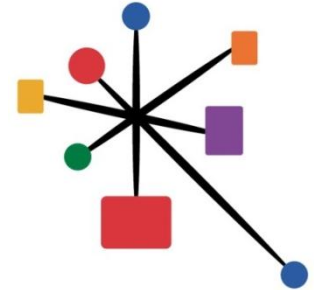


Upcoming Webinar Events

- Data Governance: Leveraging Your Data Assets and Optimizing Operations
- Transform the Way You Work with Automated Processes and Improved Workflows
- How Information Management Helps Innovation!

Contact Information

Access Sciences is ready to deliver the outcomes you need. We look forward to demonstrating to your company why so many organizations trust Access Sciences with their information assets.



Linda Baldwin

Tel: 713-554-7545 or 281-221-9817

Email: lbaldwin@accesssciences.com

