

Sacramento



Newsletter



Knowledge Management

Evelyn Milani, President of InfoSYS Inc.

This information was compiled from CIO Magazine. Knowledge management, or KM, is a relatively old idea. It set off a flurry of activity and investment throughout the 1990s, culminating in "visionary" companies spending a lot of money with consultants and even creating a new executive role, the chief knowledge officer. When the Internet wave hit, despite some successes, KM in many ways went to the back burner, relegated to some hard-core types and domains like customer support where ROI was straightforward and tools were relatively mature.

However, a funny thing has happened on the way to obsolescence. KM is back and is even returning to the spotlight as more lightweight, more focused "KM 2.0" tools make it easier to use and justify new investments. However, beyond innovation in technology, we also see new architectures, models and processes emerging, which are less about centralizing content and applying the arcane language of 1980s artificial intelligence, and more about deploying intelligent search and navigation, connecting and locating experts, and leveraging ad hoc publishing models like blogs and RSS.

At the same time, with many employees increasingly using e-mail, text messaging and even blogs and wikis as a way to communicate and share information on a daily basis, knowledge is *everywhere*, creating a need for new KM solutions that not only facilitate sharing and reuse—but also work across new-age interaction

channels and deal with both highly unstructured as well as structured information. How to choose and apply these solutions, and determine where to focus initial efforts, requires both a big-picture and detailed perspective.

Identifying areas where KM may deliver value, driving user adoption and even spearheading development or integration of various tools requires both vision and awareness of the latest KM models and approaches. Plus, certainly, an awareness of the ways people currently do and wish to interact, and the ways the organization (and management) can support this without being heavy-handed.

This is a key rationale for revisiting and even bringing back the role of the CKO. In fact, in an article from 1999 in [MIT Sloan Management Review](#) ([What Is a Chief Knowledge Officer?](#)), the authors noted that CKOs have two complementary design competencies: being a technologist and also an "environmentalist" who can create social environments that stimulate informal sharing, and also develop events and processes to encourage more formal knowledge creation and exchange. We believe a successful CKO needs to be a proponent for KM as well as for the applications that leverage knowledge. The CKO must balance corporate strategy with the practical concerns, constraints and needs of business units, and in fact individual users. In other words, they must *think globally, yet act locally*.

***CIO.com

March 2008 Issue

What's in this month Newsletter:

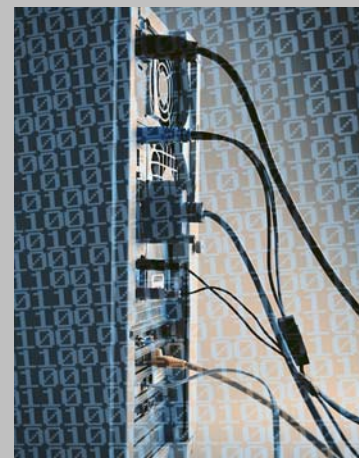
March HDI Meeting:
"Knowledge Management –
Lessons Learned" by Phyllis
Wasmuth of CH2M Hill

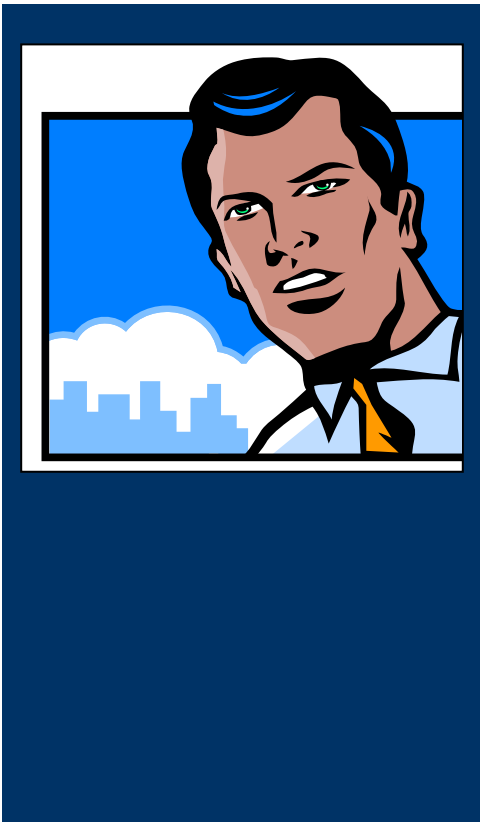
Meeting will be held at on
March 20th at Heald
College, Rancho Cordova

Agenda

Calendar

Sponsor





March 2008 HDI Meeting Location and Agenda!

Heald College
2910 Prospect Park Drive
Rancho Cordova, CA 95670

Directions from downtown:
Take Hwy 50 East to Zinfandel Drive.

Exit at Zinfandel Drive, stay in the middle lanes.

Continue straight across the intersection onto Gold Center Drive. (Do not turn left or right onto Zinfandel)

Turn left on Prospect Park Drive.

Continue along Prospect Park Drive to Heald College.

Agenda

3:00 – 3:15pm **Meet and Greet (Optional)** Join the chapter officers, members, and guests for refreshments at this informal networking opportunity.

3:15-3:30pm **Welcome & Announcements**

3:30-3:45pm **Sponsor Introduction & Presentation**

3:45-4:30pm **Guest Speaker: *Phyllis Wasmuth of CH2M Hill***

4:30pm **Door Prize Drawing**

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This Month's Meeting is Sponsored by:

Robert Half Technology

Meeting location provided by:
Heald College

March 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20 HDI Meeting	21	22
23	24	25	26	27	28	29