



# In the 'Know'

A Newsletter of the Knowledge & Information Professional Association

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JANUARY 2012

Want more information about KIPA events or becoming a KIPA member?

Visit us on the web!  
www.kipanet.org

Next KIPA Quarterly Meeting  
Friday  
February 17th  
11:30 a.m.

**COUPON CODE FOR \$10 SAVINGS FOR THIS MONTH'S "BOOK IN REVIEW"**

## KIPA Quarterly Meeting

Friday, February 17, 11:30 AM @ Hard Rock

where we will discuss

### **"Communities of Practice: Best Practices & Lessons Learned"**

The purpose of a Community of Practice (CoP) is to provide a group of people who are active practitioners a way to achieve better organizational results by:

- ⇒ Sharing knowledge
- ⇒ Tips and best practices
- ⇒ Getting questions answered
- ⇒ Leveraging / maximizing resources

Dr. Robert Schooley will lead a panel discussion on how to start and sustain an effective CoP. Insights regarding the value / impact of CoPs will be provided.

Dr. Schooley currently serves as the Director of Organizational Effectiveness for Cherokee Nation Businesses (CNB). CNB, the holding company for the Cherokee Nation, currently owns and operates over 20 companies in multiple business sectors with over 4,500 employees.

## Knowledge in Print:

### A Book Review by Joe Colannino

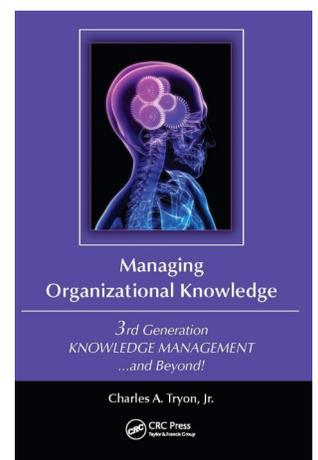
### **"Managing Organizational Knowledge:**

### **3rd Generation Knowledge**

### **Management and Beyond"**

**by Charles A. Tryon, Jr. Release date: February 2012**

Knowledge Management (KM) is a fledgling discipline with origins in four established ones: computer science (informatics), library science (cataloging and indexing), business (project management), and psychology (organizational dynamics). Depending on its birthplace, KM means different things or at least has different emphases, from the philosophical to the pragmatic. In fact, KM is in desperate need of a good philosophy, primarily for the sake of informing its praxis, which has often taken many a wayward turn. So what is the proper context for KM? **(continued on pg. 4)**



## More About KIPA's February 17th Panel Director...



Bob currently serves as the Director of Employee & Leadership Development for Cherokee Nation Businesses (CNB). In this role, Bob oversees leadership development and employee education services for all of the Cherokee Nation's business entities.

Prior to joining CNB, Bob served as the General Manager of Post Oak Lodge and as the Chief Learning Officer for Stonebridge Technologies.

Bob, who attended college on a football and baseball scholarship, earned a Doctorate of Education from Oklahoma State University.

He served as a college professor for eight years and was twice named San Diego State's "Outstanding Faculty Member". He is a published author and was awarded research grants in the areas of strategic planning, project management, and supercomputing.

Bob also worked as senior consultant for the international consulting firm of Ernst & Young and received an "Award of Excellence" accommodation for his work in the area of leadership development.

Bob has a proven track record of helping organizations apply cutting edge theory in a practical manner that enhances their day to day business and bottom line. A published author with extensive executive coaching and development experience, Bob has successfully created and implemented a coaching process that utilizes real world business issues to help executives develop key leadership skills and competencies. Has extensive experience as an instructor, coach, business executive, and manager of enterprise-wide development strategies and initiatives.

## News from KIPA Affiliates

### Northeast Oklahoma ASTD Chapter Honors Baker Hughes for Outstanding Achievements in Organizational Development

The Northeast Oklahoma Chapter of the American Society for Training and Development (ASTD) honored Baker Hughes with the 2011 *Excellence in People Development Award* at the second-annual Winter Learning Gala on December 1, 2011.

This special community event commemorates National Employee Learning Week (December 5-9, 2011), and pays homage to organizations like Baker Hughes and local Training & Development practitioners who work around the clock to invest in the people of Oklahoma; helping to strengthen the state's workforce with a commitment to properly equipping, training, and developing Oklahoma's employees.

The Northeast Oklahoma ASTD Chapter selected Baker Hughes as the 2011 recipient for this award based on the extraordinary investment the company has made in their employees. Baker Hughes employs approximately 55,000 people in 90 countries around the world—all of whose lives are touched by the company's employee engagement initiative and quality training programs.

## NEW YEAR'S MESSAGE FROM KIPA PRESIDENT, JEFF CRAWFORD

Happy New Year! Welcome to 2012! Wait.....seriously? It's 2012 already? Where has the time gone?

Seems like just yesterday that I was stressing over how the coming Y2K would send us back to the Stone Ages. I distinctly remember spending hour after hour meeting with my IT colleagues to make sure that *all* systems, from the pencil sharpener to ERP system, were Y2K "compliant". Financial costs were astounding (pre-emptive Y2K spending in the U.S. has been estimated to be more than \$100,000,000,000!!!), but paled in comparison to the human cost of spending so much time addressing what turned out to be a really poor programming decision (2 digits for a year – who'da thunk it would cause so many problems!). What a gargantuan waste of time, right? Unless...

As hindsight illustrates, many organizations used Y2K as a means of regaining a more complete understanding of their IT infrastructure. Savvy organizations used the crisis as a means of refitting themselves with IT systems that could improve competitiveness. For organizations that approached Y2K strategically, the coming earthquake provided an opportunity through the obstacle.

We live in a world that is constantly filled with obstacles. Evidence of these hurdles is all around us; high jobless rate, lack of market stability, a declining 401k. The older I get the more I believe that what makes a person successful in life isn't really the avoidance of obstacles, but rather how one reacts when they surface. As such, the question that deserves attention is how to make sure that you know how to grasp opportunity through adversity.

I've been thinking about this quite a bit lately, and believe the process of firing pottery in a kiln provides a nice analogy. The potter shapes their work through a careful and thoughtful process, but the act of shaping is only the first in a well-defined dance. If the potter were to place their creation immediately into a blazing kiln, moisture in the pottery would cause it to crack and explode. Rather, the potter must use a slow process of removing moisture before subjecting the piece to necessary high temperatures. In other words, the pottery must be properly prepared in order to withstand the stresses of high heat. Preparation is critical!

In a similar way, we each must be prepared to embrace obstacles *before* they arise. Prepare well and you will have a leg up on opportunities! Fail to prepare, and, well... remember the pottery?

One of the best ways to succeed in the face of adversity is to surround yourself with others who can challenge and improve you. And, fortunately for us all, KIPA is one such place where this happens. I'm not sure about your past involvement in KIPA, but 2012 will provide a number of ways in which you can become involved and subsequently become more "prepared" before adversity strikes. Make a conscious decision to improve yourself in 2012, and make sure to include KIPA as a means to do so!

I wish you all a happy and prosperous 2012!

## NOTES FROM KIPA'S JANUARY 5TH BOARD MEETING

Jeff Crawford  
KIPA President & Assistant Professor of MIS, University of Tulsa  
[jeff-crawford@utulsa.edu](mailto:jeff-crawford@utulsa.edu)

# Knowledge in Print: A Book Review by Joe Colannino



(continued from p. 1)

Although educated in the library science tradition, Tryon comes down solidly on the project-centric side of things where he has spent the better part of his living. Tryon cuts to the chase by systematizing what works and presents a considered step-by-step process: 1. Create a *knowledge management vision and goals statement* based on best KM processes and practices. 2. Evaluate your organization by conducting a *KM assessment*. 3. Use the assessment to define a *knowledge inventory*. 4. Create a *knowledge portal* to share and disseminate that knowledge.

In order to facilitate these steps Tryon systematizes Knowledge Management into what I believe will become a foundational model for KM – the KIPPAR model. Picture a knowledge inventory (KI) supported on three pillars: projects (P), processes (P), and artifacts (A). These pillars are grounded on knowledge repositories (R); these then, are the elements of the KIPPAR model. The knowledge inventory declares what counts as knowledge -- knowledge is produced especially when an organization undertakes projects. Such projects require a variety of processes that inevitably contribute to organizational knowledge. That knowledge is defined and codified by particular artifacts (e.g., documents, specifications, etc.). In order to keep from reinventing the wheel, knowledge must be preserved for posterity in the knowledge repository and remain accessible via various portals.

None of this feels new, but it is. Although it has been known for sometime that good PM requires good KM, Tryon firmly establishes PM as KM's hand-maiden. Moreover, the KIPPAR model is a real contribution, showing succinctly how the pieces fit together. Finally, *Managing Organizational Knowledge* provides a practical guide for establishing formal KM practice in a language that organizations already speak.

The work is organized into ten chapters and has an introduction, conclusion, acknowledgements, and an Appendix with helpful templates. Such a project-centric approach to KM is bound to be useful, and I recommend this book for any organization or practitioner seeking to install or enhance KM efforts.

**Joe is the CTO for Clear-Sign Combustion Corporation in Seattle. He has many years of experience as an CTO, innovator, and KM professional. He has led global R&D and NPD efforts for several world-class companies. Today he continues his innovating and problem solving activities through his firm, Colannino Consultants.**