



In the 'Know'

A Newsletter of the Knowledge & Information Professional Association

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MARCH, 2011

**Next
Quarterly
Meeting:
May 18, 2011
11:30 am-1 pm
Details to follow**

You Might be a KIPA
Member if...

"Tagging" is something
you did as a child's
game.

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

Visit us on
the web!

www.kipanet.org

2011 KPM Symposium July 26-27, 2011 at OSU Tulsa

Topics of Discussion Include:

- * Knowledge Discovery
- * Knowledge Organization
- * Knowledge Use
- * Knowledge Capture
- * Knowledge Transfer
- * Knowledge Retention

**An Introduction
to Your KIPA
Board:**

**President
Jeff Crawford**

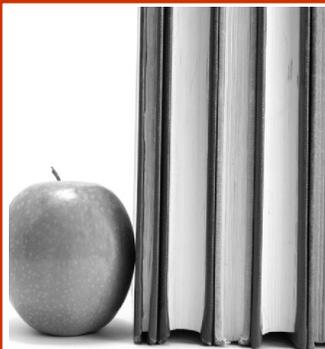
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Chuck Tryon**

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Linda Adlof**

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Juli Couch-
Johnstone**

**Webmaster
Shona Koehn**



WHY SHOULD I BECOME A MEMBER OF KIPA?

To become a member visit
<http://kipanet.org>

- Discounted rate for KPM Symposium registration
 - Quarterly KM meetings at no extra charge (non-members \$10)
 - Access to peers with a vested interest in the advancement of Knowledge Management
 - Monthly newsletters
- Annual \$20 membership is included in every KPM registration.**

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KIPA Quarterly Meeting in Review

As this year's kick-off speaker, Lisa Austin of Williams Midstream described how her team is implementing a KM strategy from top-down throughout the Williams organization. The talk was extremely informative with a number of great ideas presented. According to Lisa, "we can't continue to talk about what KM means and what it is, but what we are

going to do with it and how it can help me and my organization." Other innovative ideas presented during the talk are included below. View the presentation slides on-line at kipanet.org/sites/default/files/KIPAPresentation.pdf



KM AXIOMS

- ⇒ Knowledge can only be volunteered, it cannot be conscripted
- ⇒ We only know what we know when we need to know it
- ⇒ In the context of real need, few people will withhold their knowledge
- ⇒ Everything is fragmented
- ⇒ Tolerated failure imprints learning better than success
- ⇒ The way we know things is not the way we report we know things
- ⇒ We always know more than we can say, and we will always say more than we can write down

** Lisa credited David Snowden of Cognitive Edge with these axioms

KEY KM CHALLENGES

- a. Knowledge Silos
- b. Content Hairballs
- c. Knowledge Retention
- d. Knowledge Creation

WHY KM AT WILLIAMS

To generate:

- * *Repeatable, predictable operating practices*
- * *Faster problem solving and actions*
- * *Actionable lessons learned*

To enable behaviors that:

- * *Connect employees to other practitioners, experts and information*
- * *Reuse information and experiences*
- * *Create new information, ways of working and services*