KiPA

KPM Symposium July 26-27 OSU Tulsa Registration begins May 1

Join us for the next
KIPA Quarterly Meeting
May 18, 11:30 a.m. - Utica Square's Polo Grill
where we will discuss

"Knowledge Retention in an Electronic World"
Presented by Mr. Joe Mulenex from Avansic

Pre-registration is required - visit www.kipanet.org

Meeting cost: free for KIPA members, $10 for non-members
Meal cost: $15 / person (tax and gratuity included)
Meeting fee is due at the time of registration, meal costs due at the meeting.

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

Visit us on the web!
www.kipanet.org

Message from the President

Happy Spring and welcome to our latest KIPA newsletter! While the blooms have me smiling (and sniffling), the upcoming KPM Symposium really has your KIPA president feeling great. Planning for KPM is in full swing and things are really starting to come together. We've received commitments from a number of excellent speakers (see page 2 for details) and are waiting on confirmations from a few others. This year's event promises to be even more valuable than 2010, so please make sure to set aside July 26 and 27 on your calendar!

On a related note, your KIPA leadership is always looking for ways to increase membership value. With this in mind, we are pleased to introduce a new segment in this issue of 'In the Know'. Joe Colannino, a leader in the Tulsa KM community, has agreed to provide a book review in each of our forthcoming newsletters. Joe is a voracious reader and has a critical eye when it comes to KM-related topics. So, please take time to read and enjoy Joe's review of "Switch: How to Change Things When Change is Hard". Make sure to let us (and Joe) know your thoughts about the review, and please make sure to contact us if you have any ideas on how we can improve KIPA for our membership. Enjoy the rest of spring and I hope to see you at the KPM Symposium in July!

Jeff Crawford, KIPA President (jeff-crawford@utulsa.edu)

Symposium Update

The 2011 edition of the Knowledge and Project Management (KPM) Symposium is rapidly approaching and the speakers will once again be the main attractions. Two top keynote speakers have already committed to be at the conference, and they represent the best of both Project Management and Knowledge Management.

Speaking on "Project Management as a Strategic Competency" will be Ms. Diane White. Diane is a new member of the PMI Board of Directors and is the former president of the Tampa Bay PMI Chapter.

Phil Barnett is Managing Director supporting PricewaterhouseCoopers' Advisory/People & Change Practice. He is former Operations and Strategy Leader of the US firm's internal Knowledge Services Organization (KSO) and guided the implementation of its design, including change management, learning & development, finance, and project management, and value reporting for leadership. Mr. Barnett will speak on projects that drive the KM vision.

KPM 2011 will be held on the OSU-Tulsa campus on July 26 and 27th. This sixth annual event will feature approximately 20 speakers sharing practical insights into how knowledge may be discovered, captured, organized, used, transferred and retain on projects. Registration for this event opens on May 1.

Chuck Tryon

KPM 2011 Speaker Committee Chair
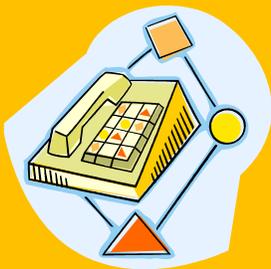
2011 KPM Symposium

July 26-27, 2011 at OSU Tulsa

Registration Opens May 1!!

* Knowledge Discovery   *** Knowledge Capture**

* Knowledge Organization   *** Knowledge Transfer**

* Knowledge Use   *** Knowledge Retention**

Knowledge in Print: A Book Review by

Joe Colannino

"Switch: How to Change Things When Change is Hard"

by Chip and Dan Heath

Switch is an engaging book about managing change written by the Heath brothers, Chip and Dan. Chip is a professor at the Graduate School of Business at Stanford University and Dan is a Senior Fellow at Duke University's Social Entrepreneurship center. The two have teamed up before – in 2007 they released their critically acclaimed *Made to Stick*: *Why Some Ideas Survive and Others Die*. This latest effort focuses less on the stickiness of the idea and more on the change process itself. What is needed in a change agent to implement lasting change in a hard-headed organization desperately needing change?

The book is organized into eleven chapters and three parts: Part 1, Direct the Rider; Part 2, Motivate the Elephant; and Part 3, Shape the Path. The titles come from a vivid metaphor by University of Virginia psychologist Jonathan Haidt. In his book, *The Happiness Hypothesis*, Haidt likens a person to a rider on an elephant. The rider is the rational side of a person: the part that tells him to eat better, exercise more, and stop procrastinating. The elephant is the emotional side that doesn't want to work, lose weight, or exercise and would rather stay put; let's say willpower vs. won't-power. Whatever is autonomous and ingrained by habit belongs to the elephant. The rider is theoretically in control, but it is exhausting to continually tug on the reins and direct the stubborn elephant. Eventually the rider relents and the elephant goes back to doing what he's always done. Sound familiar?

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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**
- **Bi-monthly newsletters**

Annual $20 membership is included in every KPM registration.

More About KIPA's May 18th Speaker...

As a Regional Technical Director at Avansic , Joe Mulenex oversees the expansion of Avansic into additional markets and manages all resulting business development for those markets. Mulenex has more than 15 years experience in information technology, operations and product delivery in the healthcare industry. Prior to joining the Avansic team, Mulenex served 10 years at CVS Caremark as director of operations. Among his responsibilities were systems management, Medicare operations and enrollment administration. Mulenex also held positions as senior business analyst, retail application development and support manager, and operations manager. Mr. Mulenex will present an overview of the knowledge retention issues faced before, during, and after lawsuits, and how those lessons can be applied to everyday business. This includes a discussion on the complexities of email, the challenges of document retention, and the importance of IT decisions in knowledge management.

Knowledge in Print: A Book Review by Joe Colannino

Before going much farther, you should know that two things separate *Switch* from so many other glib books about change. First, the book has a solid psychological basis. Despite its accessible style, scores of major psychological findings and studies are reported and undergird the book's practical formulae for change. Second, Switch is not a self-help book. I have no doubt that the book could be used in this way, but it is really a book about "how to change things." It is primarily directed toward organizational change, though its principles are much broader. And there are many surprises.

The *first big surprise occurs in the very first chapter.*

> *"We know what you're thinking – people resist change. But it's not quite that easy. Babies are born every day to parents who, inexplicably, welcome that change…. Yet people don't resist this massive change – they volunteer for it. In our lives we embrace lots of big changes…. So there are hard changes and there are easy changes. What distinguishes one from the other?"*

And the surprises keep coming. Like the two researchers who dramatically and permanently got folks to reduce their saturated fat intake. Or the doctor who has saved over 100,000 lives in American hospitals in just 18 months by getting thousands of doctors and organizations to change their practices. Or the American who went to Vietnam and changed the face of malnutrition. Or the student who saved an endangered species in a Caribbean country that didn't give two hoots about it.

What do all these stories have in common? For one, none of these change agents had the sufficient budget or authority to succeed; yet, they did. How? Every one of them gave clear rational direction to the rider by finding the bright spots, scripting the critical moves, and clearly pointing to the end goal. All of them motivated the elephant by emotionally connecting with it, and they shrunk the apparent change by carefully communicating progress. They refused to underestimate their people. They provided them with a newfound identity that let them to grow into the challenge. As the authors note, what looks like resistance, many times, is really confusion or even the result of misaligned incentives. That's why the path needs to be shaped by making manageable changes to the environment, building sound habits, rallying the herd, and reinforcing the new habit until it becomes a way of life.

Well, maybe that sounds like a lot of work, but speaking from firsthand experience, it will be a labor of love. If your heart is not in the change and you do not think you can derive reward from the process, perhaps you are selling yourself short – or, maybe you're the wrong person to lead the change and you should stop kidding yourself. Perhaps that is what I like most about this book. It does not promise a panacea. It tells it like it is without the jingoism that has become the substance of many change management essays. If you are leading organizational change, the book will provide a solid prescription for achieving lasting results because Switch uses real research, reports real experiences, and provides real guidance. Here, my recommendation is enthusiastic.

Joe is an experienced 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. LLC.