



# In the 'Know'

A Newsletter of the Knowledge & Information Professional Association

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Join us for the next

## KIPA Quarterly Meeting

August 31, 11:30 a.m. @ The Chalkboard

<http://www.thechalkboard-tulsa.com/>

where we will discuss

### Developing the "Wise" Organization: Making Knowledge Management a Continuing Capability by Dr. Margaret White, OSU-Tulsa

We often discuss topics such as data, data mining, information processing, knowledge gathering, database development and knowledge management. However, the goal of the organization is to develop capabilities that lead to creating value. These are tools and processes for developing the "wise" organization. This session will characterize the "wise" organization and discuss how the tool and processes can be used to develop organizational wisdom.

**Pre-registration is required - visit <http://kipanet.org>**

**Meeting cost:** free for KIPA members, \$10 for non-members

*Registration fee does not include cost of the meal.*

*See page 2 for further information.*

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

Visit us on the web!

[www.kipanet.org](http://www.kipanet.org)



On behalf of the KPM planning committee, I want to give a huge THANKS to everyone that participated in this year's KPM Symposium. The overall response from attendees has been extremely positive, with a number of folks indicating that they will be back for KPM 2012. We have posted presenter slides (when allowed) to <http://kipanet.org/>, so make sure and visit the site if you want a quick refresher on what was covered this year. PMI

folks, you will also find instructions on p. 4 of this newsletter (and on-line) regarding how to claim earned PDU's.

Because your feedback matters, we have extended the deadline for completing the KPM 2011 survey. If you haven't already done so, please go to <http://www.surveymonkey.com/s/Q6V6TQW> and give us your feedback. 40 responses have been received thus far, but we would like more! Your feedback will be extremely helpful as we begin planning KPM 2012. Regarding the KPM 2012 planning committee, please make sure to let us know if you'd be interested in taking an active part over the coming year. We look forward to your involvement and thank you again for making this year's KPM a real success!

Jeff Crawford  
KIPA President & Assistant Professor of MIS, University of Tulsa  
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## More About KIPA's August 31st Speaker...Dr. Margaret White

Margaret A. White, Ph.D. is a member of the management faculty at Oklahoma State University. She has a Ph.D. with a major in management and a minor in industrial engineering from Texas A&M University. Her M.B.A. and B.S. in mathematics are from Sam Houston State University. Professor White is the author/coauthor of over 80 articles and papers. Her research has appeared in journals such as *Strategic Management Journal*, *Academy of Management Journal*, *Academy of Management Review*, *Entrepreneurship: Theory and Practice* and *Organizational Studies*. In 2006, she coordinated a Strategic Management Society pre-conference session on sharing knowledge across boundaries and silos—academics, practitioners and consultants. The second edition of *The Management of Technology and Innovation: A Strategic Process Approach* with co-author, Garry D. Bruton was published this year.

Dr. White has won several research and teaching awards including two Academy of Management Best Paper Awards and Best Paper from the Southern Management Association. The teaching awards include the Greiner Teaching Award and OSU-Tulsa outstanding faculty award.

Before becoming an academic, Dr. White was a statistical analyzer for a major oil company, owned a catering business, was a housing administrator and a collegiate softball coach. During her tenure at OSU, she served four years as Associate Dean of Undergraduate programs.

Currently, she serves on several boards as well as being a member of both the Addiction Ministries and Summer School committees of the Oklahoma UMC Addiction Ministry. In addition, she is part of the Homeless Services Network group in Tulsa, a member of the Agency Board for the Community Food Bank of Eastern Oklahoma, and a regular server/cook at St. Paul's UMC Manna Meals.

## Knowledge in Print: A Book Review by Joe Colannino, "Better by Mistake"



"Better by Mistake" is a book about being wrong and learning from it. The premise is simple. If we learn by mistake, why are we so afraid of being wrong? Tugend explores this fascinating subject in an introduction, eight chapters, and a conclusion: 1) (Mis)Understanding and (Re)Defining Mistakes: What is a mistake? 2) It Starts Early: How our children learn from blunders. 3) "Fail Often, Fast, and Cheap": Mistakes in the workplace. 4) It's Not Brain Surgery. But what if it is?: Learning from medicine. 5) Lessons From the Cockpit: Aviation's approach to errors. 6) Blaming You, Blaming Me: Men, women, and mistakes. 7) You Say Mistake, I Say Lesson: Different cultures, different approaches. 8) I Want to Apologize: Saying "I'm sorry". The book also has acknowledgements, notes, a bibliography, and an index.

This is a unique book and Tugend surveys a panoply of subject matter looking at mistakes from various perspectives including aviation, medicine, and gender. However, despite its rich content, I cannot recommend the book. My disinclination is due primarily to form rather than substance. The book is, after all, well... boring. Whenever I level this charge, I feel compelled by way of full disclosure to inform the reader that I have written a book on combustion modeling, so this is perhaps the pot calling the kettle black. Notwithstanding, I had to force myself through nearly every chapter.

# Upcoming Events for KIPA Affiliates

## News from the NEOK ASTD:

The NEOK ASTD (Northeast Oklahoma, American Society of Training and Development) Chapter is proud to present the **Call Center & Customer Service Forum 4.0** on September 16th, 2011. We will explore and celebrate new techniques and technologies in many aspects of call center and customer service administration. This exciting event will provide an opportunity for professional development and networking with some of the best and brightest call center and customer service individuals in the area. All this for only \$60.00

The Forum consists of three break-out sessions, lunch, the keynote speaker, and a free post-conference seminar on Networking. Heather Rumley with ClearWaterPerformance Group is our keynote speaker.

**NEW THIS YEAR** is a Front Line track open to employees who deal directly with the customer. (Front line employees must be accompanied by at least one regular forum attendee who paid full admission.) Front line employees can take three break-out sessions (improving sales, dealing with difficult customers, and controlling the conversation for improved quality and productivity), enjoy a catered lunch, attend the keynote session, and attend the free post conference seminar on Networking. All of this for \$20.00 per front line employee!

<http://www.myneokastd.org/>

## *The COC & NEOK ASTD Chapters Jointly Present:* **ASTD Oklahoma State Conference**

Keynote Speaker:

**Tony Bridwell**

**Partners In Leadership® VP**  
**“Change the Culture, Change the Game:  
How to Navigate an Economic Headwind”**

We hear it every day in the news, undefined corporate scandal and NO ONE is responsible. And the finger-pointing, blame-game becomes a race to see who can take cover the quickest.

So, how can individual and corporate accountability impact company profitability? Partners In Leadership® literally wrote the book on ACCOUNTABILITY. In fact, they have written a series of books sharing the keys to creating a culture of accountability in any organization. They have seen the results: when there is individual and corporate-wide accountability, companies successfully implement key initiatives, reduce costs and improve efficiencies and even increase revenue and sustain profitability.

You won't want to miss this year's keynote presentation by at this year's State ASTD Conference as Tony Bridwell shares on how change to "culture of accountability" can help a company survive and even thrive during the tough times. Tony will introduce the Results Pyramid® including how accountability begins with clearly defined results, the difference between activity and achieving results and why joint accountability impacts the bottom line.

## ***How to Claim PMI PDUs for KPM 2011***

*Attendees should choose the following options when claiming PDUs at [www.PMI.org](http://www.PMI.org). Max of 16 PDUs (1 for each hour attended).*

### **PDU Category:**

Cat A: Registered Education Provides/PMI Component

### **Activity Type:**

Find an Activity (Course or Event). When prompted, enter the KPM

Activity number (#C052-0726-27-2011).

### **Activity name:**

Knowledge and Project Management Symposium

## **Knowledge in Print: A Book Review by Joe Colannino**

*(continued from p. 2)*

This is a bit surprising because Tugend is a former newspaper reporter, and one would expect snappy or even Hemingway-esque prose from such a source. Alas, that is not the case. It is also possible that I suffer from some of the gender bias in processing information that Tugend describes. For example, shopping is not an journey for me, it is a destination. When I go shopping for a shirt, I hunt it down, bag it, and take it home. That is also the way I read factual books, and probably the reason I have never written a murder mystery -- the executive summary would read: "the butler did it; see Figure 1" followed by 500 pages of notes. The reason I am being so self-descriptive here is because I want the reader to understand the psychology of my aversion to this book. If you have a different way of processing information, then you may enjoy the ride. Certainly there is something to be learned from reading *Better by Mistake*; it's just that in my opinion, it isn't worth the nearly 300 pages of effort.

**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, LLC.**