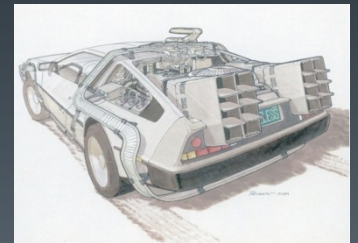


# 3<sup>rd</sup> Generation Knowledge Management ...and Beyond!

Chuck Tryon  
KIPA Vice President  
KPM Co-Chair

# Back to the Future



## A Look Back...

# PROJECT CENTRIC

- **Synergy with Project Management**
- **Association with project deliverables**
  - **Most substantial user of existing knowledge**
  - **Most significant creator of new knowledge**
  - **Natural environment for quality control**
  - **Occur naturally in organizations**

In 2006, Dr. Suliman Hawamdeh invited PMI Tulsa to examine potential connections.

## A Look Back...

# ORGANIZATIONAL KNOWLEDGE

- **Knowledge assets valued by an organization**
- **Based on *data, information* and *decision-making* (DIDM)**
- **Contrasts to WKID**

This emphasis began to distinguish our topic from a library science perspective.

## A Look Back...

# KNOWLEDGE INVENTORY

- Knowledge is organization's most valuable asset
- Need systematic way to manage knowledge as an asset
- Resulted in *Knowledge Retention Policy study*

Full process and templates will be published by Taylor and Francis in Fall, 2011.

## A Look Back...

# TANGIBLE KM DEFINITION

- **KM Processes**
- **KM Belief**
- **Resulted in a *Knowledge Management Vision Statement***
- **Can guide individual contributions**
- **Can feed organizational change**

KPM 2011 presentations will expand on this concept.

**A Look Forward...**

## **KM GENERATIONS**

**1<sup>st</sup> Generation - Technology Era**

**2<sup>nd</sup> Generation – Service Management Era**

**3<sup>rd</sup> Generation – Deep Knowledge Era**

**4<sup>th</sup> Generation – Personalization Era**

**Each are valid and may be present  
simultaneously.**

## A Look Forward...

# THE TECHNOLOGY ERA

- **Prominence in late 1990s**
- **Driven by legal and financial record keeping**
- **Integrated document storage with advanced search capabilities**
- **AKA “store it and ignore it”**

Effectively used today as Enterprise Content Management solutions.

## A Look Forward...

# THE SERVICE MANAGEMENT ERA

- **Added workflows to repository capabilities**
- **Focused on problem resolution**
- **Limited range of solutions**
- **May overlook larger systematic problems**

Gaining new life in IT circles as ITIL

A Look Forward...

## THE DEEP KNOWLEDGE ERA

- **Converts implicit knowledge to explicit knowledge**
- **Demands robust Knowledge Discovery and Knowledge Capture processes**
- **Knowledge at greatest risk in organizations**

Is Knowledge Management's  
greatest challenge.

## A Look Forward...

# THE PERSONALIZATION ERA

- An extension of knowledge portals
- Creates needed subsets of organizational knowledge
- Customizable by user
- Connected using social media
- Requires an integrated knowledge vision

This emerging “app” view of KM will challenge traditional, centralized strategies.

# A Look Forward...

## KPM 2011 THEMES

- Real-live Knowledge Management
- Innovation and Communication
- Tips for changing attitudes about KM
- Finding value in KM (ROI)
- Learning strategy
- Major Tulsa-based KM effort
- Practical BI
- Getting the right information

A Look Forward...

## 6<sup>TH</sup> ANNUAL KPM SYMPOSIUM

- **Enjoy**
- **Ask questions**
- **Interact with speakers**
- **Interact with attendees**

Thank you for coming!