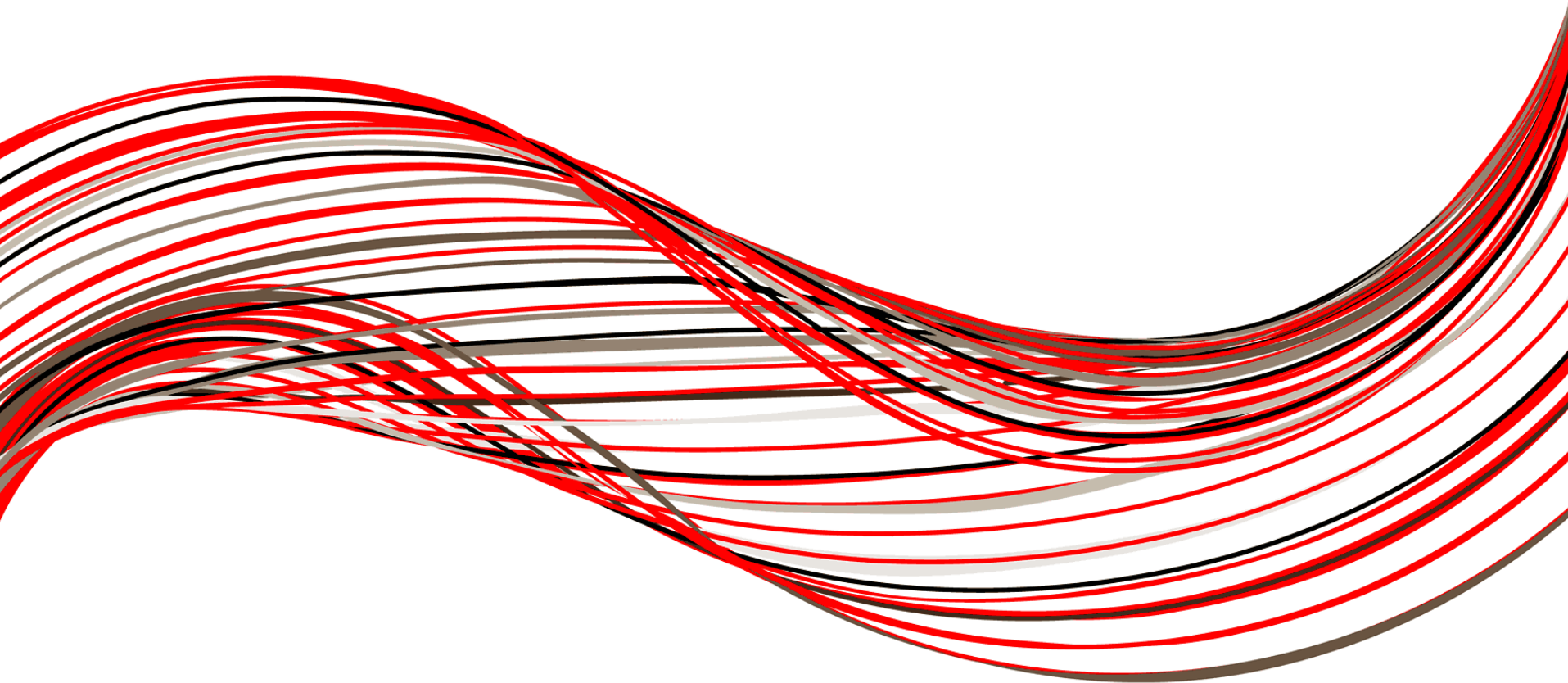


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May 21, 2009
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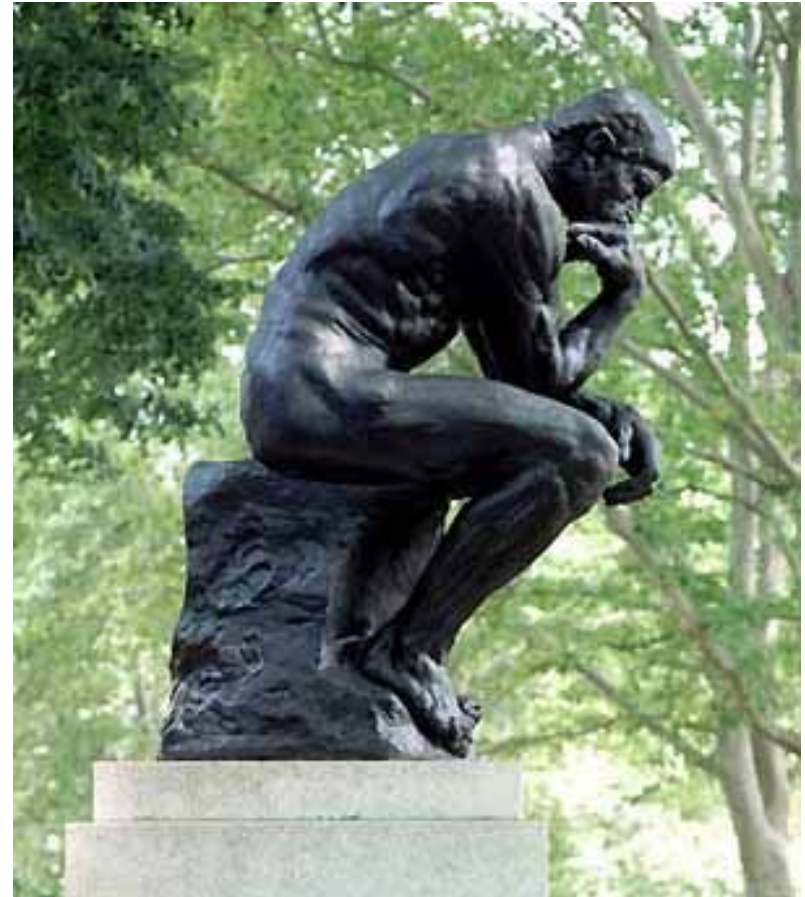
Exploiting Knowledge Capital A Governance & Leadership Responsibility

Mark Hopkins, PMP

Executive Vice President, Project
Management - Fujitsu Caribbean

e-mail: mhopkins@fj-icl.com

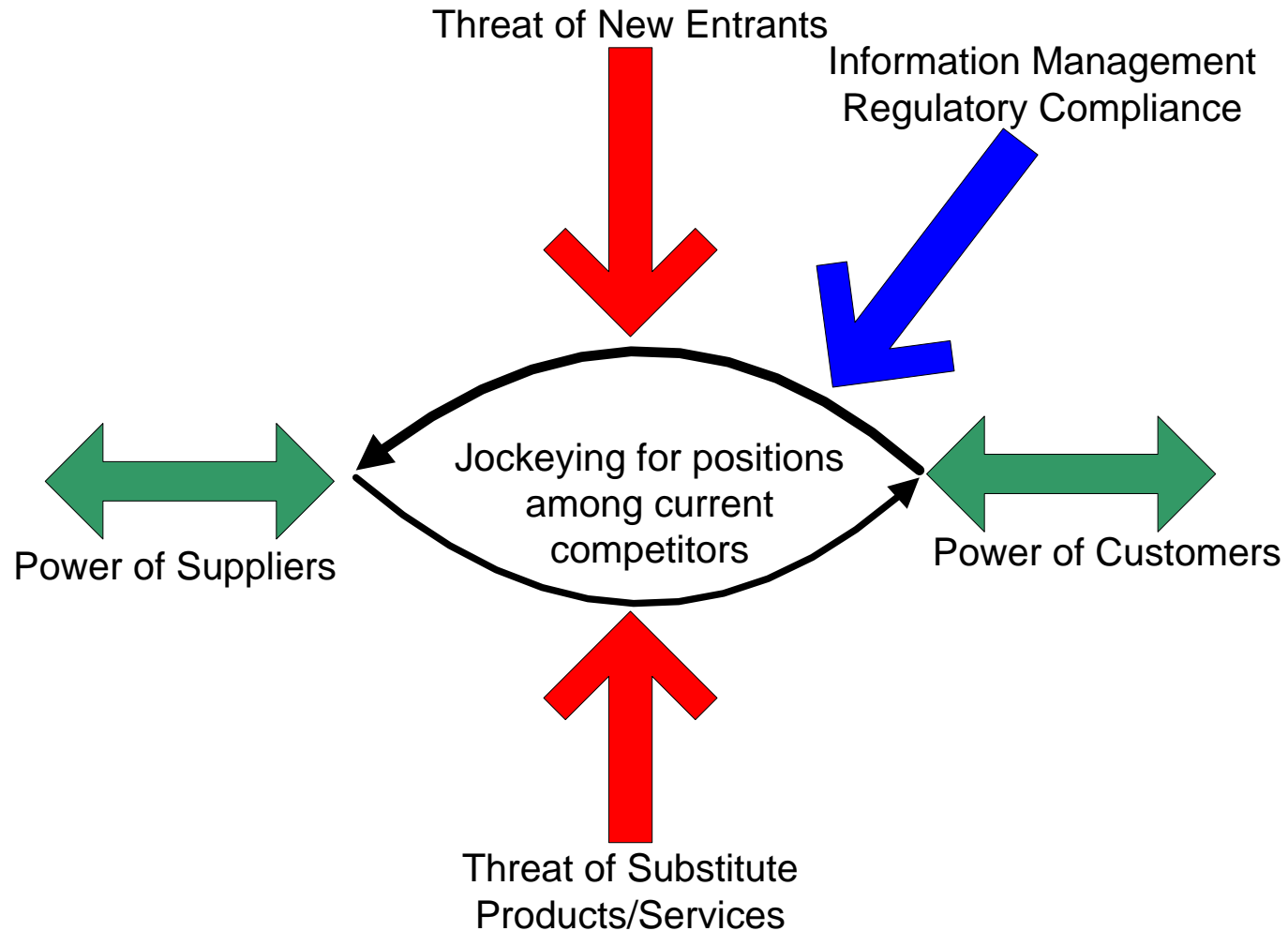
www.fujitsu.com/caribbean



Information – KM Building Blocks

- Meta data
 - Data about data
 - Taxonomies, classification, indexing, retention schedule
- Key information concepts:
 - Information management vrs. ICT
 - Information - Resource vrs. Asset
 - values
 - Information - Stewardship vrs. Ownership
 - Intangible knowledge assets
 - Thought leadership, reputation, brand

Porter's Five Forces Model (+1)



Explicit Information Laws/Regulations

- Access (FOI)
- Privacy
- Evidence Acts & common law
- Copyright
- Sarbanes Oxley
- Transborder data flows
- Anti corruption/money laundering



Implicit Information Laws

- Speed & Efficiency Law (information access)
 - Successful organizations get information to people quickly
- Information Flattens Law
 - Information does not conform to organizational politics or boundaries (ex. e-mail, blogs, portals, webcasting)
- Information Freedom Law
 - Information can be anywhere/everywhere instantaneously
 - Groupware increases collaboration & productivity
- Information Free Form Law
 - Information media can be tailored to user preferences
- Information Filtering Law
 - Lots of information is junk - mine the knowledge ore
- Information Conflict Law
 - Misinformation creates conflict (rumours, interpretations)
- Increasing Value Law
 - Combining discrete information can increase value

(source: THE IMMUTABLE LAWS OF INFORMATION by Frank J. Ricotta Jr., 0005513435@mcimail.com 14 Jul 93)

What is Knowledge Management?

- Knowledge management
 - Creation, acquisition, accumulation, sharing, protection, distribution & exploitation of knowledge
 - Includes intellectual capital, intellectual property & intangible assets in the service of stakeholders.
- KM has many facets:
 - Strategies, tools, techniques, information
 - Intellectual capital
 - Aligned to organization's goals
- KM does not come shrink wrapped in a box!
- Dozens of enabling technologies
- KM is a marathon not a sprint



(source: www.kikm.org)

Knowledge Management (KM) Governance

- Knowledge management governance
 - How persons entrusted with governance of an entity apply ideas, strategies, tools & techniques to improve KM.
 - Ensures KM supports business goals
- How KM is applied will impact on whether the entity will attain its vision, mission or strategic goals

(source: www.kikm.org)

- Asset Management
- Balanced Scorecard
- Change Management
- Collaboration
- Community-ware:
(communities of interest, of practice, virtual communities, customer communities)
- Competency/Talent Management (HR)
- Competitive Intelligence
- Configuration Management
- Content Management
- Creative Think-ware:
(creativity, innovation, ideas management)
- Customer Relationship Management (CRM)
- Decision-Support (modeling)
- Digital Library System
- Document Management
- e-Learning (Digital Game-Based e-Learning, Immersive environments, Business Simulations)
- Electronic Performance Support Systems
- Expert Systems
- Expertise Management
- Grid Management Technology
- Knowledge Management Enterprise Suite
- Help Desk
- Intellectual Asset Management
- Intelligent Agents

- Knowledge Based Engineering
- Knowledge Mapping
- Knowledge Markets/Knowledge Exchanges
- Performance Measurement
- Portal
- Project/Programme Management
- Records Management
 - Classification
 - Retention schedule/compliance
- Remote Infrastructure Management
- Question & Answer Exchange
- Search & Retrieval (including text mining, etc.)
- Service & Support
- Simulation, Modeling, & Games
- Social Software /Social Computing/Social Networking
 - (Blogs, Instant Messaging, and beyond...)
- Social Network Analysis
- Taxonomy
- Thesaurus
- Video Conferencing/Web Conferencing
- Video Streaming
- Virtual Reality Systems/ Virtual Worlds/Synthetic Universes
- Virtualization
- Visualization
- Workflow
- Source: www.kikm.org

- Is our KM programme or initiative delivering **value**?
 - How measured?
- Is our KM programme helping our company to be more **profitable**?
- Are our **technology investments** in support of KM?
- Is our KM programme supported by a strong and appropriate **organization**?
- Is our KM programme allowing us to deliver superior **service to customers**?
- Are we **attracting and retaining the best talent** with our KM programme?

- Is our institutional knowledge converted into **revenue** generating knowledge capital:
 - Is KM program organizing, creating, and **exploiting** the significant **knowledge capital** of our organization?
 - Can we **demonstrate positive impact** on image, reputation, market leadership, profit
 - Are we getting adequate return from KM investments?
- Are we adequately protecting our critical **knowledge resources**?
- Have we benchmarked KM against industry sector, **competitors**, comparable organizations?

Governance and Strategic KM Planning

- Plan for future KM state
 - Multi-year strategic KM planning process
- A good plan today is better than a perfect plan tomorrow (George S. Patton)



Strategic KM Decision Framework

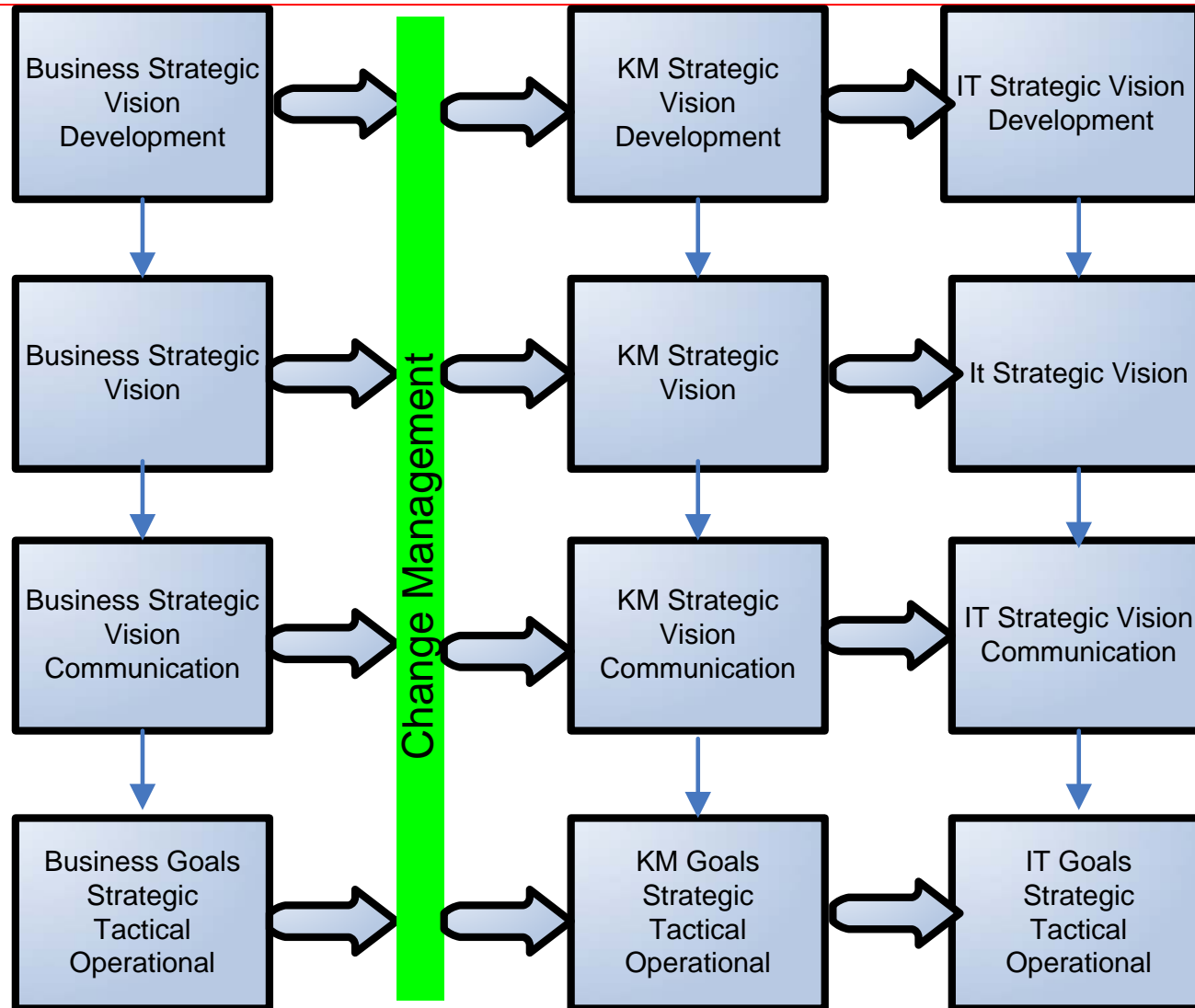
When you are faced with a decision, the best thing to do is the right thing, the next best is the wrong thing and the worst thing to do is nothing.

Roger Enrico, CEO of PepsiCo

- Set strategic goals & measures
- Perform budget analysis
- Identify options
- Prioritize KM project options
 - Align to business objectives



Business / KM / IT Integration Strategy



Identify Knowledge Capital

- Identify & classify key information repositories/resources?
 - Strategic (formal/informal)
 - Tactical (formal/informal)
 - Operational (formal/informal)
- Ask customers what information is high value to them
 - Alignment of business objectives
- Ask suppliers what information is high value to them
 - Alignment of marketing plans
- Ask what information supports senior management's strategic vision

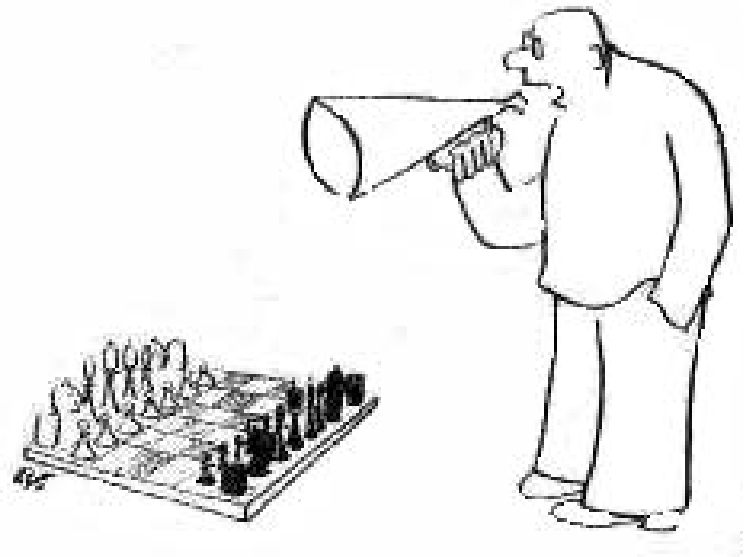


Knowledge Capital – Intangible Values

- Reputation capital
 - Endorsements, customer/peer approval, reliability, integrity
- Leadership capital
 - Thought leadership, market leadership
- Innovation capital
 - Competencies, R&D, patents, collaboration, communities of interest
- Strategy capital
 - Concepts, ideas, goals, sustainability, growth, risk management

Define KM future state

- Conduct gap analysis
- Communicate KM future state
- Implement change programme
 - Organization structure
 - Roles & responsibilities
 - Policies/procedures
 - Business processes

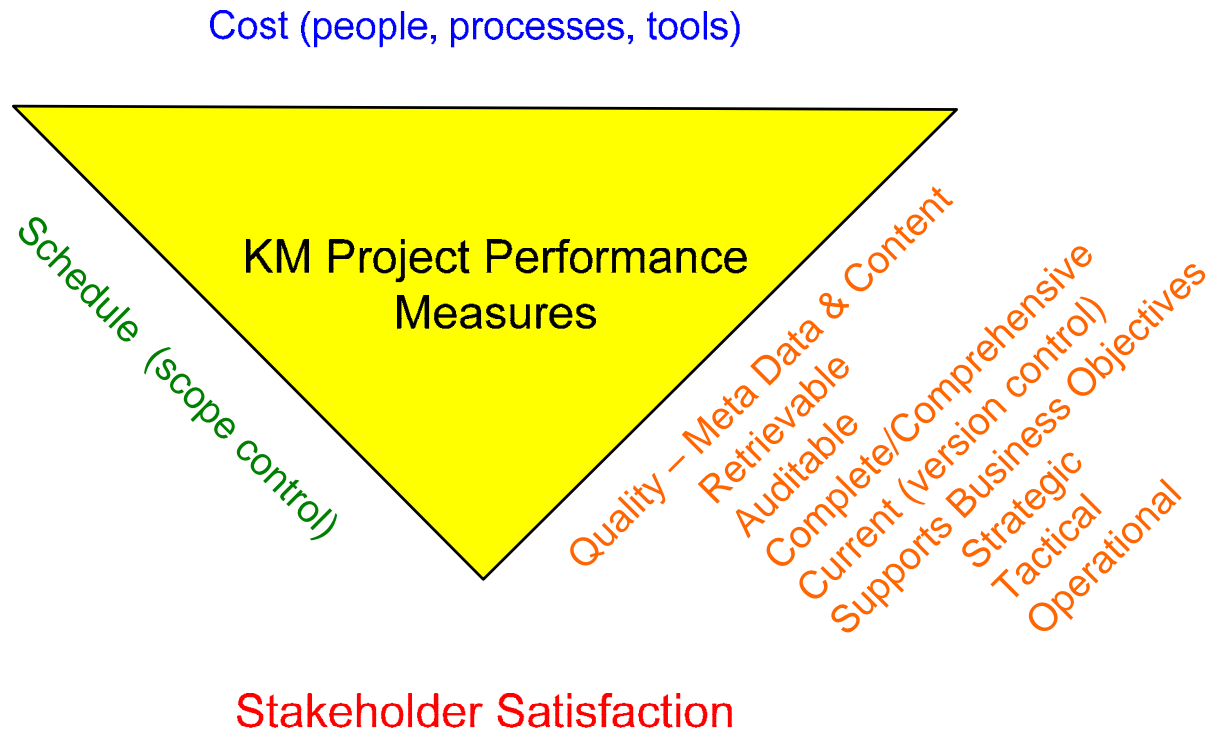


Identify KM competencies

- Identify information stewards
- Identify knowledge coaches
- Identify future state KM competencies
 - Conduct gap analysis
 - Training & development plan



KM Projects - Performance Measures



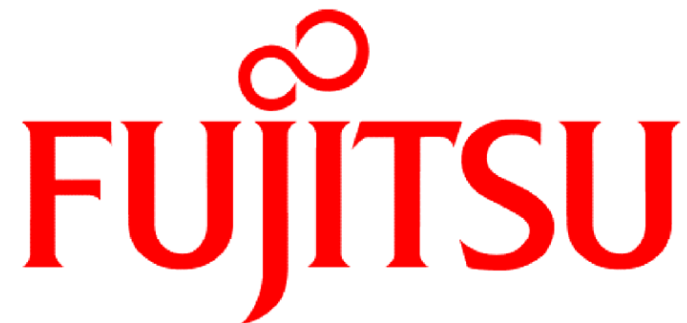
Role of National & Regional Governments

- Promote knowledge innovation
- Promote knowledge markets, exchanges, knowledge trading & commerce
- Create sustainable knowledge driven growth & development
- Protect & leverage IP assets
- Protect indigenous knowledge
- Incubate knowledge based ventures
- Create knowledge zones/parks/cities
- Fund tertiary level information management education
 - Integrated library science, records management, archives, computer science



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The Fujitsu logo consists of a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a red, serif typeface with a classic, slightly condensed appearance. The infinity symbol is a simple, clean line drawing.

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