CILIP Conference 2015
Bringing the information world together

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How to add value to your organisation as a knowledge facilitator

A masterclass for CILIP Conference
2nd-3rd July 2015, Liverpool

Elisabeth Goodman and John Riddell

info@riverrhee.com
http://www.riverrhee.com
@ecgoodman @john_riddell

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Our experience in KM

**Led, developed, maintained:**

- KM programmes in Pharma
- Communities of Practice
- Learning methodologies in operational & project teams
- KM-related IT and collaborative working projects (e.g. with SharePoint)
- NetIKX’s events programme 2009-2012
- A KM ‘surgery’ column for Aslib

**We also:**

- Provide training and consulting on KM & other capabilities for organisations, teams and individuals
- Published a KM book with Gower

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Agenda for today

1. What role(s) do you have as a knowledge facilitator?
2. What are the organisational and personal benefits?
3. A framework for knowledge facilitation
4. Some case studies
5. A ‘how to’ list?
1. What role(s) do you have?

• Do you *provide* or *manage* information and/or *knowledge* for one or more of the following:
  – Committees
  – Project teams
  – Working groups

• If none of the above, do you have some other role involving ‘facilitation’ of knowledge?
2. Organisational and personal benefits of being a knowledge facilitator

<table>
<thead>
<tr>
<th>Organisational</th>
<th>Personal</th>
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<tbody>
<tr>
<td>• Achieving strategic goals</td>
<td>• Kudos and credibility</td>
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<tr>
<td>• Complying with legal, regulatory, health &amp; safety requirements</td>
<td>• Making an impact / being involved</td>
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<tr>
<td>• Competitive edge</td>
<td>• Ongoing learning and development</td>
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<td>• Improved decision making</td>
<td>• Expanded personal network</td>
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<td>• Innovation and continuous improvement</td>
<td>• Personal satisfaction</td>
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3. An approach to knowledge facilitation

“A Learn Before, Learn During, Learn After”* — Goodman and Riddell, Knowledge Management in the Pharmaceutical Industry

- Group learning and improvement
- Stimulates a “heads up"
- Requires intervention and enabling

*Collison and Parcell, Learning to Fly

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## Facilitation Role

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<tr>
<th>Step</th>
<th>Learning Activity</th>
<th>Facilitation</th>
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<tr>
<td>Learn Before</td>
<td>Accessing existing (documented knowledge and information). Input from experts / past experience.</td>
<td>Search tools and techniques. Knowledge Transfer</td>
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<tr>
<td>Learn During</td>
<td>Engagement and collaboration beyond core group. Continuous Learning</td>
<td>Connecting After Action Review</td>
</tr>
<tr>
<td>Learn After</td>
<td>Lessons Learned (and transfer to existing &amp; future activities)</td>
<td>Learning Review</td>
</tr>
</tbody>
</table>
4. Case studies (1 of 3)

Business account manager

1. Aligned with business goals
2. Specialist subject knowledge
3. Proactive / reactive supply & management of information & knowledge
4. Team and one-to-one working relationships

N.B.
Learning before, during and after
Connecting people

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4. Case studies (2 of 3)

Collaboration / alliance project manager

1. Defines / facilitates business goals
2. Content and process expertise
3. Develops / manages the plan & associated information & knowledge
4. Stakeholder management key aspect of remit
4. Case studies continued (3 of 3)

Community of Practice
Collaboration / Resource area (SharePoint)

1. Shift personal knowledge to organisational knowledge
2. Influencing skills
3. Proactive / reactive supply of information & knowledge, stimulating ownership & self-use
4. Very active initially, transitioning to supporting role
5. A ‘how to’ list?

1. Focus on team/group goals and purpose
2. Identify how better use of knowledge and information can support that
3. Use the following to enable:
   – Tools
   – Processes
   – Behaviours / Ways of Working
4. Develop (and implement) the change plan to make it happen
Thank you!

• Any final questions / comments?

Elisabeth Goodman and John Riddell
info@riverrhee.com
http://www.riverrhee.com
07876 130 817
Conference 2016

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