

**Data Management: Where We Are,  
Where We've Been and Where We're Going**

*Presented by Brian M. Worrall*

**Learning Circles: Data Management Chicago  
Wallace Audience Engagement Network**

Learning Circle Session 1: November 6, 2008

Data Management:  
Where We Are,  
Where We've Been  
and Where We're Going

Presented by  
**Brian M. Worrall**

**November 6, 2008**

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LEARNING CIRCLE: DATA MANAGEMENT

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Introductions and Expectations

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Overview of Sessions

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**Overview**

*Vision without action is a daydream.  
Action without vision is a nightmare.*

- Japanese Proverb

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**Overview**

**Session 1**  
**Data Management - Where We've Been**

- **Introducing the concept of Knowledge Management**
- **Implementing Knowledge Management**
- **Group Exercises**

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**Overview**

**Session 2**  
**Data Management - Where We Are**

- **Choosing a New Software System**
- **Reviewing Sample Software Systems**
- **Working with Existing Software Systems**
- **Case Studies**

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**Overview**

**Session 3**

**Data Management - Where We're Going**

- **Technology Planning**
- **Funding Technology**
- **Protecting Technology**
- **Case Studies**

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**Housekeeping**

***"Latecomers will not be seated once the performance begins."***

***"Please turn off all cell phones and pagers during the performance."***

***"Please unwrap any candies or refreshments before the performance."***

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**What is Knowledge Management?**

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## Knowledge Management

Data (Qualitative) + Technology (Quantitative)



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## What is Knowledge?

**Knowledge** is data in context to produce and actionable understanding.

**Knowledge = Data + Context**

**Data + Context = The Ability to Act**

**The Ability to Act + Technology = Action**

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## What is Knowledge Management?

**Knowledge Management** focuses on how an organization identifies, creates, captures, acquires, shares and leverages knowledge. Systematic processes support these activities, also enabling replication of successes and analysis.

**Knowledge Management =  
Getting the Right Information  
to the Right People at the Right Time**

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You Know You Need Knowledge Management If...

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You Know You Need Knowledge Management If...

- It takes you more than 15 minutes to answer a question or produce a report.
- You have pockets of people doing the same thing and they are not talking to each other.
- Your best people are leaving and you are always surprised that they want to leave.
- Several parts of your organization are tracking the same information ... and don't know it.
- Several parts of your organization are tracking the same information ... and know *but don't care*.

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You Know You Need Knowledge Management If...

- You really don't know how a process works.
- It takes too long for your new employees to become productive members of your organization.
- Your people seem to be making the same mistakes over and over again.
- One of your key staff members is leaving and you don't know how to replace them ... or *what they know*.
- You leadership stresses the value of "teamwork" but your people aren't really working as a team.

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**Symptoms and Causes**

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**Symptoms and Causes**

- **Example: You have pockets of people doing the same thing and they are not talking to each other.**
- **Probable Causes**
- The organization does not have a sharing culture.
- No process is in place to document current projects, procedures and activities.
- The existing technology does not facilitate the capture and sharing of information.

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**Solutions**

- Processes that engage people and help them apply existing knowledge
- Systems that facilitate the flow of knowledge from the knower to the user
- A culture that stimulates knowledge sharing
- Ways of measuring and developing an organization's success

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**Best Practices**

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**Best Practices**

- **Capturing Knowledge**
- **Sharing Knowledge**
- **Building the Infrastructure**
- **Building the Culture**
- **Building the Skills**

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**Best Practices**

**Capturing Knowledge**

- Audience Knowledge vs. Knowledge of the Audience
- What do we capture?
- How do we capture it?
- Where do we put it?
- How do we put it there?

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**Best Practices**

**Sharing Knowledge**

- Useable Information in a Useable Format
- What do we share?
- What do we *need* to share?
- How do we share it?
- With whom do we share it?

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**Best Practices**

**Building the Infrastructure**

- It's not about technology; it's about people and organization
- Who owns the process?
- What do we *need* to share?
- How do we share it?
- With whom do we share it?

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**Best Practices**

**Building the Culture**

- Getting the *right* people to accept the process
- Who needs to own the process?
- Who needs to champion the process?
- Who needs to police the process?

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**Best Practices**

**Building the Skills**

- Training vs. Learning
- How do we do it?
- *Why* do we do it?
- Who needs to do it?

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**Questions?**

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**Exercise 1**

**Building the Infrastructure and Culture**

In groups of 4 or 5, select one organization and discuss/identify:

- Who is doing what?
- How are they doing it?
- *Why* are they doing it?
- What *should* be done and who *should* do it?

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## Exercise 2

### Capturing and Sharing Knowledge

In groups of 4 or 5, select one organization and discuss/identify:

- What do we capture? Share?
- How do we capture it? Share it? With whom?
- Where do we put it?
- How do we put it there?

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## Questions?

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## Thank You!

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Chicago Department of Cultural Affairs

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