

FROM LIBRARIANSHIP TO KNOWLEDGE SERVICES:

MARKETING THE SPECIALIZED LIBRARY IN THE KNOWLEDGE-CENTRIC WORKPLACE

TERMIN : 6. (BEGINN 10:00 UHR) UND 7. MAI 2004 (ENDE 13:00 UHR)

ORT : WISSENSCHAFTSZENTRUM BERLIN

Veranstalter : Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V. in Zusammenarbeit mit der Checkpoint Charlie Stiftung, Berlin

Die „Initiative Fortbildung ... e.V.“ freut sich außerordentlich, im Zusammenhang mit der zweiten Verleihung des John-Jacob-Astor-Awards einen Workshop mit dem diesjährigen Preisträger anbieten zu können. Er findet in englischer Sprache statt, entsprechend erfolgt die Ankündigung :

As a librarian/information specialist, you know the biggest challenge for today's knowledge workers is finding solutions for:

- handling massive amounts of information
- dealing with the accumulated knowledge building up in the enterprise every day
- getting people to share the knowledge they develop

You can help. The services you provide through the specialized library/information center are critical to the success of the organization, but those services must be marketed to the people who need them. We can never assume that everyone who can benefit from our services knows about what we provide, so we must devise strategies that put us – and our libraries – “out front.” **Knowledge Services** can do that for you. Use **Knowledge Services** to transform your library/information center into the organization's central information/ knowledge/ learning connection. This specially designed immersion workshop will show you how.

ABOUT KNOWLEDGE SERVICES

Knowledge Services is defined as the convergence of information management, knowledge management, and strategic (performance-centered) training and learning. Now recognized as the new approach to information service delivery, **Knowledge Services** is an enterprise-wide management concept that enables organizations to achieve excellence, both in the performance of internal staff and in their interactions with external customers.

More than knowledge management, **Knowledge Services** recognizes that the most critical asset in any group or environment is what its people know. This knowledge – this **intellectual capital** – is the organization's primary asset. Organizational success is assured when the organization uses **Knowledge Services** for managing this corporate asset.

Significantly, **Knowledge Services** – unlike other management methodologies dealing with information transfer, knowledge management, and strategic learning – is people based. The focus is on people – on connections, collaboration, and constructive cooperation – not on technology. Technology is the tool. **Knowledge Services** is the methodology.

In your organization, you can use **Knowledge Services** to:

- Market the services provided by the specialized library/information center
- Establish a proactive collaborative environment within the enterprise
- Ensure that knowledge development/knowledge sharing (KD/KS) is practiced throughout the organization

- Ensure that the organization's intellectual capital is captured, organized, analyzed, interpreted, and customized for maximum return to the enterprise
- Ensure that the value of the specialized library/information center is recognized and that it is positioned as the leading information "agency" in the organization

PROGRAM OVERVIEW

The Knowledge Services Workshop is a three-part learning activity, utilizing presentation, facilitated group discussion, and interactive dialogue. The workshop has been specially designed for information specialists, knowledge managers, managers of special libraries and information/knowledge centers, content professionals, training and development specialists, and any other information/knowledge professional whose service delivery impacts organizational success.

Thursday, May 6th

Part One

THE KNOWLEDGE SERVICES ADVANTAGE: SHAPING YOUR ORGANIZATION FOR PERFORMANCE EXCELLENCE

Knowledge Services links information management, knowledge management, and strategic (performance-centered) learning into an overarching information-use "package" that pays off for all enterprise stakeholders. The three disciplines come together in the organization's specialized library/information center, the natural unit to function as the parent organization's knowledge center.

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| <ul style="list-style-type: none"> ▪ Introducing Knowledge Services and moving to the <i>new</i> Knowledge Services profession ▪ Understanding the knowledge objective in the enterprise | <ul style="list-style-type: none"> ▪ Determining the potential for Knowledge Services in the organization ▪ Developing a marketing plan; conducting formal (and informal) marketing studies |
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Part Two

RE-INVENTING KNOWLEDGE MANAGEMENT: CONDUCTING THE KNOWLEDGE AUDIT AND DEVELOPING THE STRATEGY PLAN FOR KNOWLEDGE SERVICES

Knowledge Services is an approach to organizational management in which knowledge development/knowledge sharing (KD/KS) is basic to every transaction and every interaction that occurs. Before the information center can become the organization's knowledge center, an audit of current service delivery (not simply a needs analysis) must be conducted, and a strategy plan must be developed to serve as the management blueprint.

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| <ul style="list-style-type: none"> ▪ Identifying (or establishing, if necessary) the information center's mission, values, and vision ▪ Identifying knowledge stakeholders ▪ Identifying current trends in specialized research management ▪ Establishing the preliminary planning process | <ul style="list-style-type: none"> ▪ Determining effectiveness measures ▪ Conducting the management review ▪ Determining strategic issues ▪ Preparing recommendations and documentation |
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Friday, May 7th

Part Three

**TAKING KNOWLEDGE SERVICES INTO THE ORGANIZATION:
MARKETING AND RAISING AWARENESS, CUSTOMER SERVICE, IDENTIFYING ADVOCATES AND CHAMPIONS**

Knowledge Services is the logical path to follow for moving the information center to this new level. You are re-inventing the library's function, but to be successful, a carefully planned-out program for marketing and customer service must be put in place. Establishing partnerships and collaborative relationships will enable you to re-focus the information center to operate as the organization's primary **Knowledge Services** connection. This section of the workshop shows you how to market **Knowledge Services** for the benefit of all stakeholders.

- Establishing the range of services provided and describing the strategic benefits of providing these services
- Marketing Knowledge Services
- The value of raised awareness among all stakeholders
- Customer service and CRM (Client relationship management)
- Learning who will (and who will *not*) support your efforts
- Determining who should be involved (and at what level)

YOUR WORKSHOP LEADER

Guy St. Clair is President and Consulting Specialist for Knowledge Management and Learning at SMR International. His newest book, *Beyond Degrees: Professional Learning for Knowledge Services*, was published in 2003 by K.G. Saur. Other books include: *Change Management in Action*; *Entrepreneurial Librarianship*; *Power and Influence — Enhancing Information Services Within the Organization*; and *Customer Service in the Information Environment*.

Unkostenbeitrag : EURO 25,--

Anmeldung bei : Evelin Morgenstern – „Initiative Fortbildung ... e.V.“ –
Fax : 0 30/8 33 44 78 – E-Mail : morgenstern@initiativefortbildung.de

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Wir haben in der Europäischen Akademie Berlin e.V., Bismarckallee 46, wo am 5. Mai d.J. auch die Preisverleihung stattfindet, vom 5. auf den 7. Mai d.J. 10 Einzelzimmer (mit Dusche/WC) à EURO 57,-- pro Person/Nacht (inklusive Frühstück) reservieren können. Bitte geben Sie gleichzeitig mit der Buchung des Workshops (s.o.) an, ob Sie eines davon beanspruchen möchten.