

Introducing Knowledge Services:
Managing Information, Knowledge, and Strategic Learning in
The 21st Century Organization

Termin : **02.** (14:00 – 17:30 Uhr) und **03.** (10:00 – 14:30 Uhr) **Juni** 2016

Ort : Zentral- und Landesbibliothek Berlin, Berlin-Saal, 2. OG

Veranstalter : Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V.

The management of intellectual capital is the one issue that increasingly challenges all organizations. Specialist librarians are strategically positioned to help their employers meet this challenge, as they are uniquely qualified to lead the organization in information management, knowledge management, and strategic learning, critical elements in the success of all organizations.

The four sessions of the program introduce knowledge services, the management and service-delivery discipline that converges information management, knowledge management, and strategic learning for the benefit of the parent organization. In the program, Guy St. Clair defines knowledge services and leads participants in discussing the role of knowledge services in the organizational context, sharing with attendees how recognized leadership and management principles apply in the development of strategies for the delivery of knowledge services. The program includes an overview of how knowledge services — often thought of as the “practical side” of knowledge management, or as “putting KM to work” — connects with organizational success as specialist librarians and other knowledge workers seek to improve knowledge sharing throughout the parent company or organization.

PROGRAM OVERVIEW

Part One

Thursday 2 June 2016

14:00 pm Welcome

14:15 pm **Session One – Introducing Knowledge Services:**

An overview of knowledge services, including quick definitions of concepts that relate to knowledge services and a description of how established management and leadership principles apply in the practice of knowledge services as a management and service delivery discipline.

15:15 pm *Coffee break/networking*

15:45 pm **Session Two – Knowledge Development/Knowledge Sharing/Knowledge Utilization (KD/KS/KU):**

A description of the natural role librarians and other knowledge-focused staff play in the management and delivery of knowledge services. Building on such standard service-delivery practices as collection development, the reference interview and

response, staff interactions (including entrepreneurial and intrapreneurial management techniques), quality control and service level agreements, and relationships with middle- and senior-management, attendees and Guy St. Clair will discuss opportunities for expanding (or creating if absent) the knowledge-sharing framework throughout the parent organization.

17:30 pm End of Part One

Part Two

Friday 3 June 2016

10:00 am **Session Three – Developing the Knowledge Services Strategy:**

A structured agenda for utilizing knowledge services to transform the specialized library/information center into the organizational knowledge center. Specific details include identifying the organizational knowledge culture, the general philosophical approach to service delivery throughout the enterprise, the presence (or lack) of a leadership team of knowledge thought leaders, and the commitment of enterprise leadership to the support of a knowledge-centric, opportunity-focused and results-focused structure.

11:45 am *Coffee break/networking*

12:15 pm **Session Four – The Knowledge Services Strategic Framework: Your Practical “Road Map”:**

An exploration of how specialist librarians and other knowledge-focused staff can lead the implementation of knowledge services in the workplace. Topics to be discussed include defining the purpose and goals of a knowledge services framework, establishing how other initiatives have been successfully undertaken within the organization, determining the availability of sponsorship for a move to knowledge services as a management methodology, determining the outlook and feasibility for change management in the organization, conducting the knowledge audit, and identifying available resources.

13:15 pm **Wrap up**

14.30 pm **End of Workshop**

Speaker: **Guy St. Clair**

Lecturer, Knowledge Services
Postbaccalaureate Studies Program
School of Professional Studies
Columbia University in the City of New York
New York NY USA

Guy St. Clair is Lecturer in Knowledge Services for the Postbaccalaureate Studies Program at Columbia University in the City of New York. He is also President and Consulting Specialist for Knowledge Services for SMR International, a management consulting company, and the author of numerous books on information management, knowledge management, and strategic learning. Guy is known to librarians and information and knowledge professionals in Germany for his work in providing workshops and consulting services in the management of one-person libraries from 1994 to 2004. In 2004 he was the recipient of the John Jacob Astor Award, for which he presented the workshop "From Librarianship to Knowledge Services: Marketing the

Specialized Library in the Knowledge-Centric Workplace." Since then, he has directed his professional work to knowledge services. In 2016, De Gruyter (Munich) will publish Guy's next book, *Knowledge Services: Converging Information Management, Knowledge Management, and Strategic Learning for the 21st Century Organization*.

Kostenbeitrag: EURO 140,-- (early bird-Tarif bei Anmeldung bis zum 29. April 2016);

Anmeldung: mit Angabe der Rechnungsadresse bei Evelin Morgenstern –
Initiative Fortbildung ... e.V. – morgenstern@initiativefortbildung.de
www.initiativefortbildung.de

Anmeldeschluss: 25. Mai 2016

Unterkunft: Fußläufig zum Tagungsort gelegen sind z.B. das
Motel One Berlin Mitte
<http://www.motel-one.com/de/hotels/berlin/hotel-berlin-mitte/> oder das
Motel One am Spittelmarkt
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Wir bitten um Selbstbuchung!