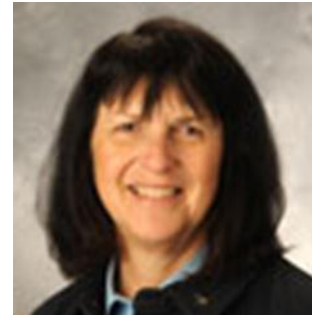


Career Agility: Transforming Knowledge and Expertise into Strategic Value

December 7, 2012

Deb Hunt, Information Edge
and SLA President-Elect



What we'll cover



- What's in it for me?
- Where are we going as information professionals/librarians?
- What are some roles inside and outside the library realm?
- Turning information into strategic knowledge
- Demonstrating our value

What's in it for me?

- How many of you have been laid off in the last year? Ever?
- How many of you, who are now working, feel really secure in your job?
- Are you active in SLA or another association?



Who are we?

“...we librarians or information professionals definitely aren't what we once were. If we play our KM or 'knowledge engineer' cards right, there are very few areas in any organization in which we won't have significant contributions to make.”

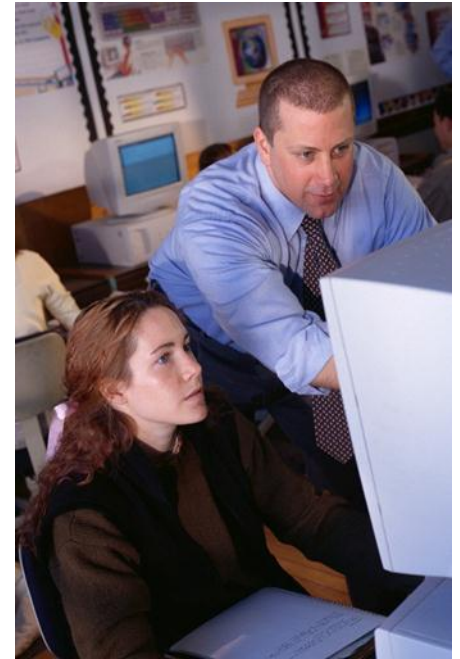
“Education for Changing Roles” by Ulla de Stricker.
Information Outlook, Oct/Nov 2009, p. 21.

Do I look like a librarian?

- What's in a name?
- Who are we?
- What do we want to be called?
- Does it matter?



Where are we going as information professionals/librarians?



Trends in our world

1. Disintermediation
2. Staff reductions
 - Outsourcing
 - Temporary and contract workers
3. Budget cuts
4. Globalization
5. Social media



What are we doing about this?

1. Be proactive
2. Take risks
3. Get education
4. Invest in yourself



“LIS skills are good currency, but only for those with the flexibility and insight to exploit the opportunities. “

Stephen Abram, Gale Cengage

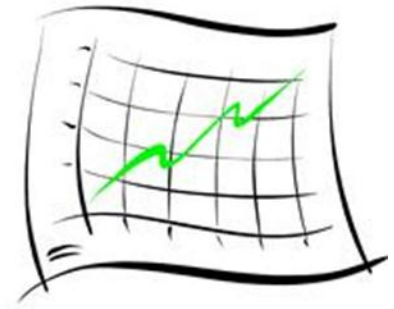
“Hiring managers assume someone with an MLIS degree has learned the requisite library skills. What differentiates job candidates are the other skills managers want.”

Jill Hurst-Wahl, Associate Professor, Syracuse University
School of Information Studies

How do we transform ourselves, our jobs and the places we work?



Transformation = Value + Empowerment



“...librarians and information professionals need to be defined in terms of the value and benefit they provide to their organizations...”

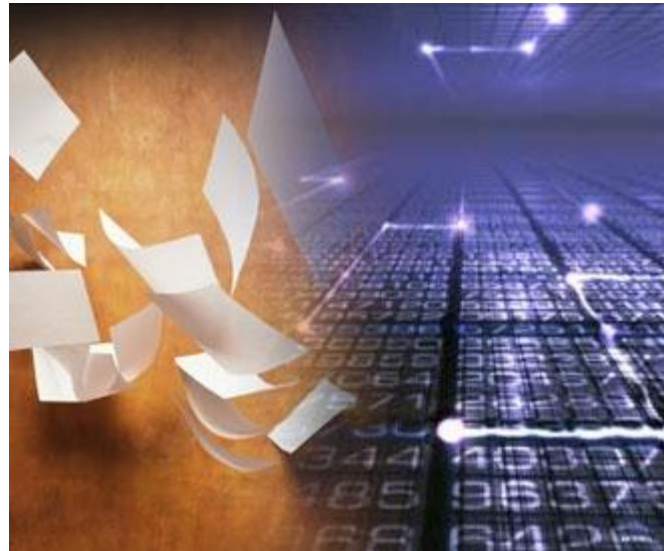
“Finding and Providing Information Aren’t Enough” by John Latham. *Information Outlook*, July/Aug 2009, p. 51.

What are some roles outside the library realm?

- Metadata Librarian
- Human Factors Engineer
- Information Architect
- Brand Archivist
- Knowledge Manager
- Library Partnerships Manager
- User Experience Researcher
- Digital Initiatives Librarian
- Taxonomist

Turning information into strategic knowledge

- ECM
- DM
- DAM/MAM
- RM/RIM
- KM/KS







What is ECM?

Enterprise Content Management (ECM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists. (Source: AIIM.org)

What is DM?

"Document Management systems allow documents to be modified and managed but typically lack the records retention and disposition functionality of records management.

Key DM features include:

- Check-in/checkout and locking
- Version control
- Roll back to previous versions
- Audit trail
- Tagging
- Access/permissions control

What is DAM/MAM?

- **Digital asset management (DAM)** consists of management tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets
- Digital photos, animations, videos and music exemplify the target-areas of **media asset management (MAM)** (a sub-category of DAM)

(Source: van Niekerk, A.J. (2006). *The Strategic Management of Media Assets; A Methodological Approach*. Allied Academies, New Orleans Congress.)

What is RM/RIM?

- Records management is the systematic control of records throughout their life cycle
- Records and information management is the field of management responsible for the efficient and systematic control of the creation, receipt, maintenance, use, and disposition of records, including processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records
(Source: arma.org)

What is KM/KS?

The process through which organizations generate value from their intellectual and knowledge-based assets. Most often, generating value from such assets involves codifying what employees, partners and customers know, and sharing that information among employees, departments and even with other companies in an effort to devise best practices.

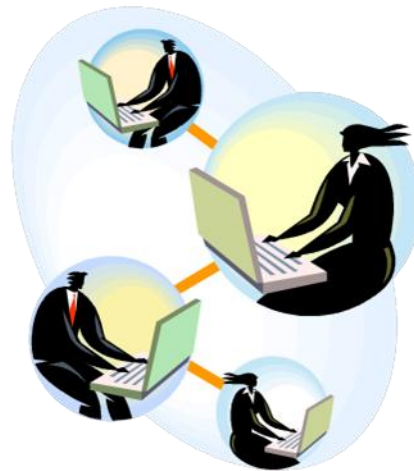
(Source: www.cio.com)

Human capital – the kind in people’s heads

- What about the people in an organization and what they know?
- An expert db or knowledgebase is a good solution
- Will this be separate or integrated into enterprise-wide content management?
- How will YOU be a mover and shaker in this?

Putting this all into action

- Get senior executive (“C” suite) support so that cross-organizational buy-in can follow.
- Collaboration with IT/IS (OR take on this role)



Poll: which expanded role will you take on in your organization?

1. Enterprise content management
2. Document management
3. Digital asset management
4. Records management
5. Knowledge management

Demonstrating our value

- Make yourself indispensable
- Innovate in your own organization – don't wait to be asked
- Seek buy-in either as a consultant or staff member – be prepared to make the case
- How do you get those in the “C” suite to recognize you can do this and positively affect the organization's bottom line?

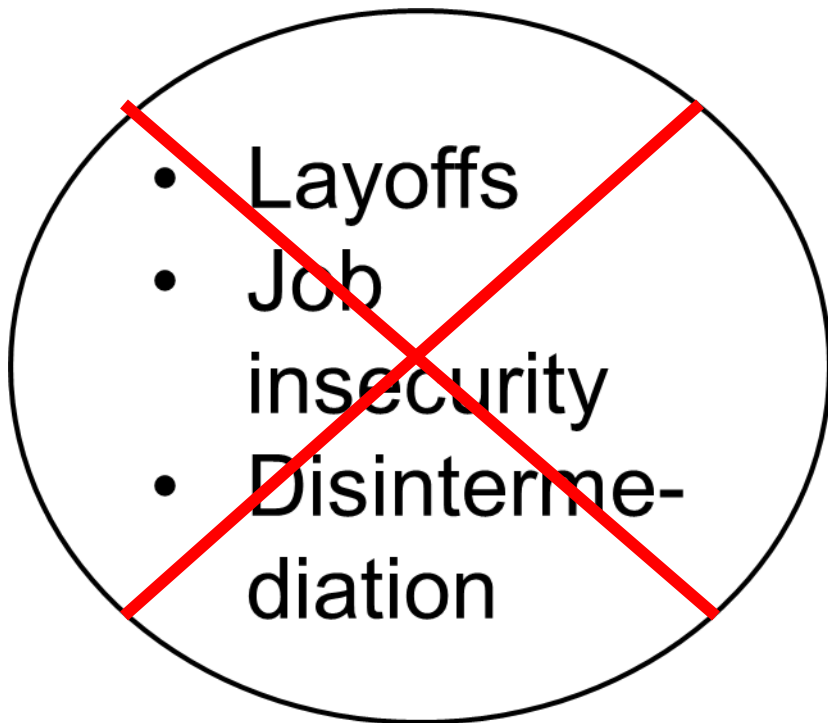
“We must find a way to involve ourselves in projects, products and plans that not only ensure our continued employment, but also have an effect on the bottom line [and] have maximum impact on the organization. [We must] effectively align ourselves with the primary objectives of our organization.”

“Reinventing ourselves for success” by Jamal Cromity and Barry Miller. *Information Outlook*, Dec. 2009, p. 29.

Back to what's in it for me...

- Most organizations do not have a good way to leverage their institutional knowledge
- Most staff have little or no control over their documents and intellectual capital which means they are spinning their wheels more. We can help!

Where Do You Want to Be?



- Opportunities
- Jobs
- More \$\$\$ and funding

Poll: how will you be transformed?

1. Evaluate my core skills and how they transfer to other areas/careers
2. Invest in myself through professional development
3. Network with colleagues and potential employers
4. Try out a new software or social tool

Remember that lifelong learning is the road to success and self-fulfillment. Sprinkle in

- Ingenuity
- Resilience
- Problem Solving
- Risk Taking
- Empathy
- Leadership
- Initiative
- Humor
- Play



“Excellence is never an accident; it is always the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities.”

John C. Maxwell

Homework!!!

- What skills can you learn or hone to move in this direction?
- How and when will you do this?
- What skills do you **already** have in your toolbox that you can use to expand your career potential?



Learn more

- SLA
 - Click U Replays
<http://www.sla.org/content/learn/index.cfm>
 - KM Division <http://km.sla.org/>
- LinkedIn Career Sustainability group (Deb's group)
<http://linkd.in/jzCGoZ>
- AIIM <http://www.aiim.org/>
- LinkedIn AIIM ECM Network
<http://tinyurl.com/y8qtkx6>
- LinkedIn DAM Group <http://linkd.in/GSmjeU>

Thank you and be in touch!

- Contact me about Expanding Your Career Potential Webinars, professional coaching or to be added to my monthly enewsletter: dhunt@information-edge.com
- Visit me online <http://www.information-edge.com>
- <http://www.linkedin.com/in/informationedge>
- <http://twitter.com/debhunt6>