



Inherent Knowledge Sharing

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Share or die

- **Build a shared vision of your org's 'why'**
- **Shared vision impels sharing information**



Share or die

- **“The intranet is where information goes to die.”**
- **Informal sharing routes around damage**
- **Email is being used to share knowledge**



Mind shift

- **From web page to user-built content**
- **From KM to knowledge sharing**
- **From cooperation to collaboration**
- **From workgroup platforms to wikis, RSS, blogs, etc.**



Mind shift

- **Email is for Grandma**
- **Collaborative, social approach**
- **Content in a shared context**



Here's the *WIIFM*?

- **Encourages innovation**
- **Monitor environment better**
- **Understand {info center} clients better**
- **Recruit Millenials**



Giant Eagle

- **Highly competitive workplace**
- **Deli manager's idea = \$200 addl sales/week**
 - Another tried it; total \$20,000 addl revenue
 - Potential \$350,000 chain-wide
- **C-suite noticed and...**



Giant Eagle

- **“Now they’re competing in the marketplace of ideas”**
- **Look what I did showcase**
- **Overcome cultural reluctance with WIIFM**



Lockheed Martin

- **Issue:**
 - Baby Boomers leaving – brain drain
 - Millennials – different ‘tude, masters of collaboration
- **Internal system: Unity**
 - Profiles, blogs, wikis, file-sharing, tags, RSS feeds, etc.



Lockheed Martin

- **Tangible benefits:**
 - Proposal tool kit for sales
 - Blog to update staff cut staff meetings in half
 - Mentoring b/t fellows and rising stars
 - Cross-fertilization



Diplopedia



- **Dept. of State semi-internal wiki**
 - Briefing books, bios of politicians and business leaders, Senate confirmation process
 - Foreign Affairs Professional Reading List, getting a building pass
- **From need to know ⇔ default to share**



Diplopedia

- **Benefits**
 - Foreign Service Officer brain-dump
 - Place to collaborate on global issue
- **Collaborative reporting**
 - POV of govt ministers, academics, taxi drivers
- **Used to build task forces for Haiti relief**



Wikify the workplace

- Infiltrate work groups
- ~~Spy on~~ Anticipate info needs of group
- Use SLA wiki sandbox to practice
wiki.sla.org/display/play



Become a wiki-vangelist

- You do all the heavy lifting
- It's your job to sell, not their job to buy



Build RoP with FUD

- *Does everyone in a meeting have the same info?*
- *Do you know what other groups are doing?*
- *Who else is doing what you're doing?*
- *For a decision, can you look at other groups' work and choices?*
- *Can you find who's an expert at ...*



Tips for success

- **Gain *visible* support from the top**
- **Goal: informative, not authoritative**
- **Let people play, don't prescribe uses**



Tips for success

- **ID key groups**
 - CI, strategic planning, business development
- **Ensure low barrier to entry**
- **Allow both open and closed groups**



Tips for success

- **Build lots of portal pages**
- **Build idea banks**
- **Make browsing easy**
 - **by dept, by subject, top articles, most-active discussions, key resources**



Tips for success

- **Make cross-fertilization easy**
- **Integrate into enterprise search**
- **Expect the 90:9:1 rule of Active Lurking**



Tips for success

- **Have collective rules**
 - ‘Don’t be a jerk’
 - ‘Assume the good intentions of others’
- **No anonymous posting**
- **Show benefits, repeatedly**



Know your WikiFauna

batesinfo.com/extras



WikiElves

- **Work magic behind the scenes**
- **Disambiguation pages**
- **Templates**
- **Deletion duties**



WikiFairies

- **Make things beautiful**
- **Add or edit images**
- **Organize content**
- **Edit for readability**



WikiGnomes

- **Gardeners (duh)**
- **Minor edits – typos and grammar**
- **Add cross-links, redirects, fix 404s**
- **Fill in details (“someone once said”)**



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