

# The Effective Knowledge Worker

Learning, sharing and collaboration - the keys to success in the knowledge-based organisation

Date: 10 July 2007

*Facilitated and led by David Gurteen, founder of the Gurteen Knowledge Community.*

## Background:

Knowledge Networking is a new way of working where you purposefully **share your knowledge, structure your work to learn from each other** and strive to **work more effectively together** to get things done! It has the potential to **transform the way that you work** and radically **improve your effectiveness**.

## Who is this workshop designed for?

This workshop is designed for knowledge workers and their managers. In the knowledge-based organisation, we are all knowledge workers and this workshop will prove useful to you if you are serious about transforming the way that you work; your ability to create and to innovate, and about improving the way that you manage and interact with other people in your organisation.

**What makes this workshop different** is the recognition of the pivotal role of the individual in a knowledge based organisation and thus its focus on helping and supporting you - the individual - to recognize and develop your knowledge-working competences that you need to work more effectively and creatively in your company.

## Why should you attend this workshop?

In a fast changing world, to be creative and innovative we need to discover new ways of viewing the world and more appropriate ways of working together and doing business. Through our culture, educational and business lives, however, we have become conditioned to limit our perception and creativity.

This workshop will enable you as a knowledge worker or a manager to become more reflective about the changes going on around you and thus more effective at your job. The workshop provides time out for you to examine your changing job role and equips you with concepts, tools, and techniques for coping with emerging workplace challenges. It will expose you to new thinking and help you to better understand, interpret, adapt and respond to the challenges emerging from the growth and spread of the knowledge based economy.

## Community Building

This workshop is designed to be interactive and participatory. It is not a 'chalk and talk' event. It allows you to engage with the theme through conversation, discussion and group working. One of the aims of the workshop is to foster a 'community spirit' in order that you make friends with each other and continue to work together and support each other after the workshop is over.

## Workshop Format

This workshop consists of a number of modules or sessions. The objective of each session is to inspire you to take action. Each session has a list of practical suggestions of "things to do" -- ideas that if you put into action can 'make a difference'. Each session also comes with a list of resources for further study that can be found on the gurteen.com website.

## WORKSHOP AGENDA

### ▶ ***Begin with the end in mind - an introduction to the day***

This session starts the day by clearly setting out the agenda and the expected outcomes for the day.

### ▶ ***Getting to know one another - introductions***

This session introduces you to a tool known as 'speed networking' and uses it to help you get to know each other better.

### ▶ ***Make your connections count – an introduction to knowledge networking***

Knowledge networking is about how you connect with other people and information sources to share information and knowledge; to learn from each other and to work collaboratively to get things done. It is also about stimulating, motivating and supporting each other to take action. This session explains what knowledge networking is about and its importance.

### ▶ ***Take responsibility for your knowledge - personal knowledge management***

This session takes a look at the ideas behind "people centered knowledge management" and explains the need for you to take responsibility for making your knowledge productive.

### ▶ ***Dare to share - how to knowledge network***

In KM circles much is talked about "how to make people share". This discussion often focuses on the supposed need for management to reward and recognise knowledge sharing. Management needs to make it clear that knowledge sharing is part of everyone's job and that it is an intrinsic part of what they are appraised on in their yearly assessment. But specifically singling out and rewarding knowledge sharing behaviours is counter productive as people then share their knowledge for the reward and not for the intrinsic benefits of sharing. This session looks at why you should share for those intrinsic benefits only.

### ▶ ***The Knowledge Café***

A knowledge café is a simple means for a group of people to have an open, creative conversation on a topic of mutual interest to gain a deeper collective understanding of the subject and the issues involved. In this session, you will get to learn the benefits of a knowledge café; how to run one and to experience one in practice.

### ▶ ***Learning before, during and after***

An after-action review (AAR) is a discussion of an event that enables you to learn for yourself what happened, why it happened, what went well, what needs improvement and the lessons learnt. The spirit of an AAR is one of openness and learning - it is not about problem fixing or allocating blame. After-action reviews were originally developed and are extensively used by the US Army. This session introduces you to the concept of an AAR and how to run them.

### ▶ ***Conversation and telling stories***

You spend much of your working day engaged in conversation. It is primarily through these conversations that knowledge is exchanged and created. And it is through conversation that you receive the stimulus and motivation to act on your knowledge. Storytelling is about the telling of stories in organisations as a communication tool to help influence people and to share knowledge. Storytelling makes use of a number of techniques to engage, involve and inspire people, using everyday language. Storytelling today is fast becoming one of the key ingredients to managing communications, education, training, and innovation. This session explores the central role of conversation in your everyday organisational life and how to influence people and better share your knowledge through storytelling.

### ▶ ***Using knowledge logs and other social tools***

This session looks at knowledge-logs; their applications and business benefits and how you can create and use your own. It also looks at other social tools such as RSS feeds, pod casts, social book marks, social networking platforms and wikis and how they can be used to better collaborate and work together.

### ▶ ***What next - taking action***

This session summarises the workshop and invites you to share your most insightful actionable insights from the day with each other. You then have the opportunity to think about and to plan how you will take action and work more effectively once you are back at the office.

## The Facilitator: David Gurteen

David Gurteen has over 30 years' experience working in high technology industries and has worked as an independent consultant for the last decade. He is an avid networker, speaker, facilitator and coach and regularly presents on various aspects of knowledge management and personal learning. He is well known for his knowledge cafés that bring people together to have open conversations about subjects that matter. He is the founder of the Gurteen Knowledge Community - a global learning network of over 13,000 people in 145 countries. The community is for people who are committed to making a difference: people who wish to share and learn from each other and who strive to see the world differently, think differently and act differently.

