

KM Standards - Possibilities for Singapore Companies



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Scope

- Preamble: A short history of (not) seeing possibilities
- Standards: What & Why?
- An Overview of KM “Standards”
- The KM Industry
- Seeing Possibilities
- Conclusion

Preamble

- “I think there is a world market for maybe five computers” - Thomas Watson, Chairman of IBM, 1943
- “There is no reason anyone would want a computer in their home” - Ken Olson, founder of DEC, 1977
- "Heavier-than-air flying machines are impossible." - Lord Kelvin, president, Royal Society, 1895
- “640K ought to be enough for anybody” – Bill Gates, 1981

Possibility: Patent Business Methods

- 1900 - 1997: business methods were not patentable
- July 23, 1998: US Court of Appeals found the automated business method invention in the State Street Bank case to be patentable.
- Priceline.com obtained a patent on "reverse auctioning". Customers bid on airline tickets, and if bid is accepted, a purchase transaction is completed.
- Amazon.com obtained a patent on its "1-click" purchasing technology. Customers purchase books with one click of the mouse after they enter their billing information at the first purchase.

What Are Standards?

(source: <http://www.iso.org/iso/en/aboutiso/introduction/index.html>)

- Standards are documented agreements containing technical specifications or other precise criteria to be used consistently as rules, guidelines, or definitions of characteristics, to ensure that materials, products, processes and services are fit for their purpose.
- International Standards thus **contribute to making life simpler**, and to increasing the reliability and effectiveness of the goods and services we use.

Examples of Standards

- Smart card – readers, wallet-size form factor
- A4-size paper – standard printers, paper files
- Diskette – floppy disk drives in all PC's
- Power supply – for portable electric devices
- Railway gauges – ease of locomotion
- HTML – access to www information
- MP3 format – distribution of music
- GSM – allows GSM roaming in various countries

Industry-wide standardization

(source: <http://www.iso.org/iso/en/aboutiso/introduction/whyneeded.html>)

The aim is to facilitate trade, exchange and technology transfer through:

- enhanced product quality and reliability at a reasonable price;
- improved health, safety and environmental protection, and reduction of waste;
- greater compatibility and interoperability of goods and services;
- simplification for improved usability;
- reduction in the number of models, and thus reduction in costs;
- increased distribution efficiency, and ease of maintenance.

Examples of ISO Standardization

- TC 222: Personal Financial Planning
 - Standardization in the field of personal financial planning, including standardization of the certification of practitioners based upon elements of education, examination, experience and ethical conduct, and standardization of the personal financial planning process
- TC 159: Ergonomics
 - Standardization in the field of ergonomics, including [terminology](#), [methodology](#), and [human factors data](#).

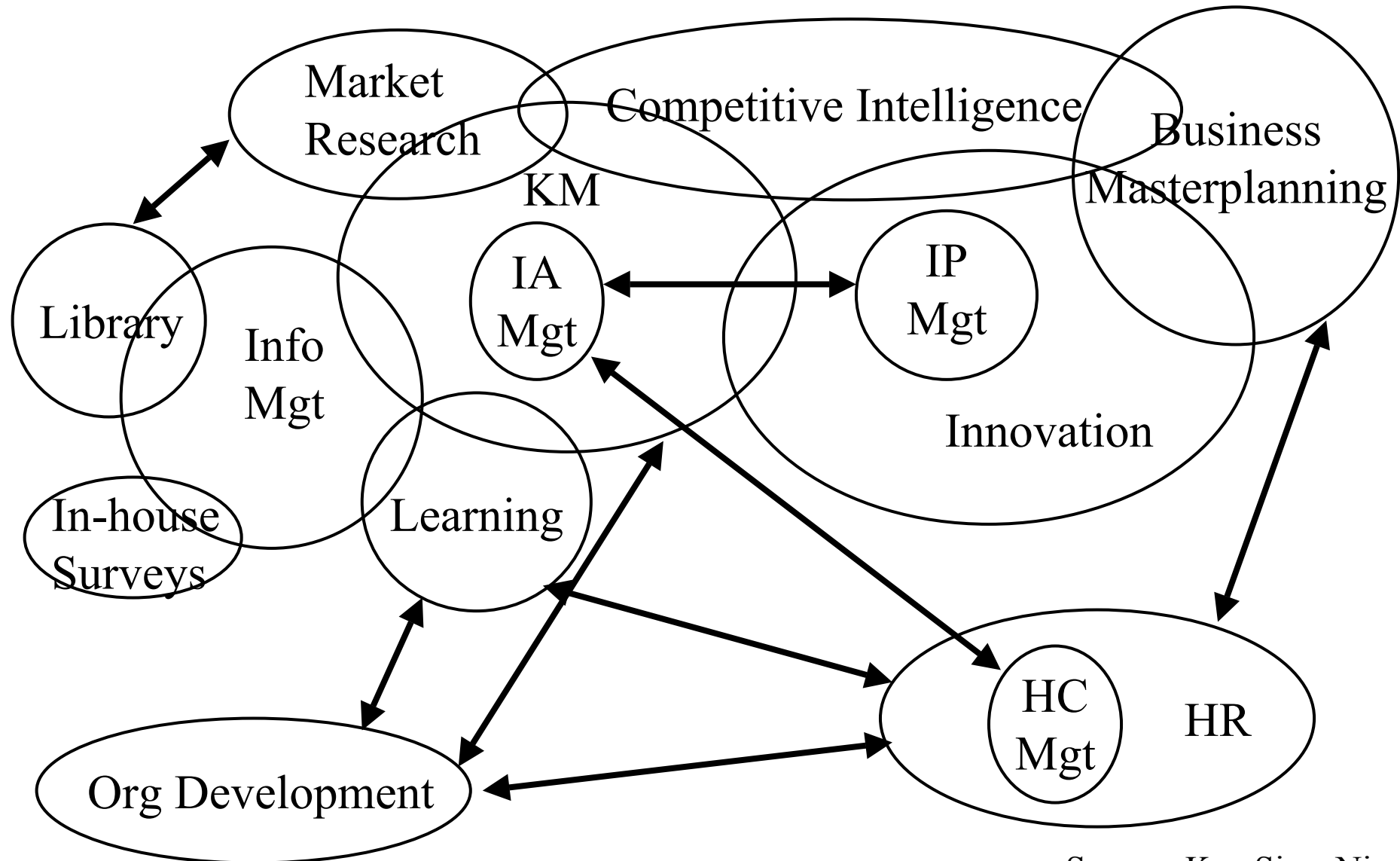
KM “Standards”

- Knowledge Management: A Framework for Succeeding in the knowledge era (HB275-2001 Standards Australia)
- Knowledge Management: A Guide to Good Practice (PAS 2001 British Standards Institute)
- Global Knowledge Economics Council
 - Work on nine KM Committees

The KM Industry

- KM Consultants
 - Diversity of companies
- KM Product Vendors
 - Diversity of products
- KM Researchers
 - Diversity of views
- Sources of “Paid” Knowledge
 - Information subscriptions
 - Online knowledge exchanges
- KM Educators & Trainers
- KM Professional Society
- KM Practitioners
 - The people who have to figure it out for companies

KM and Related Domains



Source: Kan Siew Ning

KM Awareness & Implementation

- Basic understanding of KM is easy
 - There is a wealth of KM books, conferences, courses & seminars
- Deep understanding is difficult
 - Making sense of terms, products & consultants
 - How to use each type of KM tool & software
- Basic implementation of KM is easy
 - Low hanging fruits: Library, Intranet, Yellow Pages
- Advanced implementation of KM is difficult
 - Increasing knowledge flow for organizational gains
 - Metrics, ROI for KM

KM Standard Terminology

- A KM Dictionary or Encyclopedia is a good reference tool
- Examples of closely related KM terms:
 - Taxonomy, Thesaurus, Ontology, Glossary, Controlled Vocabulary, Metadata
 - CoP, Col, SIG, Virtual Team
 - Staff Directory, People Finder, Yellow Pages, Directory of Expertise

KM Methodologies

- APQC: Road Map to KM Results
 - Five Stages of Implementation
- KM Consultants
 - Every vendor has their own methodology
- KM Practitioner
 - The need to compare apples with apples

Standards Issues in KM Software

- KM Software
 - Portal, search engine, CMS/DMS, collaboration, visualization, SNA, DBMS, categorization, ...
- Tackling the N x N software integration problem
- Customers are interested in an integrated end product – not who is partnering with whom on which products at which point in time

Examples of KM Short Courses

- APQC
 - KM 101: A Knowledge Management Overview
- Straits Knowledge
 - The Knowledge Manager's Toolkit
- Knowledge Associates
 - KM Masterclass
- Montague Institute
 - Introduction to Content Management

How to make sense of which is suitable for whom?
Can KM curriculum be standardized?

Professional Certification

- For individuals
 - Serves as a mark of accomplishment
- For employers
 - An assurance of a certain level of skills and experience – useful for recruitment of new staff and development of in-service staff

Examples of Professional Certification

- Certified Chartered Accountant
- CCNA: Cisco Certified Network Associate
- MCSE: Microsoft Certified Systems Engineer
- CITPM: Certified IT Project Managers (SCS)
- KMCB: Knowledge Management Certification Board

The Knowledge Management Certification Board is an independent, non-profit organization whose mission is to set professional standards and provide certification for Knowledge Management professionals.

KMCB certification provides

(source: <http://www.kmcertification.org/documents/kmcbpolicyproc.pdf>)

- Increased stature in the profession
- Increased opportunities for job advancement
- Quick entry into job assignments that would otherwise require extensive on-the-job training, and
- Opportunities for job assignments where there are regulations or contract provisions that require KMCB certification.

KM Certification – A Scenario

- Knowledge-based economy continue to flourish
- Knowledge Manager becomes a recognized profession
- KM Standard for Certified Knowledge Manager (CKM)
- Training firms & certification centers sprout

Careers in KM within Organizations

- Librarian / Cybrarian
- Content manager for Intranet / Internet
- Knowledge manager
- Knowledge champion
- KM strategist / planner
- CKO / CLO
- Learning content developer
- Innovation champion
- Learning organization champion / practitioner

Some Manpower 21 Recommendations for Singapore's Manpower Industry

- Promote the growth of corporate training institutes and industry training centres.
- Encourage worldclass institutions which carry out research and development in workforce training and organisational development, and high-value added global manpower companies, to set up operations in Singapore and local companies to capitalise on global market opportunities.
- Encourage the formation of a self-regulating manpower industry association.
- Industry lead bodies should define the skills standards for manpower professionals, set up a certification system, design specific programmes to provide manpower professionals with the relevant training as well as career advisory services.

Examples of Intangible Assets

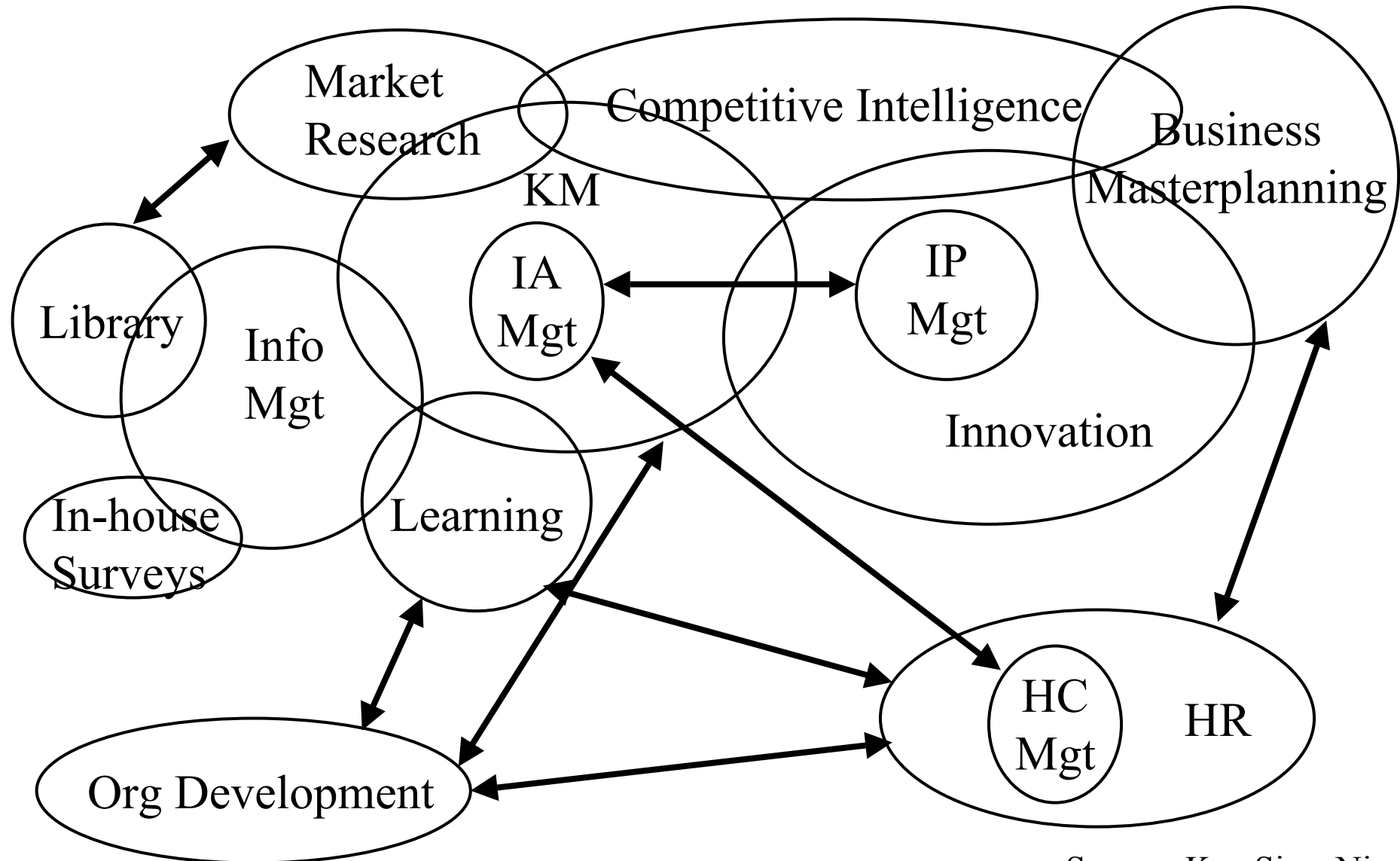
- Trademarks – e.g. Coca Cola, Nike
- Brand names – e.g. Harvard Business Review
- Inventions, patents, processes, formulae
- Musical compositions, copyrights
- Franchises – e.g. McDonald's, KFC

Further reading:

Measuring the Value of Knowledge

ISBN: 1-898085-39-0

KM and Related Domains



Source: Kan Siew Ning

Recommendations for KM Service Providers

- Know your competition
- Help the new customer “figure it out” in an honest, objective way – awareness building
- Know your customers’ needs
- Strive to bring value to your customers’ business
- Think of new business models to add value to your own business and to your customers’ business – invent!

Recommendations for KM Practitioners

- Understand KM and related domains
- Understand the work of the KM experts
- Figure out all the KM software offerings
- Understand your organization culture
- Craft a KM/Learning strategy for your organization
- Implement the KM/Learning strategy
- Track and monitor regularly (metrics)

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