

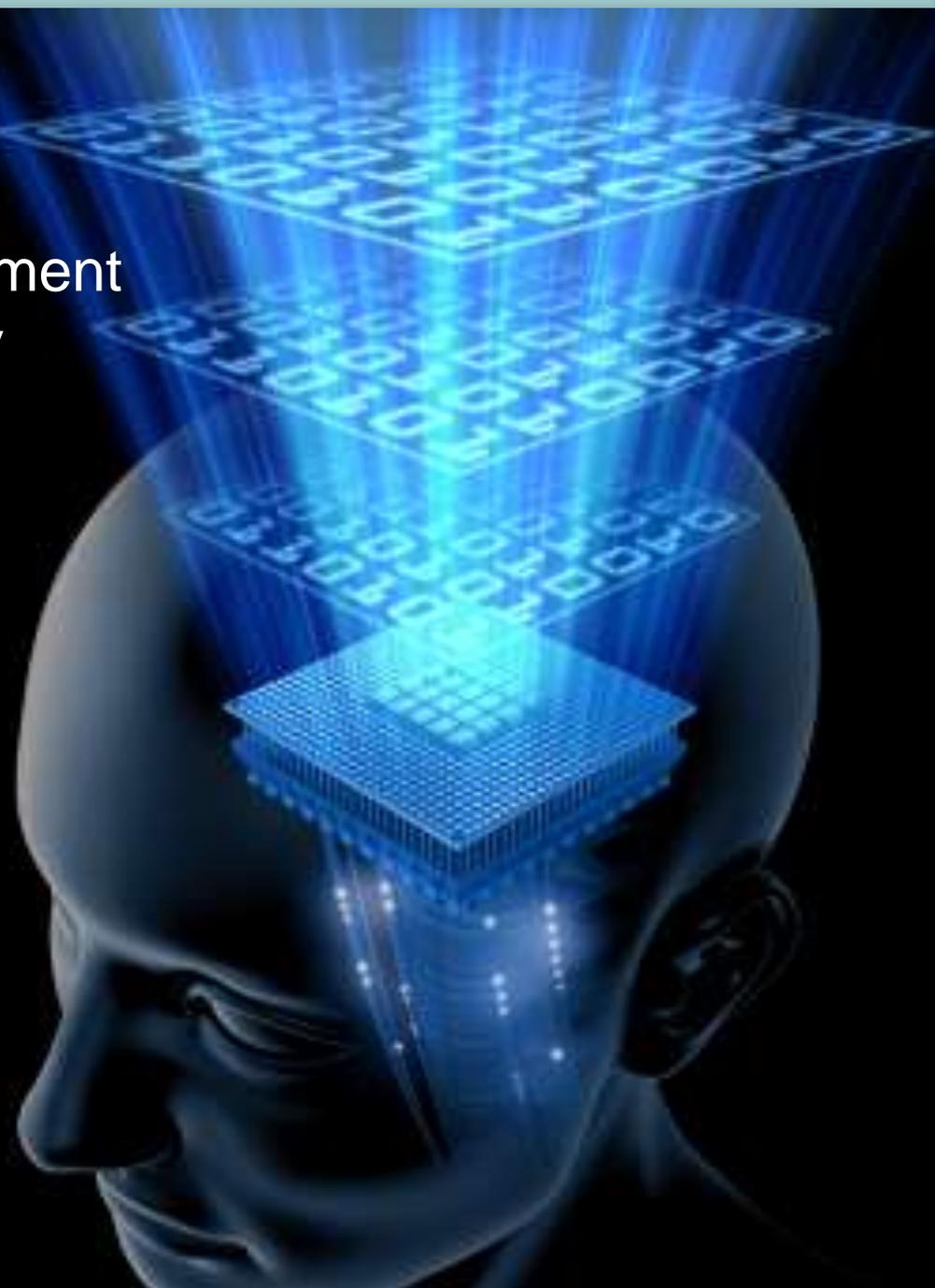
Elevating Knowledge Management as a Critical Service Capability

Presented at:

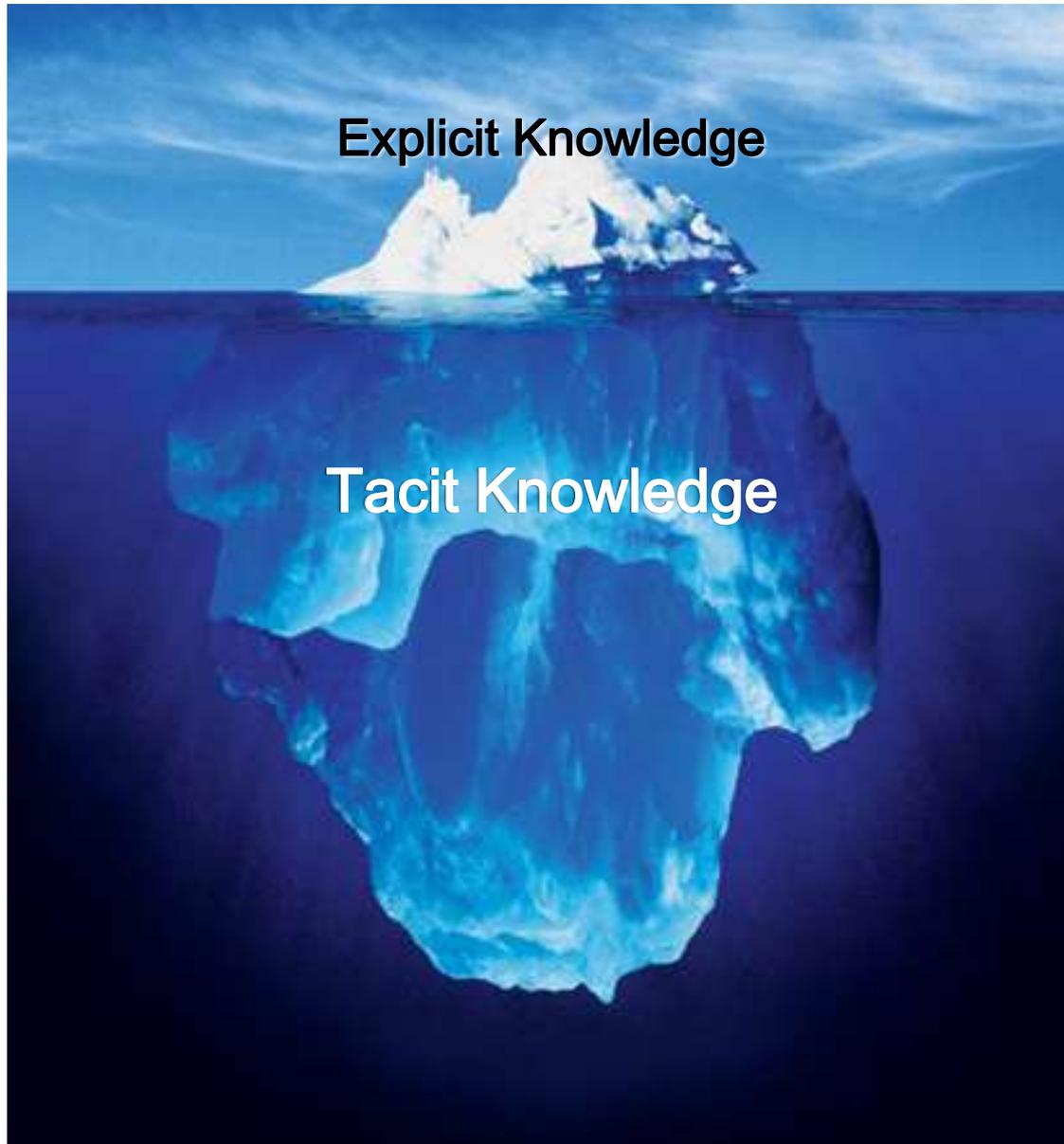
The United States Coast Guard
Innovation Expo
October 25, 2011 – Tampa, Florida



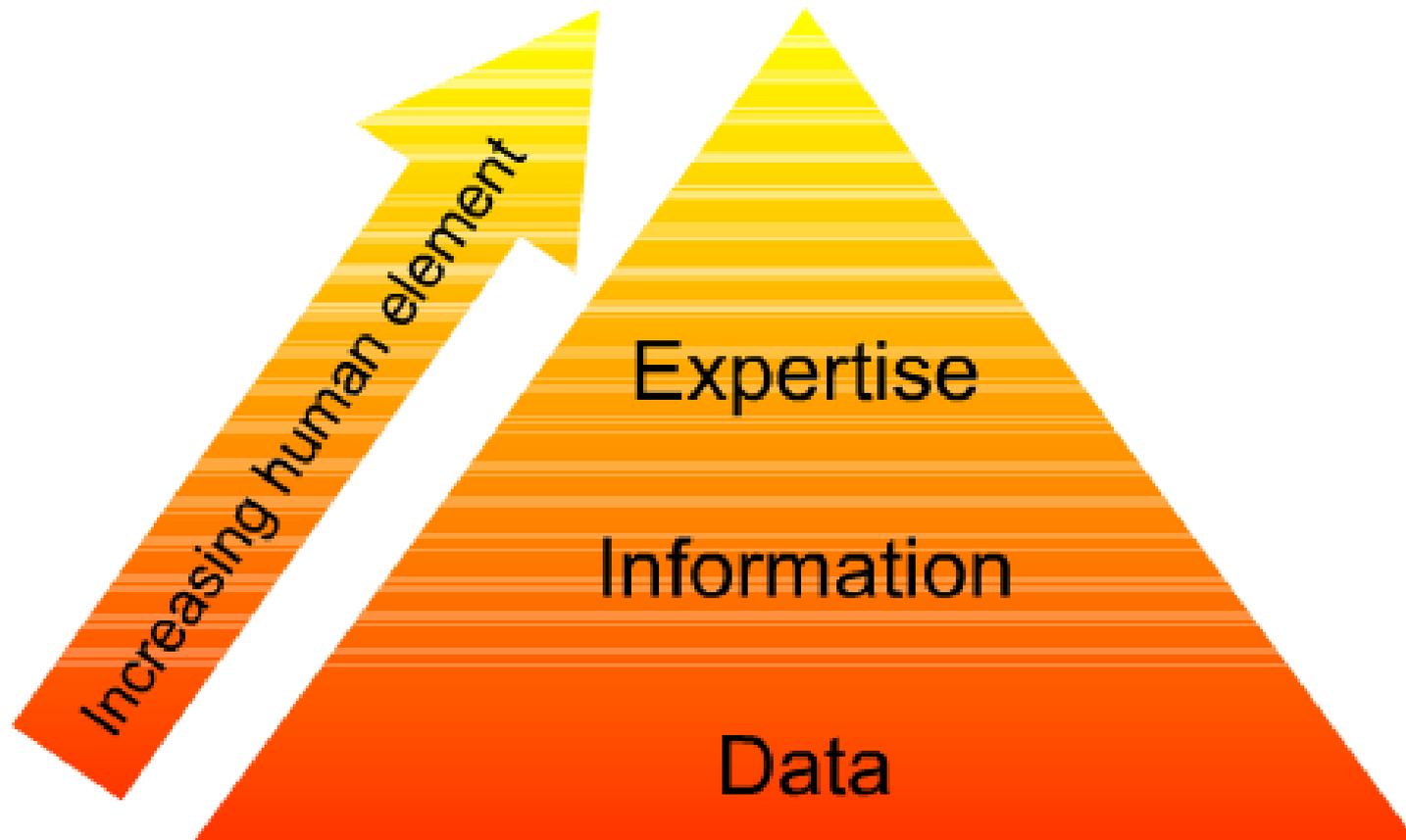
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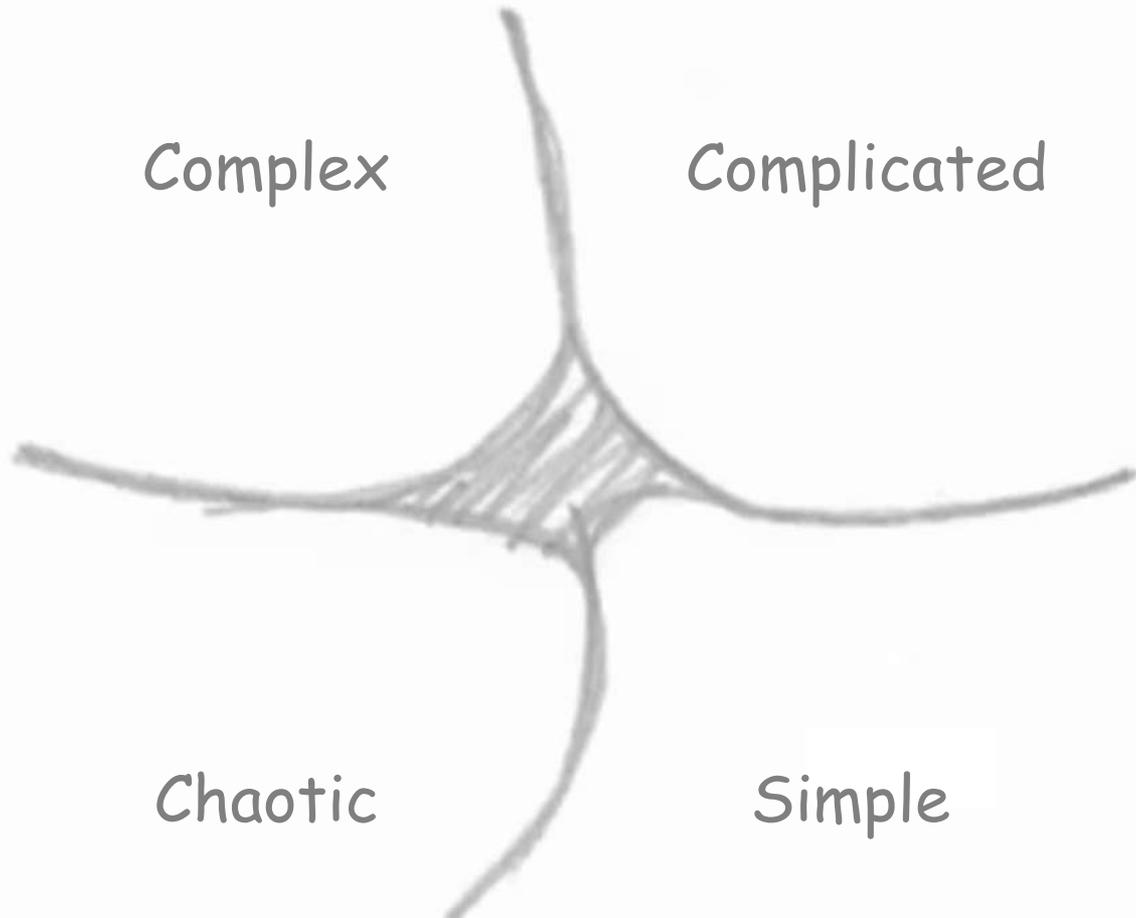
Exactly what *Knowledge* are we *Managing*?



The Human Element Increases as Knowledge Becomes More Complex

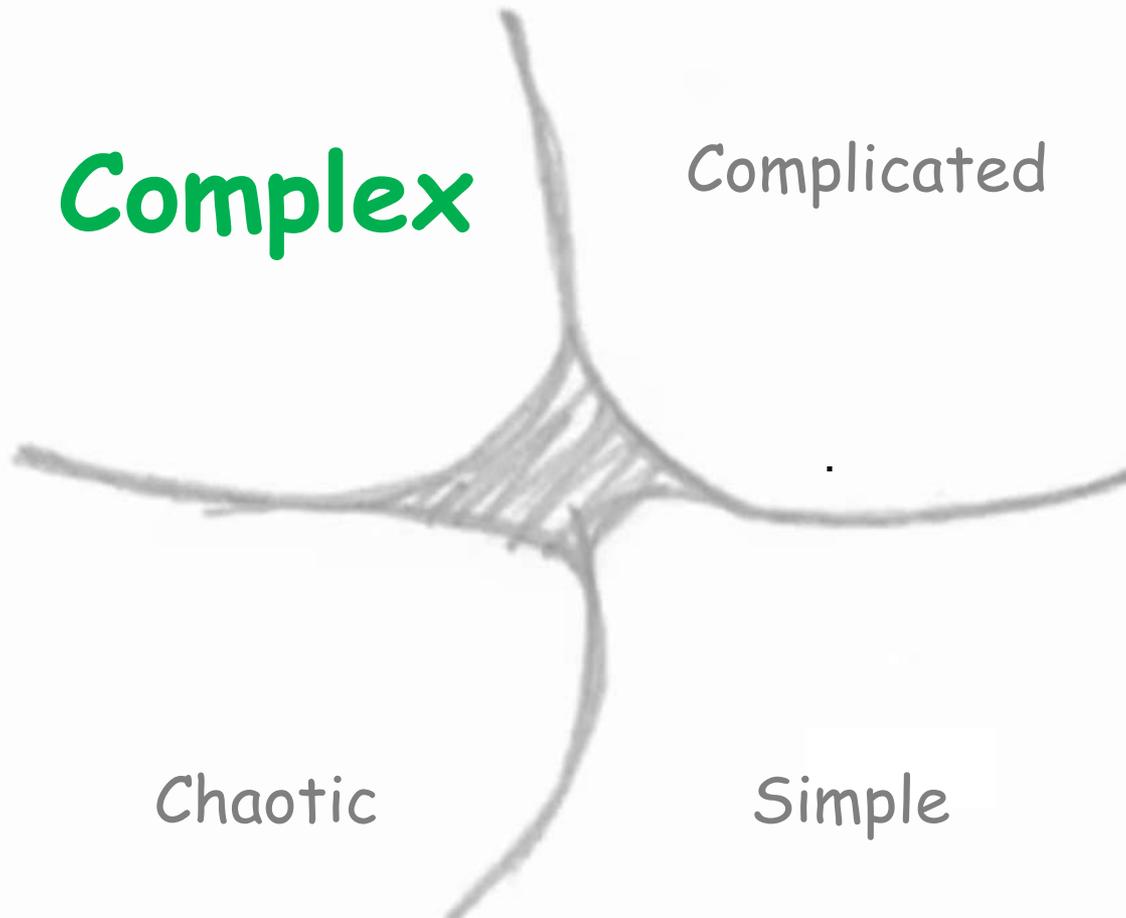


Today's Increasingly Complex Work Environment



A way to look at our work environments, in terms of the nature of the problems or tasks we face.

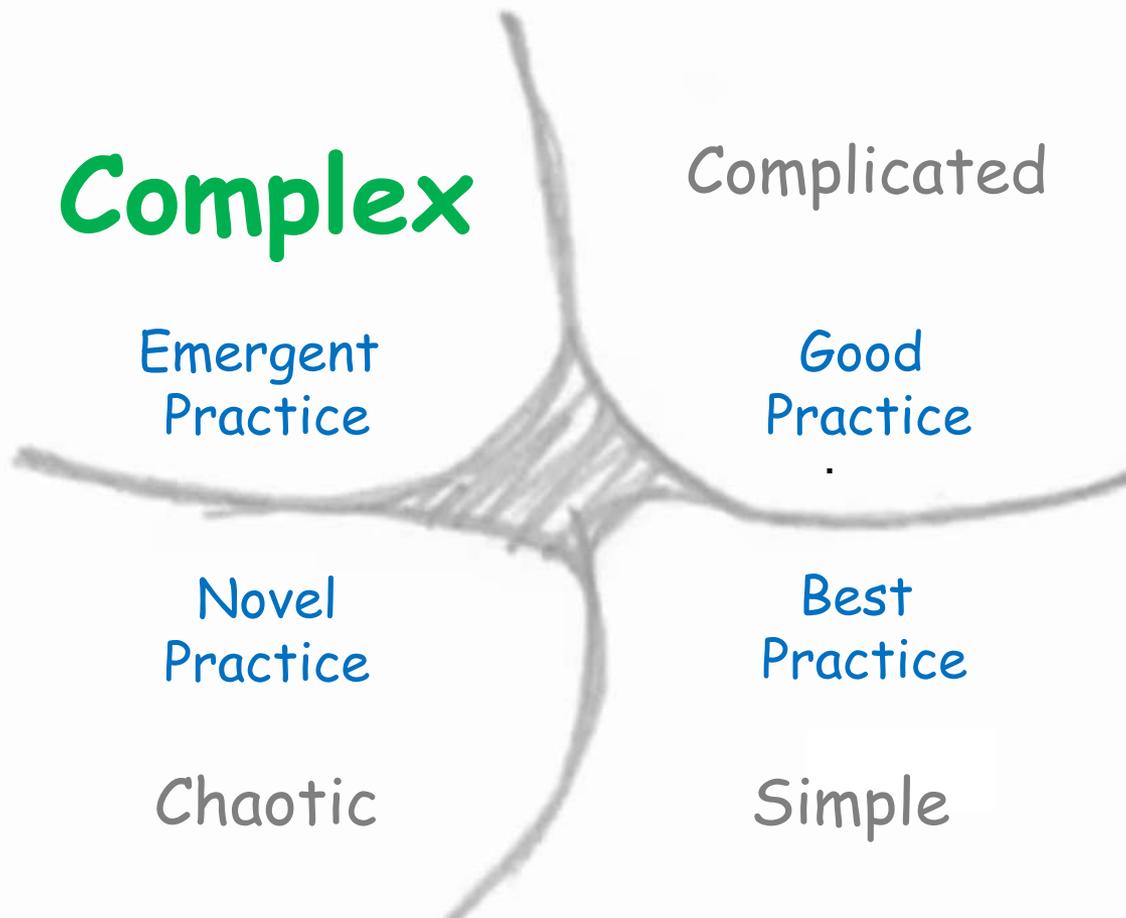
Complex—or *Wicked*—Problems



New problems tend to be **Complex** or **Chaotic**.

- We can only know the cause and effect after the event.
- Practices **emerge** via trial and error, and interaction with the changing environment and the problem.
- We must engage the problem and learn by probing.

The New Cannot Be Known



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To Address Complexity, Organizations Need to Support **Emergent Work** Practices

This means having an environment to support

- collaboration,
- conversation,
- synthesis,
- pattern recognition,
- and creative tension

all within a secure and trusting environment.

2 Promising Approaches:
Internal Crowdsourcing & KM Mashups

What is Crowdsourcing?

Crowdsourcing is

- *a social networking method that leverages the collective experience and intelligence of a group.*
- *the act of outsourcing tasks, traditionally performed by an employee or contractor, to an undefined, large group of people or community (a "crowd"), through an open call (www.wikipedia.com).*



Crowdsourcing Tactics for Fighting Somali Pirates



- Somalia has complex economic, social, and political problems
- The complexity and uncertainty make it difficult to arrive at simple solutions.



Encourages “novel combinations and complex interactions of ideas” on anti-piracy strategy that “otherwise might not emerge from more traditional wargame approaches.”

i've always been creative with local resources they are, too



“Internal Crowdsourcing” Potential

Goals:

1. Capture new performance patterns, insights, and detection patterns
2. Aggregate micro strategies and build to breakthrough strategies



Photo ref: http://www.boeing.com/Features/2011/06/bds_cyber_boot_camp_gallery.html



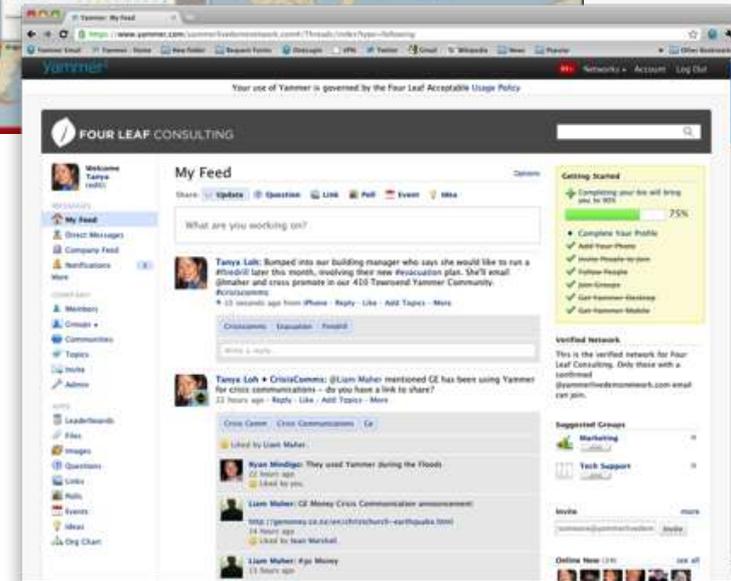
By combining serious games with controlled “internal crowdsourcing” techniques, practitioners can be immersed in an environment where their performance patterns are tracked and new insights and detection patterns discerned.

KM Mashups for *Content in Context*

Example: Incident Response Capability:

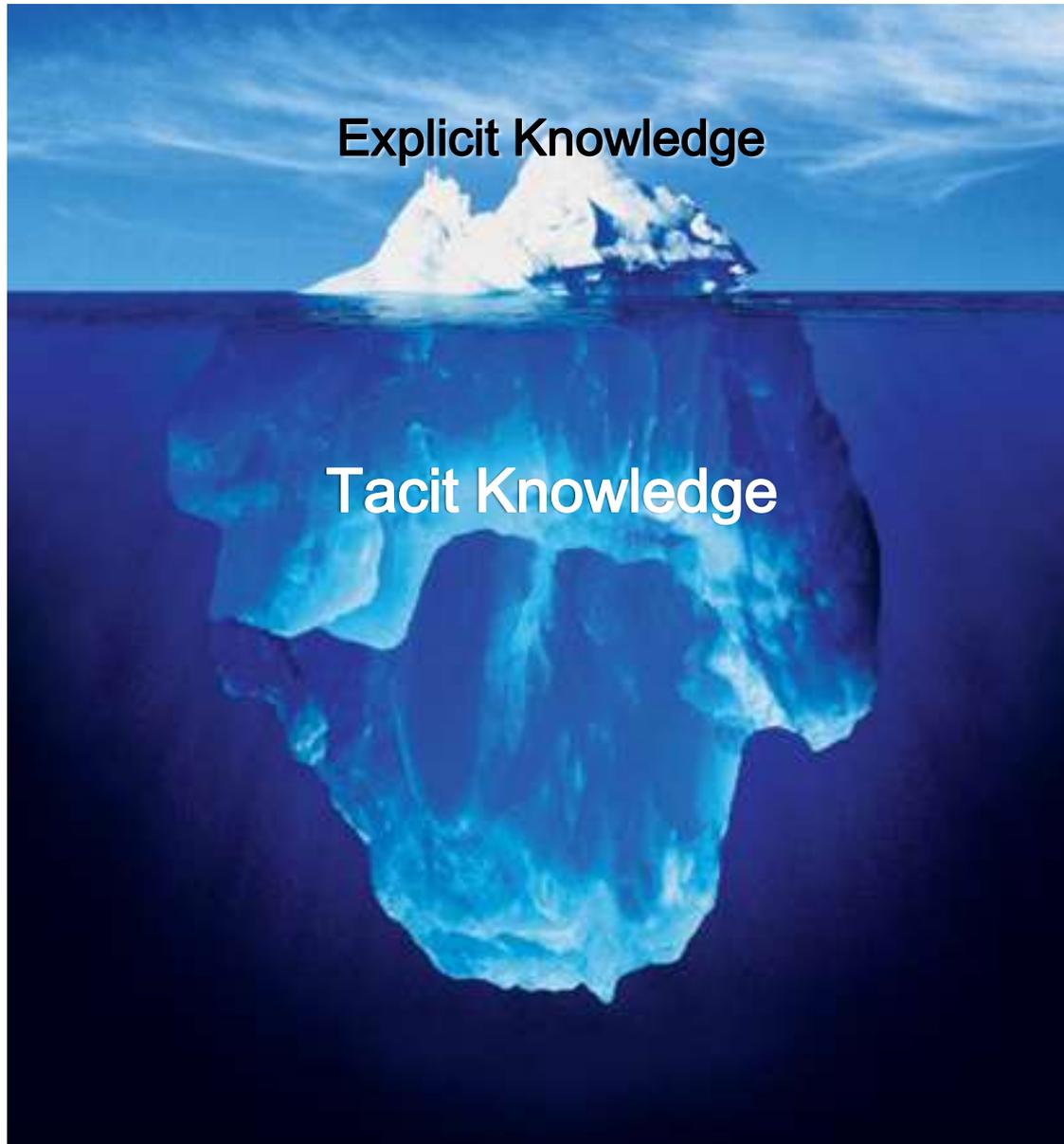
Alert and mobilize an entire workforce, across all communication channels. Ensure safety, awareness, and accurate information sharing.

- Extend portal capability
- Crowdsource ideas, coordinate
- Mobile availability and continuity



A mashup is a website or application that combines content from more than one source into an integrated experience.

Exactly what *Knowledge* are we *Managing*?



Questions? Conversation.

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