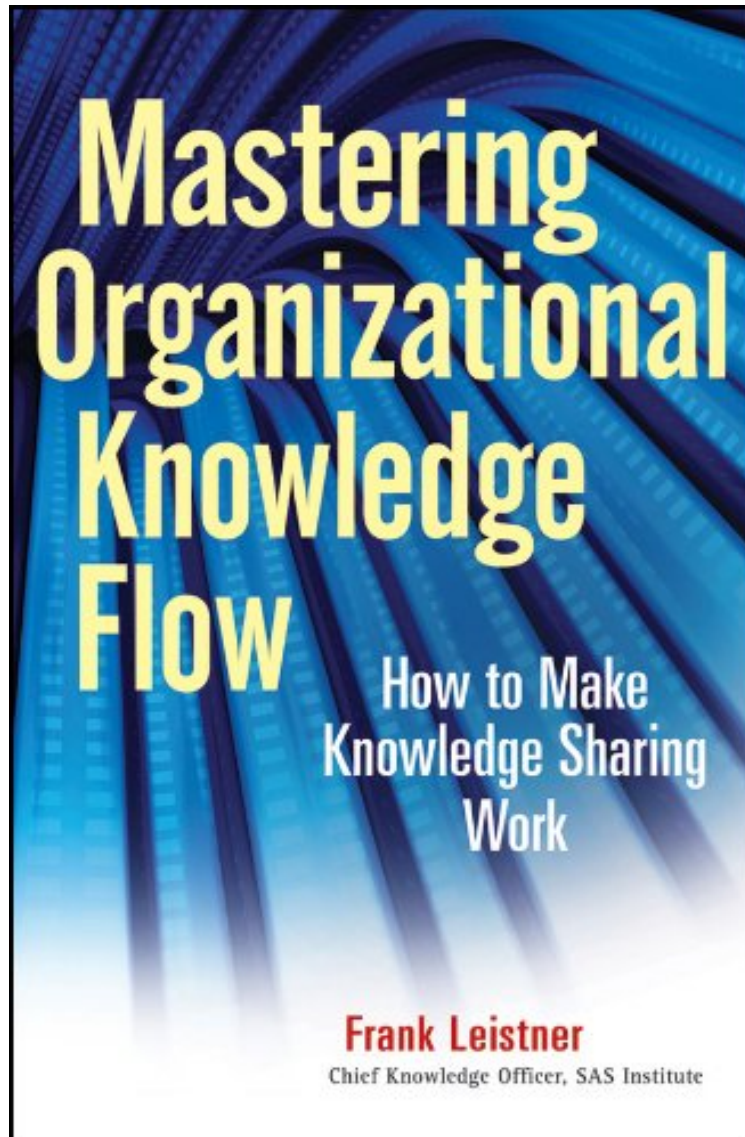


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Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work (Wiley and SAS Business Series)

Frank Leistner

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Frank Leistner : Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work (Wiley and SAS Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work (Wiley and SAS Business Series):

3 of 3 people found the following review helpful. People Process and Technology make Knowledge Flow

By ChrisThinking about Knowledge Management for your organization? Don't spend a dime on a consultant or a penny on any software until you've read this book cover to cover. It is easy to tell a book that was written by a "been there, done that" author and this one surely was. Leistner spells it out and guides you from an experienced vantage point in plain language with common sense leading the way. If you think technology is the centerpiece of your KM initiative, think again. I did and boy am I glad I picked this gem up. Frank stresses People, Process and Technology but technology plays a much smaller role in the success of your initiative. You won't be disappointed in this book if you are open to a different viewpoint.

2 of 2 people found the following review helpful. Great book about knowledge sharing

By Paul HomesAfter talking to Frank Leistner at the SAS Global Forum in 2011 and witnessing his passion for knowledge sharing, I decided to get the Kindle edition of his book to read on the trip home. As someone who has so far only been involved in Knowledge Management activities as a participant, I found it to be most illuminating. It made me think about the differences between data, information and knowledge. That knowledge assets might be more effectively used in an organization by promoting knowledge flow rather than attempting to manage knowledge itself. This book also helped me appreciate that providing a means of finding and communicating with knowledgeable people is perhaps more important than providing a repository of information. I particularly liked the idea that humans, using modern day social media networks, might be the real incarnation of the computer agents that were discussed as the future a decade or two ago.

I would definitely recommend this book to anyone who is involved in a knowledge management initiative: managers, facilitators and knowledge workers alike.

0 of 0 people found the following review helpful. Wonderful book! I love the simplicity and clarity with ...

By SonnytaWonderful book! I love the simplicity and clarity with which it has been written. It's great how the Author share an entire strategic and tactical experience around a single example as the creation of an IT tool (tool-pool). At the beginning I thought... uml;Oh, no... it is just about technologyuml;. But fortunaltely I continued reading and discovered a lot useful reflections and recommendations for people to implement a KM strategy in a practical sense. Love it!

Get your organization's expertise out of its silos and make it flow-with lessons from over a decade of experience

Looking at knowledge management in a holistic way, Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work puts the proper emphasis on non-technical issues. As knowledge is deeply connected to humans, the author moves away from the often overused and therefore burned-out term "knowledge management" to the better-suited term "knowledge flow management." Provides lessons learned and case studies from real experience

Discusses key knowledge flow components, success factors and traps, and where to start

Covering topics such as the power of scaling, internal marketing, measuring success, cultural aspects of sharing, and the role of Web2.0, Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work allows you to stay up-to-date with today's knowledge flow management, and implement best practices to position your organization to take advantage of all of its assets.

From the Inside FlapWhy do so many organizations struggle with making use of existing knowledge? Why is knowledge sharingmdash;an idea that makes so much sensemdash;so hard to implement? And, why is it not embedded into the everyday practice of every organization if it is so strategic? With proven ideas for making knowledge sharing a successmdash;as well as insights for why it might not have worked beforemdash;Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work draws from author and knowledge-management expert Frank Leistner's experiences, lessons learned, examples, and stories, illustrating what worksmdash;and what doesn't workmdash;within the organizational knowledge flow. Holistic, comprehensive, and grounded in practice, this guide focuses specifically on the human side of making knowledge sharing work, with discussions on: Pragmatic tips and tricks on initiatives that really work and produce extensive value How you can influence the organizational knowledge flow What to consider before starting an initiative The roles you will or should play during your initiative Initiative support, culture, and trustmdash;a recipe for knowledge flow success How you can use marketing to startmdash;and sustainmdash;an initiative Solutions for avoiding obstacles to knowledge flow New ways to look at technology and its role within the knowledge flow Required reading for knowledge managers, CIOs, CKOs, CEOs, and anyone else faced with making decisions aimed at improving an organization's knowledge flow better, Mastering Organizational Knowledge Flow joins years of real experience with proven techniques to drive real business value from your organization's knowledge flow.

From the Back CoverPraise for Mastering Organizational Knowledge Flow How to Make Knowledge Sharing Work "Frank Leistner knows that the widespread circulation of knowledge among people is the only important aspect of knowledge management. This book is particularly useful for anyone faced with facilitating flows of complex technical knowledge in a global organization. Leistner writes about these topics not in the abstract, but as a very effective practitioner." mdash;Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College "The approach and insight demonstrated by Frank takes one beyond the overused humdrum technology approaches often associated with knowledge publications. Frank has focused on a practical, human-centered journey that elegantly addresses real-life, day-to-day business requirements in a savvy and

holistic manner." mdash;Frederick Vail, Head, Intellectual Capital Development, EP, Saudi Aramco "Mastering Organizational Knowledge Flow is one of the few books I know about knowledge management really worth reading. In an economy increasingly based on knowledge and people, no responsible executive can afford to ignore it." mdash;Beat Knechtli, Chief Knowledge Officer, PricewaterhouseCoopers, Zurich, Switzerland "Frank Leistner provides a very savvy guide to the perplexities and possibilities of knowledge flow. He explains practically what he and his colleagues at SAS have learned about sharing, applying, and generating dynamic knowledge. His rich experiences create a map for the rest of us to the creation of significant value for our organizations." mdash;T.J. Elliott, Chief Learning Officer, Vice President, Strategic Workforce Solutions, ETS Get your company's know in the flow! Draw from knowledge-management expert Frank Leistner's breadth of experience and cases to find out what works, and what really doesn't work, in the business world. Take a look inside and you'll find: Practical tips and techniques on initiatives with proven success rates Case studies and lessons learned that you can put right to work Key knowledge-flow components, success factors, and traps About the AuthorFrank Leistner, Chief Knowledge Officer at SAS Institute, is responsible for driving internal knowledge management within SAS via worldwide initiatives. Before coming to SAS, he worked for Siemens-Nixdorf in a United Statesndash;Germany liaison role. He has been driving worldwide knowledge management initiatives within SAS since 1997 and has been a participant of the Harvard Graduate School of Education Learning Innovations Laboratory roundtable since 2003.