



## THE FUTURE OF KNOWLEDGE MANAGEMENT

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## AGENDA



- 1998 My predictions for KM
- 2014 Where are we now?
- 2025 Towards the Future for KM

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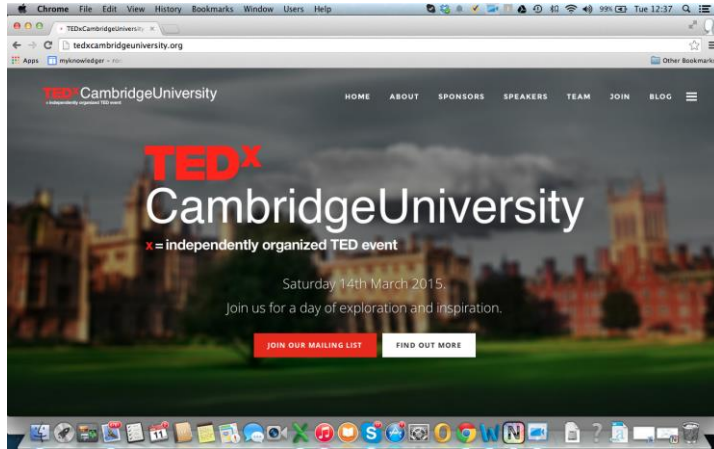
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St John's Innovation Centre, Cambridge, UK

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# TEDx Cambridge University 2015



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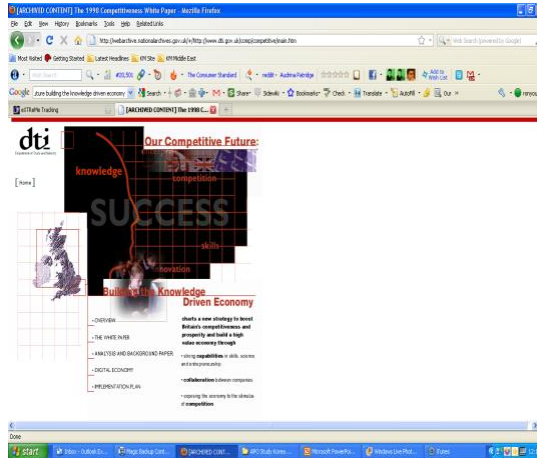


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# 1998 UK Government White Paper Building a Knowledge Driven Economy



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## 1998 A FEW THINGS I SAID ...

- ORDINARY & EXTRAORDINARY
- KNOWLEDGE BASED & KNOWLEDGE DRIVEN
- FRAGMENTED SCHOOLS OF KM
- NEW MINDSET NEEDED

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# ARE WE THROWING THE BABY OUT WITH THE BATHWATER?



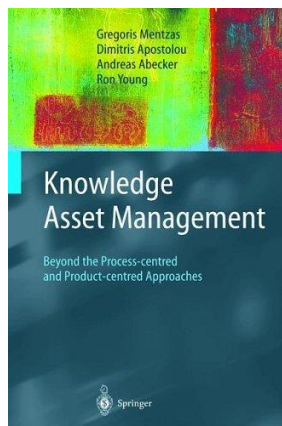
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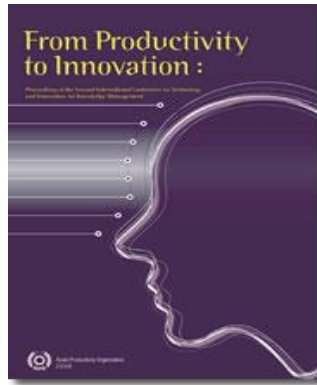
## 2003 Knowledge Asset Management



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# 2007 The Asian Productivity Organization



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# APO KM Publications 2009-2014

[www.apo-tokyo.org](http://www.apo-tokyo.org)



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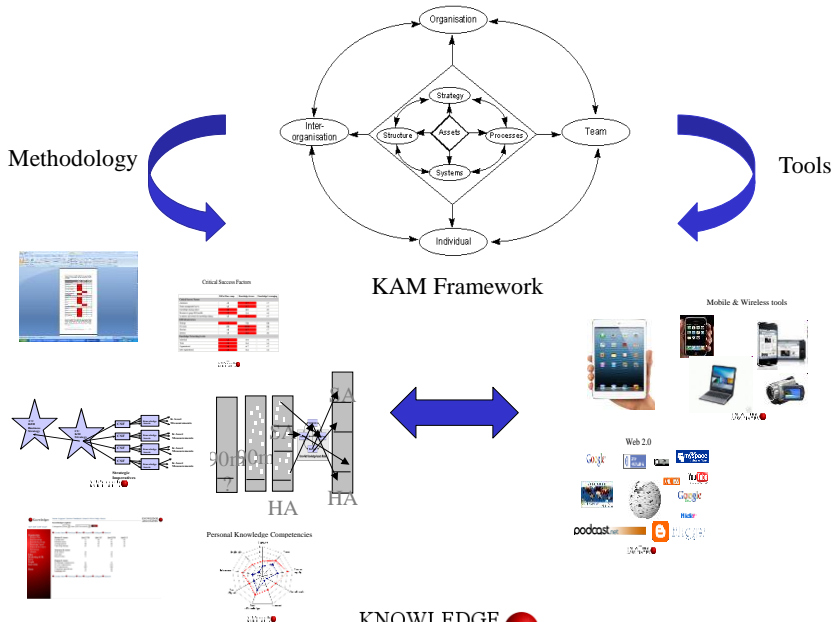
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## SOME KEY OBSERVATIONS

- KM IS NOT MAINSTREAM YET
- SEEN BY SOME AS FAD, FASHION, NOVELTY, NOW PAST SELL BY DATE
- NO SILVER BULLETS
- GOOD WORK HIDDEN OR DISCREDITED

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## WHAT THE EXPERTS SAY



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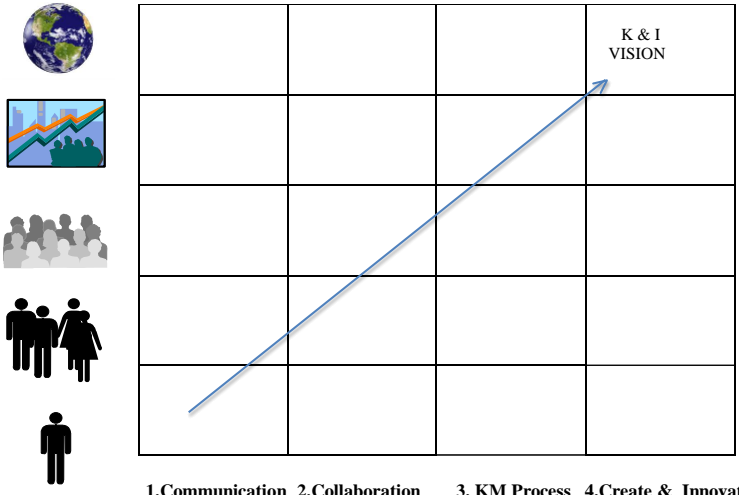
## NEW KNOWLEDGE PARADIGM

- PHILOSOPHY OF KNOWLEDGE
- KNOWLEDGE ECONOMIC THEORY
- KNOWLEDGE POLITICS
- KNOWLEDGE TOOLS / MEASUREMENTS
- KNOWLEDGE COMPETENCIES

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## The 5 Dimensions of Knowledge & Innovation



1. Communication 2. Collaboration 3. KM Process 4. Create & Innovate

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## PEOPLE DRIVEN WIKI'S, BLOGS, TWEETS, SOCIAL NETWORKS



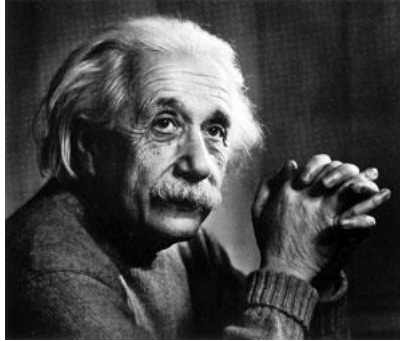
- AFFORDABLE
- EASY TO USE
- POWERFUL
- EMPOWERING
- FUN TO USE



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## GENIUS OF SIMPLICITY



“The definition of genius is taking the complex and making it simple.”

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## SIMPLE ELEGANCE

The Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).

Google Search

I'm Feeling Lucky

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# BOEING 299 'FLYING FORTRESS' COCKPIT



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## B17 CHECKLIST

APPROVED B-17F and G CHECKLIST	
REVISED 3-1-44	
PILOT'S DUTIES IN RED	
COPILOT'S DUTIES IN BLACK	
<b>BEFORE STARTING</b>	<b>ENGINE RUN-UP</b>
1. Pilot's Preflight—COMPLETE	1. Brakes—Locked
2. Form 1A—CHECKED	2. Trim Tabs—SET
3. Controls and Seats—CHECKED	3. Exhaust Tubes and Props
4. Fuel Transfer Valves & Switch—OFF	4. Check Generators—CHECKED & OFF
5. Intercooler—Cold	5. Run-up Engines
6. Gyros—UNLAGED	<b>BEFORE TAKEOFF</b>
7. Fuel Shut-off Switches—OPEN	1. Tailwheel—Locked
8. Gear Switch—NEUTRAL	2. Gyro—Set
9. Cowl Flaps—Open Right—	3. Generators—ON
OPEN LEFT—Locked	<b>AFTER TAKEOFF</b>
10. Turbos—OFF	1. Wheel—PILOT'S SIGNAL
11. Idle cut-off—CHECKED	2. Power Reduction
12. Throttle—CLOSED	3. Cowl Flaps
13. High RPM—CHECKED	4. Wheel Check—OK right—OK LEFT
14. Autopilot—OFF	<b>BEFORE LANDING</b>
15. Doors and Anti-liners, Wing and	1. Radio Call, Airborne—SET
Prop—OFF	2. Crew Positions—OK
16. Cabin Heat—OFF	3. Autopilot—OFF
17. Generators—OFF	4. Booster Pumps—On
<b>STARTING ENGINES</b>	5. Mixture Controls—AUTO-RICH
1. Fire Guard and Call Clear—LEFT Right	6. Intercooler—Set
2. Master Switch—OK	7. Carburetor Filters—Open
3. Battery switches and inverters—ON &	8. Wing Deicers—ON
CHECKED	9. Landing Gear
4. Parking Brakes—Hydraulic Check—On—	a. Visual—Down Right—DOWN LEFT
CHECKED	Tailwheel Down, Antenna in, Ball
5. Booster Pumps—Pressure—ON &	Turret Checked
CHECKED	b. Light—OK
6. Carburetor Filters—Open	c. Switch OFF—Neutral
7. Fuel Quantity—Gallons per tank	10. Hydraulic Pressure—OK Valve closed
8. Start Engines: both magnetos on	11. RPM 2100—Set
after one revolution	12. Turbos—Set
9. Flight Indicator & Vacuum Pressures	13. Flaps 1-1/2 Down
CHECKED	<b>FINAL APPROACH</b>
10. Radio—On	14. Flaps—PILOT'S SIGNAL
11. Check Instruments—CHECKED	15. RPM 2100—PILOT'S SIGNAL
12. Crew Report	
13. Radio Call & Altimeter—SET	

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# KNOWLEDGE CHALLENGE



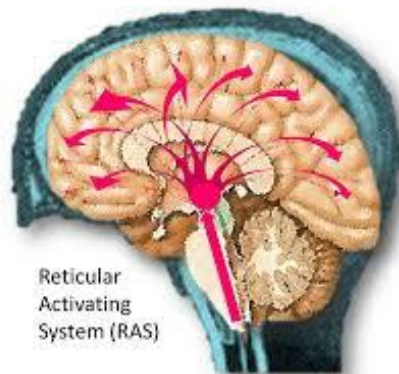
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# RETICULAR ACTIVATING SYSTEM



Reticular  
Activating  
System (RAS)

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The RAS filters and prioritizes sensory information to let the mind be focused and alert.



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## SHARED VALUES & BELIEFS



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“The most important, and indeed truly unique, contribution of management in the 20<sup>th</sup> century was the fifty-fold increase in the productivity of the manual worker in manufacturing.



The most important contribution management needs to make in the 21<sup>st</sup> century is similarly to increase the productivity of knowledge work and the knowledge worker”



Peter F. Drucker



**KNOWLEDGE LEADERS SHAPE  
THE KNOWLEDGE DRIVEN  
ORGANISATION**

**KNOWLEDGE ASSETS ARE THE  
KEY STRATEGIC ASSET**

# QUESTIONS / CHALLENGES?



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