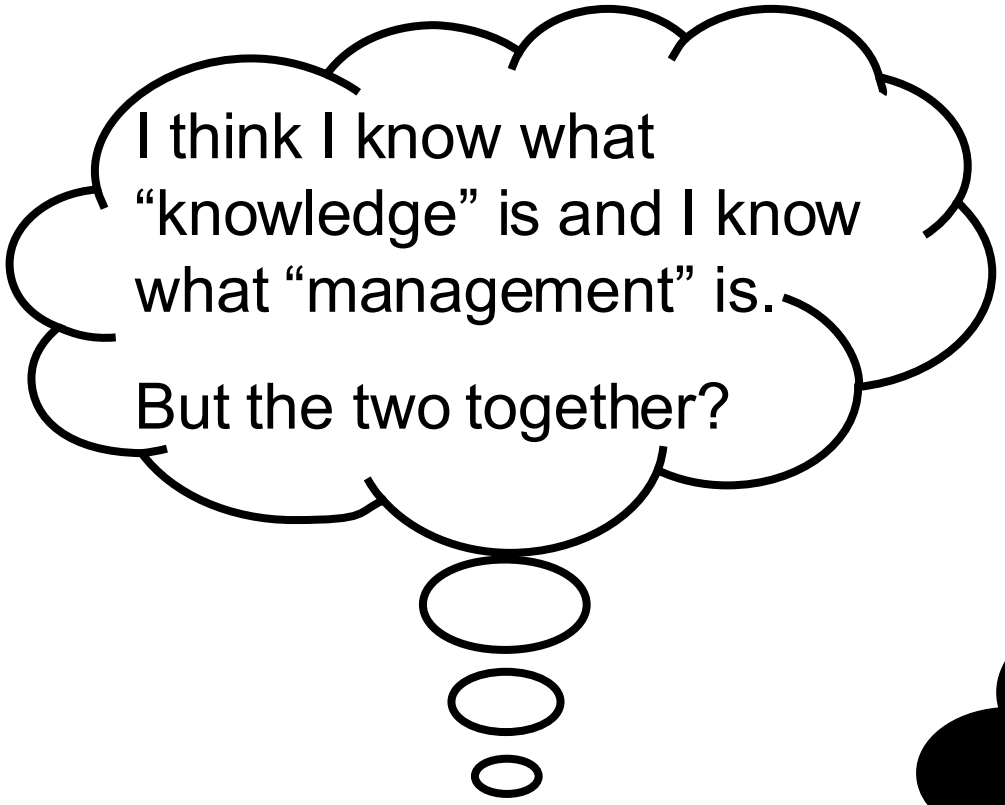
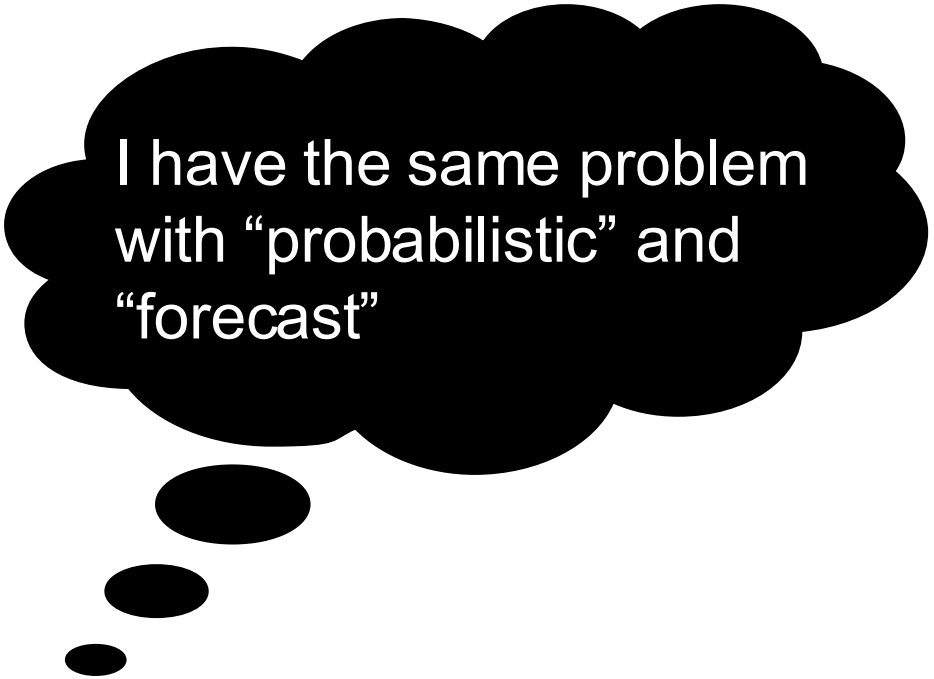
Knowledge Management

A Tool for Improved Knowledge Communication and Decision Making

Jacques Descurieux
Meteorological Service of Canada


I think I know what "knowledge" is and I know what "management" is.
But the two together?


I have the same problem with "probabilistic" and "forecast"

Knowledge Management

vs.

Information Management

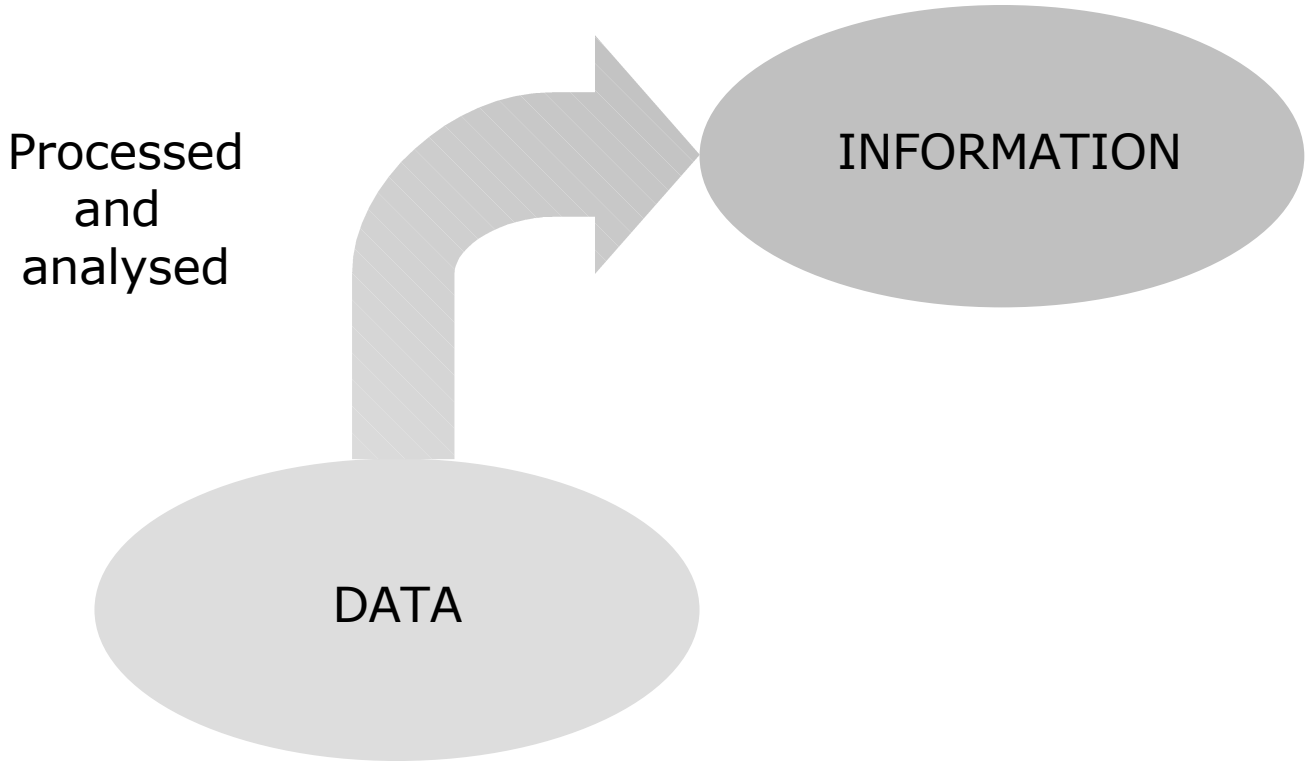
Data?

Factual, unrefined and unfiltered

Words, numbers, diagrams, etc.

Information?

Processed data put into context


Processed
and
analysed
INFORMATION
DATA

Knowledge?

Know-why Know-what

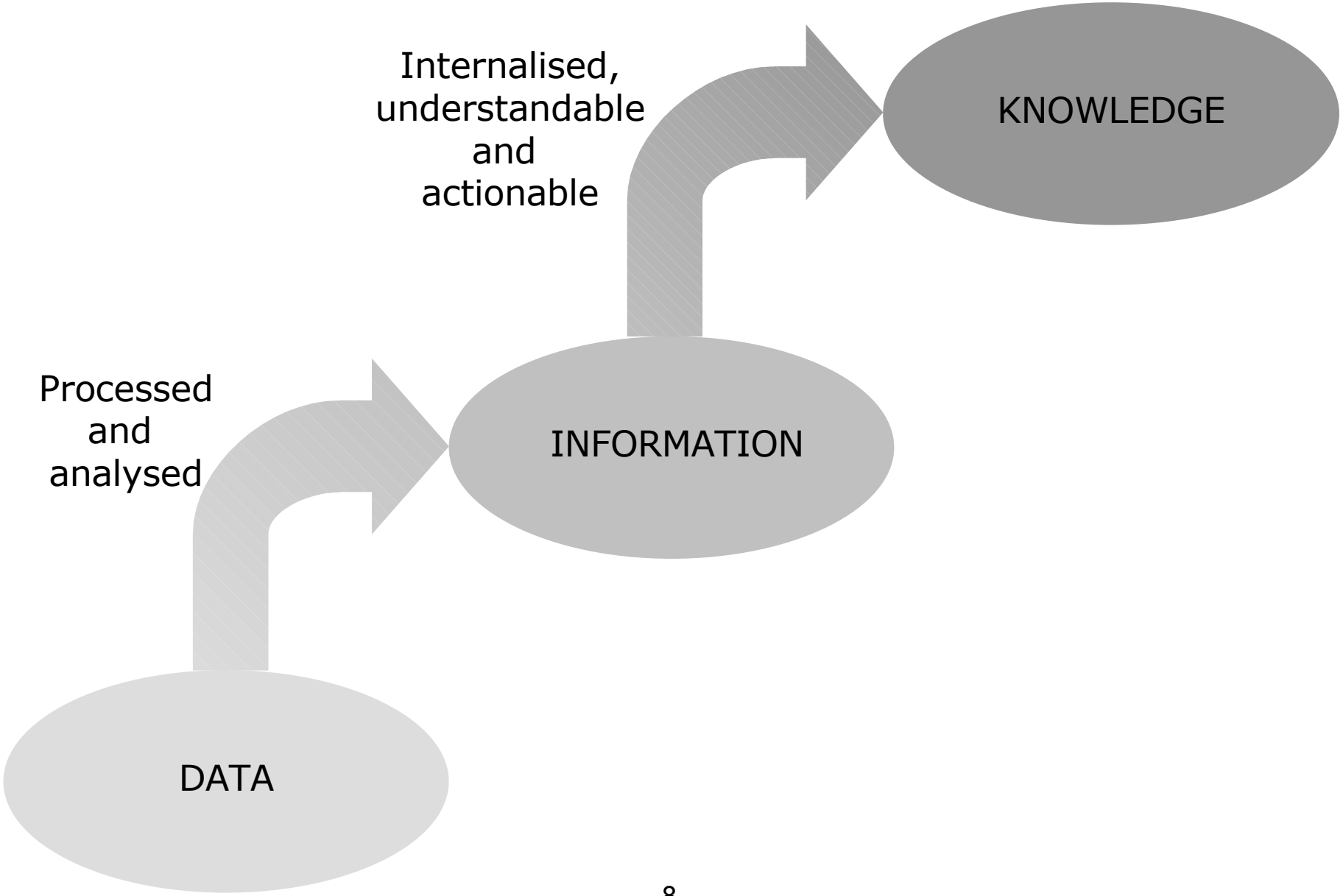
Know-how

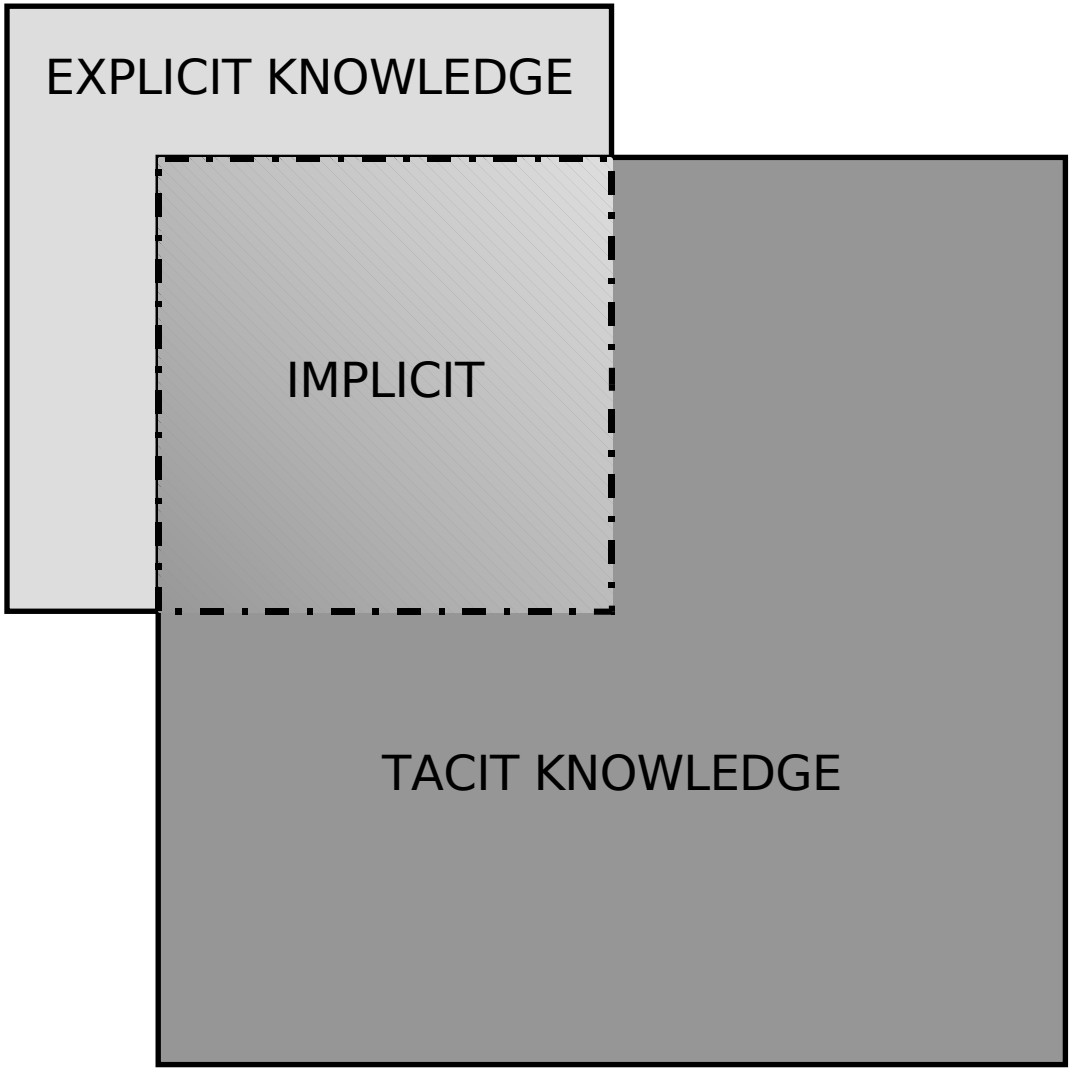
Internalised information with meaning

usable, understandable, applicable

and

actionable


Internalised, understandable and actionable
KNOWLEDGE
Processed and analysed
INFORMATION
DATA



"WE SPEAK OR WRITE
ABOUT A FRACTION
OF WHAT WE KNOW"

"WE COULD TALK
ABOUT SOME OF THE
THINGS WE KNOW
BUT
HAVE YET
TO EXPRESS THEM"

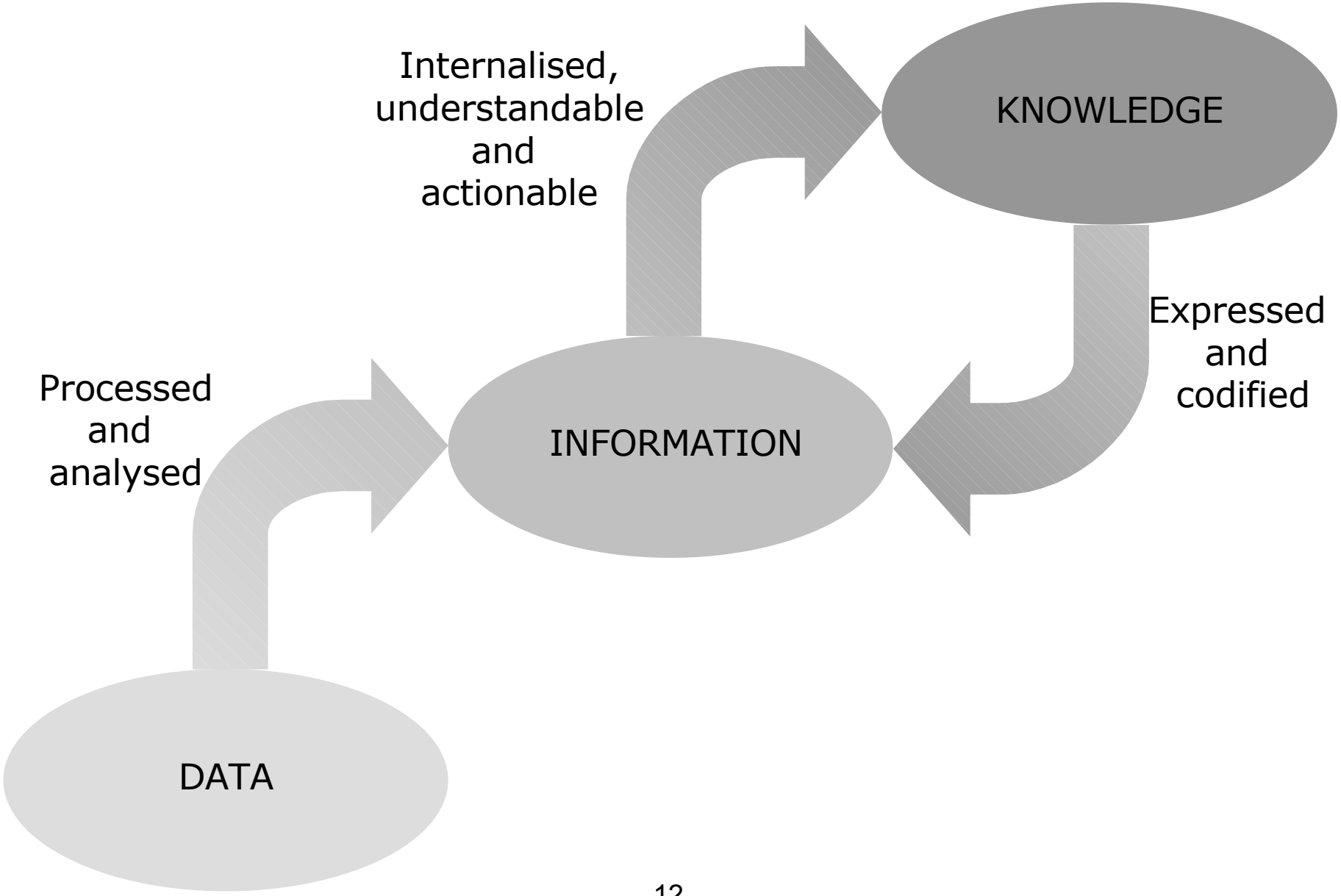
"WE KNOW MORE
THAN
WE CAN TELL"

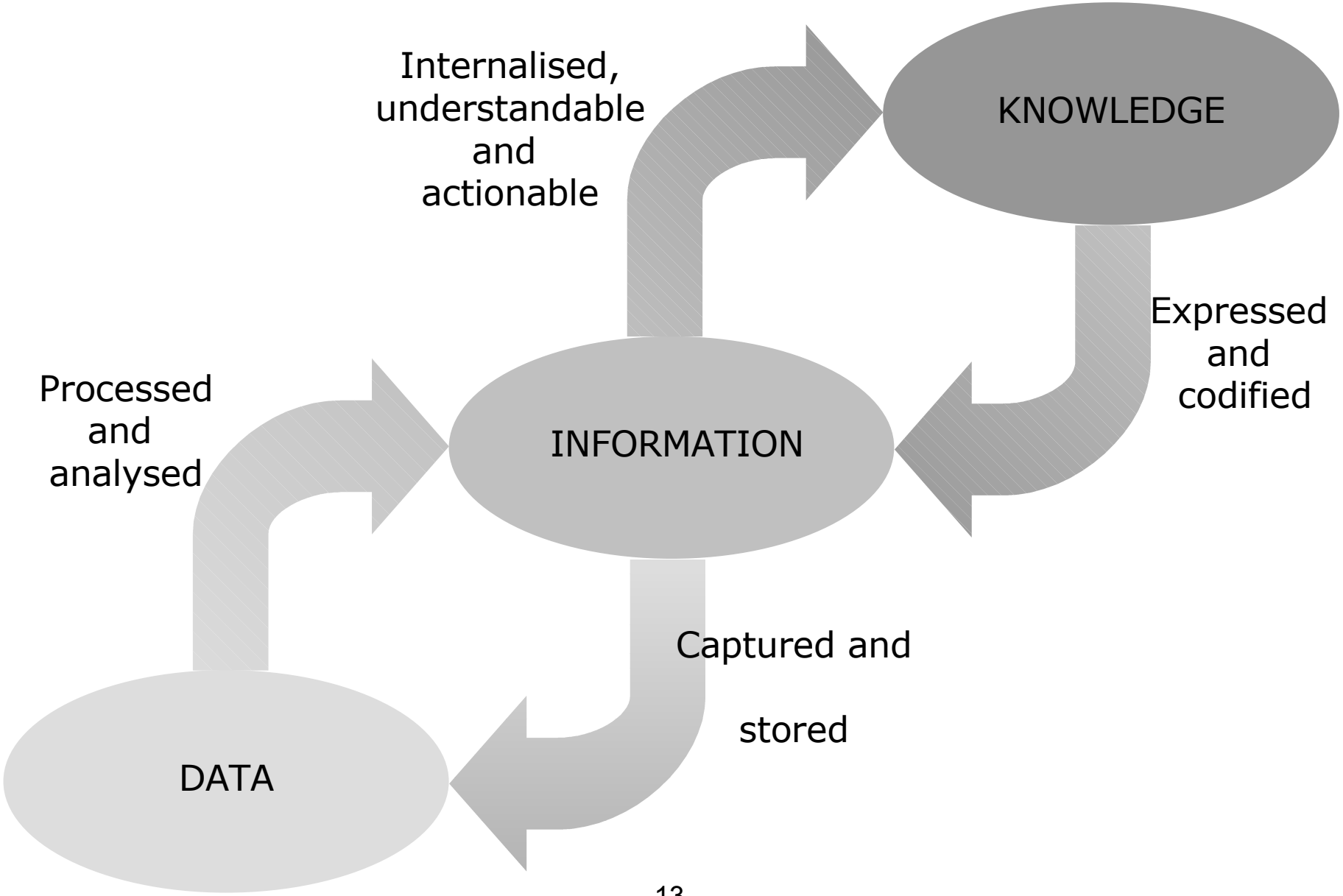
Information Management?

Processed data put into context

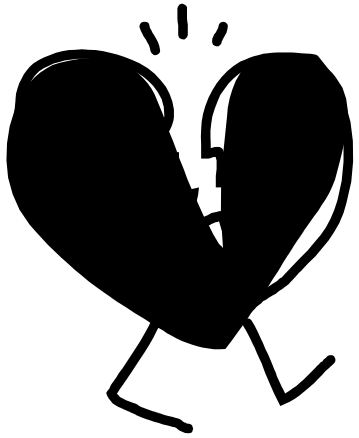
Knowledge Management?

Select, internalise, refine, analyse, transfer and share information to make it understandable, usable and actionable
for decision making


Internalised, understandable and actionable
KNOWLEDGE
Expressed and codified
Processed and analysed
INFORMATION
DATA

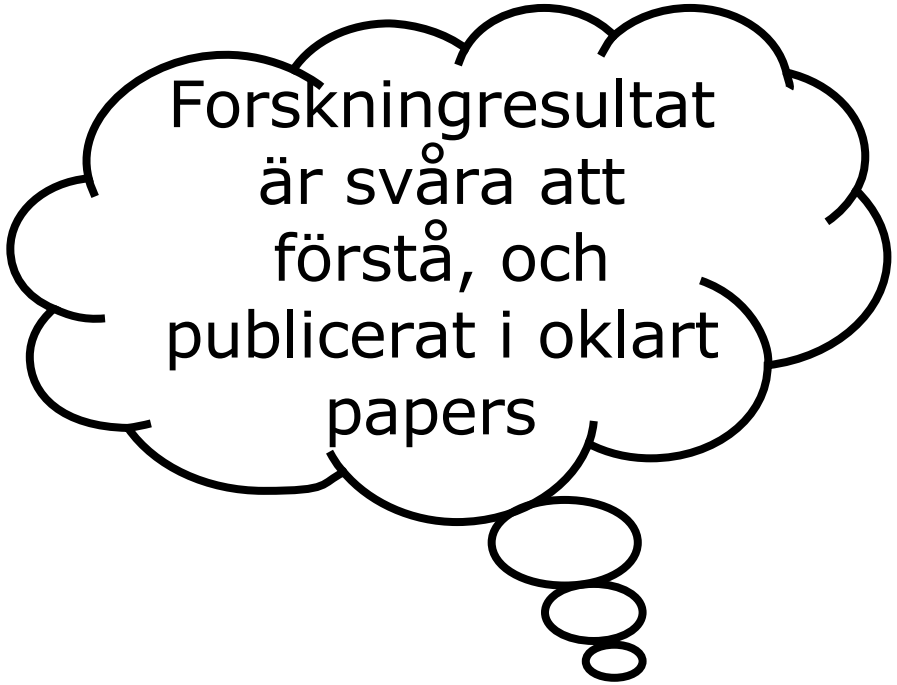

Internalised, understandable and actionable
KNOWLEDGE
Expressed and codified
Processed and analysed
INFORMATION
Captured and stored
DATA

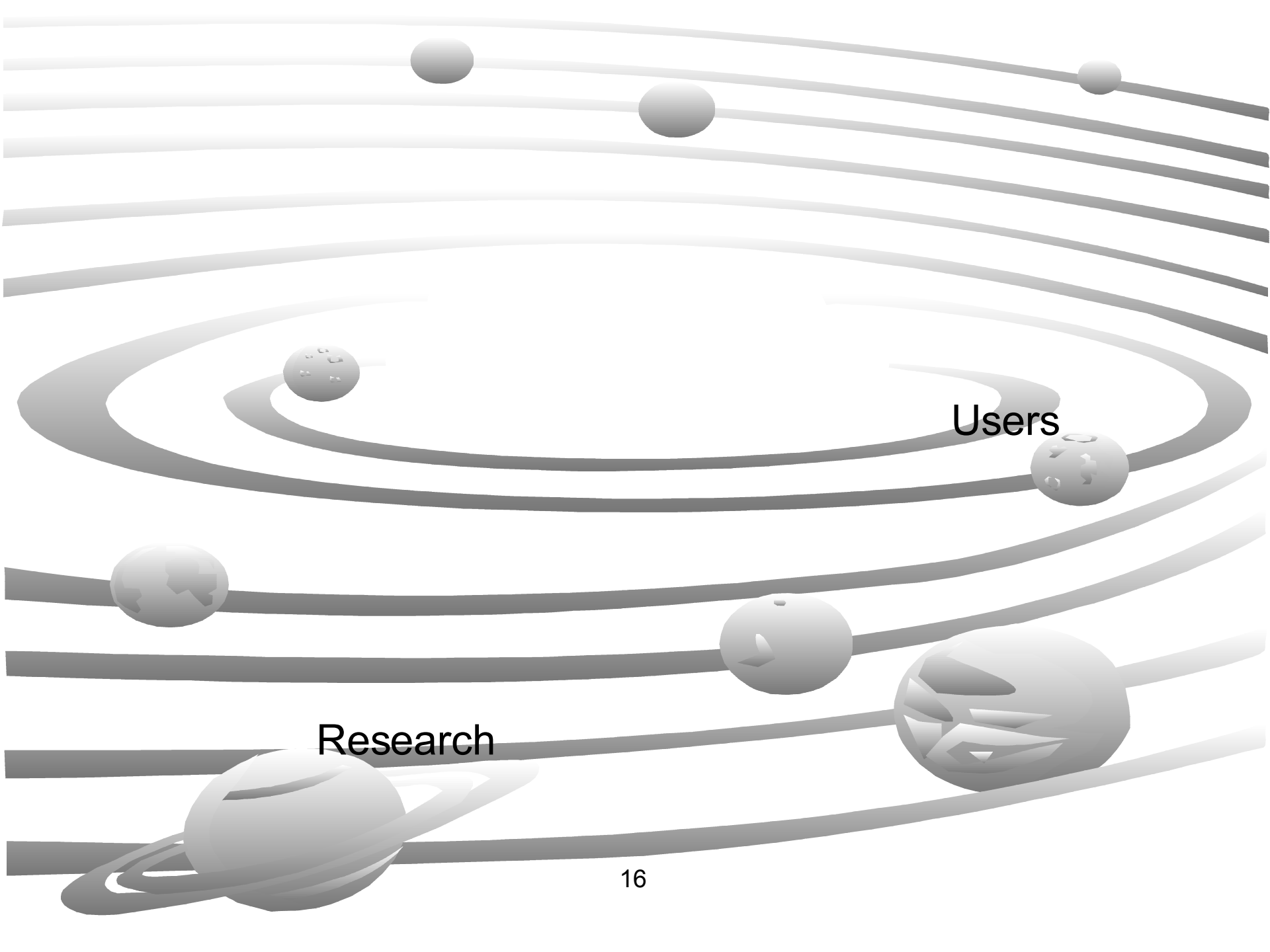
50 ways to leave your lover



36 ways to fail

knowledge communication




Users
Research

The inhabitants of Research tend to think that "decision makers":

Do not understand the "scientific" process

Often do not know what they want or need

Expect practical application from theoretical research

Are unaware of important "researchable" questions

Ignore research's findings

Do not incorporate research finding in decision making

The population of Users tend to believe that "scientists":

Fail to understand decision needs.

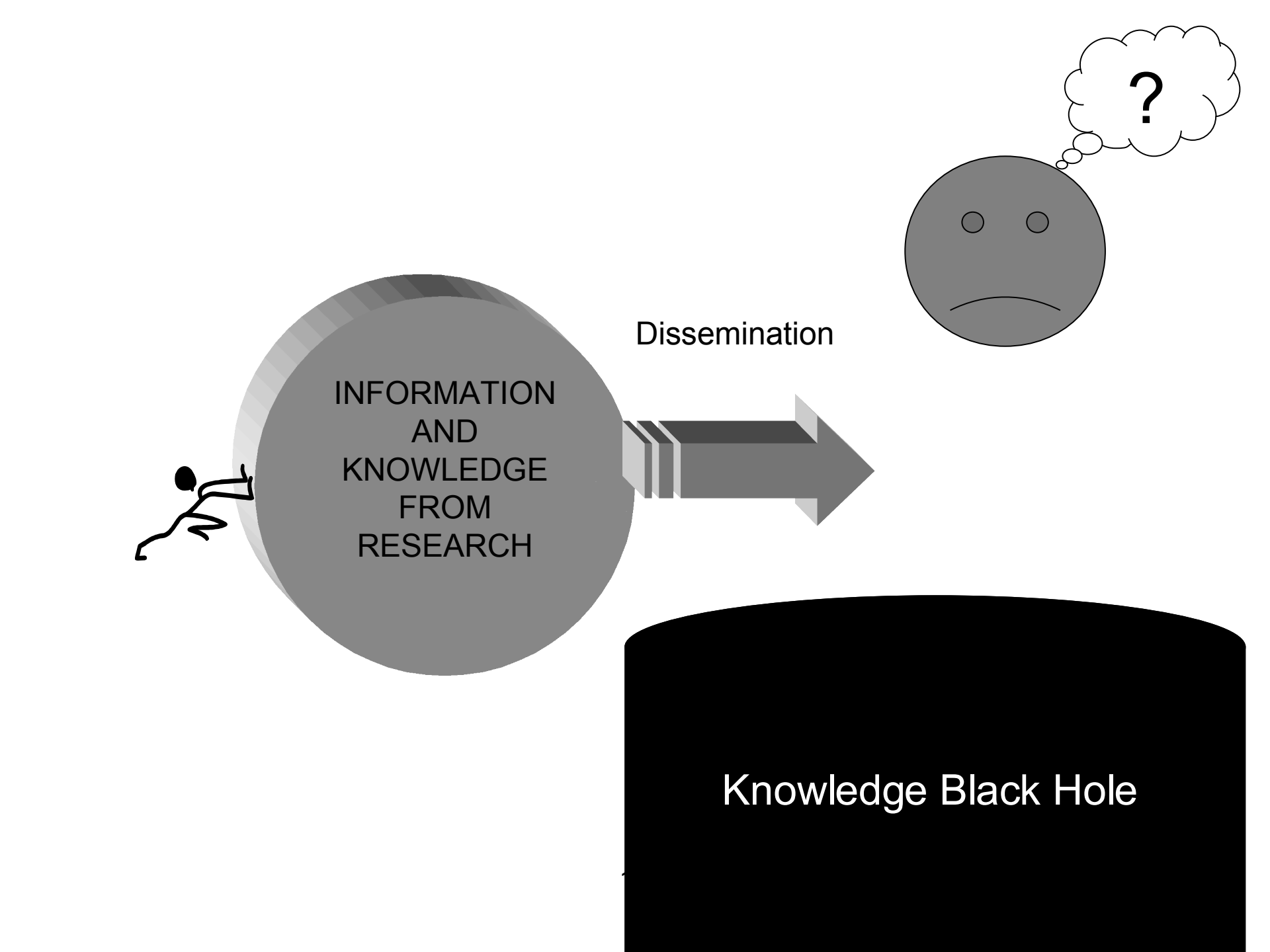
Have unrealistic time scales (years instead of days)

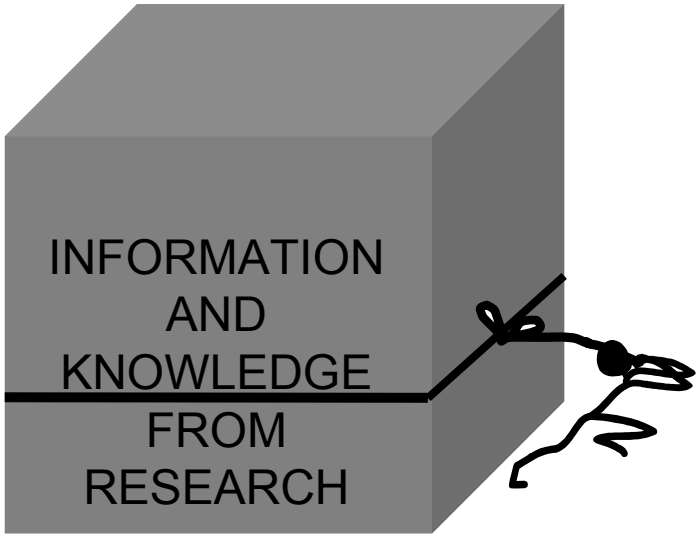
Are poor communicators

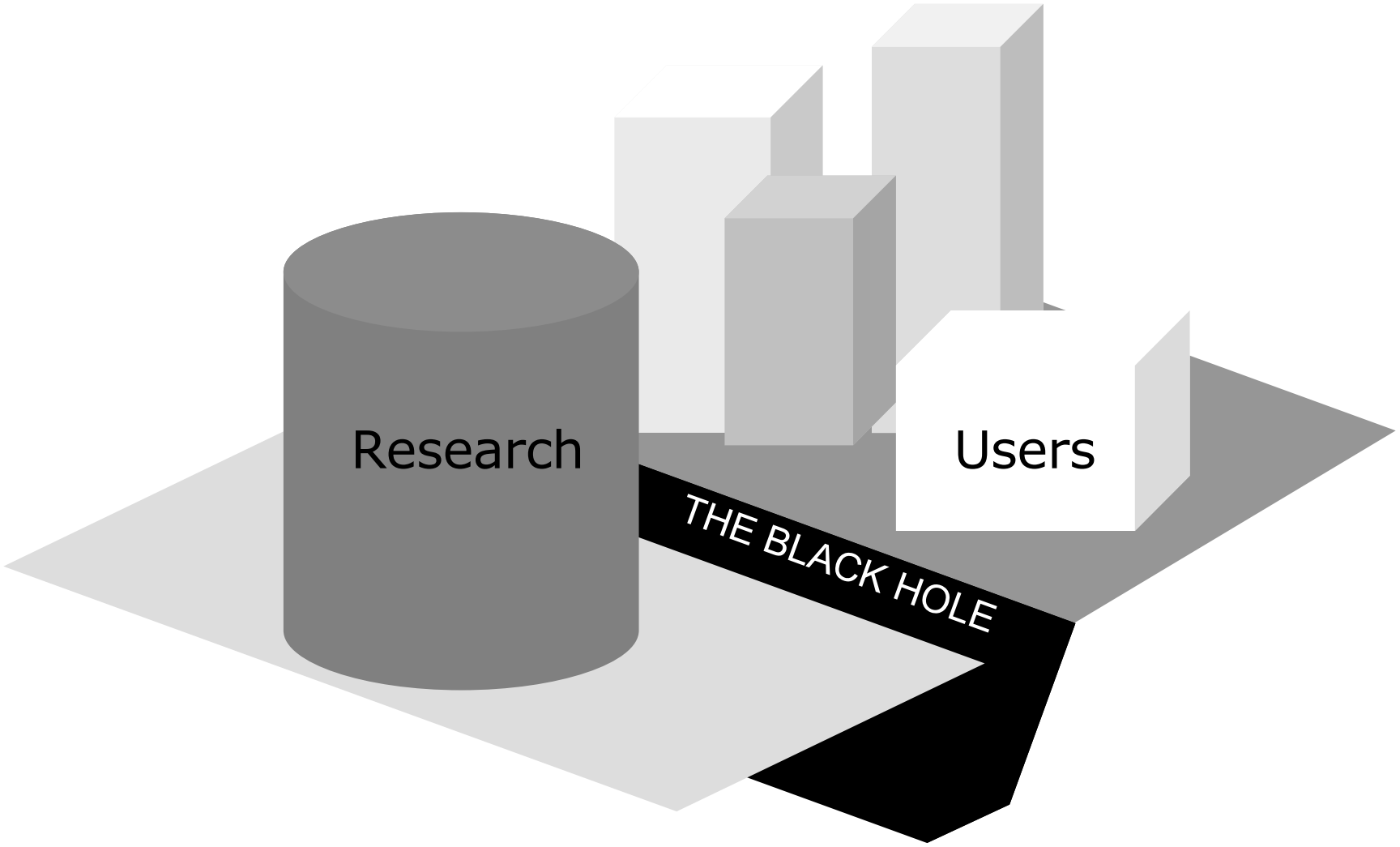
Only rely on written communication in obscure publications

Do not provide solutions to real problems

Do not provide evidence supported tools for decision making


?
Dissemination
INFORMATION AND KNOWLEDGE FROM RESEARCH
Knowledge Black Hole


INFORMATION
AND
KNOWLEDGE
FROM
RESEARCH


Research
Users
THE BLACK HOLE

Two approaches:

3. Realign the scientific priorities with the societal needs

Meeting in the middle

- Knowledge sharing objectives should be an integral part of, and build into the research process.
- Knowledge “co-production” between “experts” and “users” must become the norm
- Adopt “knowledge brokering”

Two approaches:

- Realign the scientific priorities with societal needs
- Apply basic communication techniques

Knowledge Communication is about:

- What you want your target audience to know *(know why)*
- What you want your target audience to believe *(Know what)*
- What you want your target audience to do *(Know how)*

The 5 “C”

- Clear
- Concise
- Consistent
- Continuous
- Compelling

Thank you

Questions?

Licence / License

This work is licensed under a Creative Commons Attribution 2.5 Canada License:

http://creativecommons.org/licenses/by/2.5/ca/

Cette création est mise à disposition sous un contrat Creative Commons:

http://creativecommons.org/licenses/by/2.5/ca/deed.fr_CA