International Transportation Research Information Access: Challenges and Opportunities

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Agenda

• Who am I
• Where the rocks are
• Rethinking knowledge work
• The final frontier
WHO AM I?
Gordon Vala-Webb

Provide advice for leaders

Design Lead – PwC global social networking project - PwC

Ex-National Director, KM
PwC Canada

15 years in public sector

No profit :( 

Non-profit
What is PwC?

- **Size**
  - PwC is a network of member firms in 158 countries with close to 169,000 people

**What it does**
- Leading professional services firm
  - Audit and assurance
  - Consulting
  - Deals
  - Tax

**Complexity**
- See above
WHERE THE ROCKS ARE
The unknown unknowns

As we know,

There are known knowns.
There are things we know we know.

We also know

There are known unknowns.

That is to say

We know there are some things
We do not know.

But there are also unknown unknowns,
The ones we don't know
We don't know.
Some rocks . . .

'It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.'

Charles Darwin

- Attention economy
- Information overload
- Do more with less
- Changing technology
The “known known” diseases

- Libraritis
- Content-Context disassociationism
- Center Orientation Syndrome
- Why-ectomy
- Size matters . . .
For cities, bigger is better

- With each doubling of city population, each inhabitant is, on average, 15 percent wealthier, 15 percent more productive, 15 percent more innovative, and 15 percent more likely to be victimized by violent crime

Source: http://www.pnas.org/content/104/17/7301.full
• For organizations, bigger is bad

In companies with over 1,000 employees, the average productivity of an employee drops by more than ¼ for each order-of-magnitude increase.

RETHINKING KNOWLEDGE WORK
Rethinking knowledge work

Co-ordination

Network

Routine Work

Transaction

Expert

Interpretation / Judgement

Networking Expertise location

Adapted from “Rethinking knowledge work” by Thomas Davenport, Feb 2011

Content mgmt and information presentation

Individual

Group
Moving to participating in decisions

People as active participants

Need to Know

Network

Transaction

Need to Decide

People as passive consumers
“Networked” work requires a fundamental shift in organizational and KM thinking

**Mgmt of K assets**
**Mgmt of decision-making**

What do they need to know
What do they need to decide

People as passive consumers
People as active participants

JIC / Push
JIT / Pull

Thinking animals that feel
Feeling animals that think

SMART goals
Connection, purpose, learning
The final frontier, to go where no one has gone before
How to get from here to there

• What is your why? For whom?
• What do they want?
• How do you see the world?
• What are you good at?
Thanks

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