

Storytelling to Transform Your KM Projects, Strategy, and Culture

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#kmpg2



Who am I?



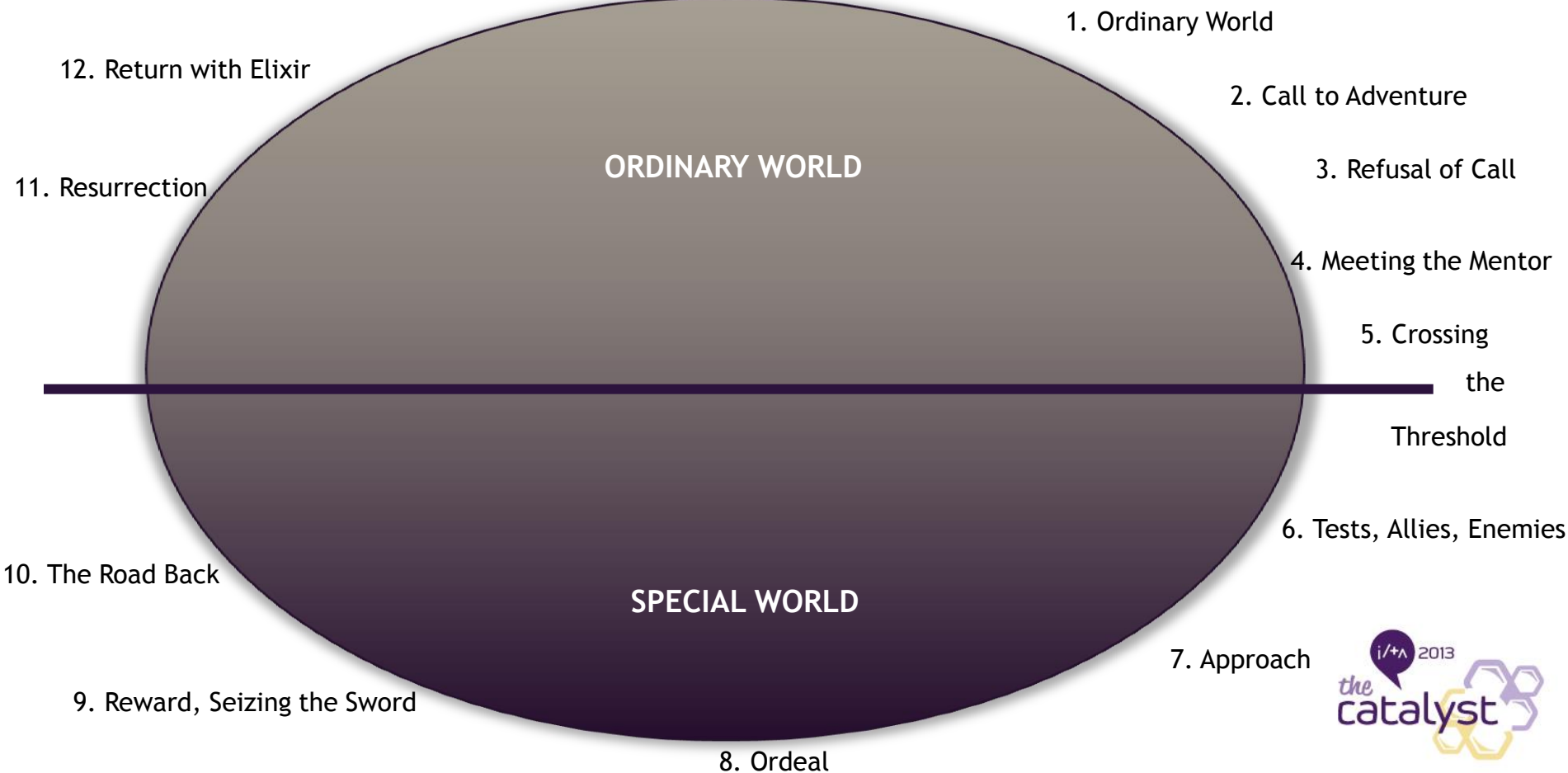
The Power of Stories

“I found that a certain sort of story enables change by providing direct access to the living part of the organization. It communicates complicated change ideas while generating momentum toward rapid implementation. It helps an organization reinvent itself.”

Stephen Denning

*-- award-winning author, KM guru,
and former KM Program Director, World
Bank*

The Hero's Journey



The Hero's Journey: Enterprise Search

TRADITIONAL LAW FIRM

KM-POWERED LAW FIRM

1. Native Search in Each Application

2. Too slow, not-integrated,
poor results...

3. Familiar and cheaper

4. Some interested
lawyers talk to KM

5. Firm purchases
product

6. Pilot: skeptics,
bugs, resistance,
small issues exaggerated

7. Champions start
to see value

8. "Pull the plug!"

9. "But, it's so much better!"

10. Champions reflect
and consider how hard it
would be to go back to old way

11. Champions
& leadership
adopt tool
as new
normal

12. Embedded in lawyers'
& firm's daily work



What do I mean?



Now what?

- ◆ What is your KM story?
- ◆ What is your next project's story?
- ◆ What is your next big move?