

# How to Break Down Silos with Content Expertise

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**Fall Conference 2016**

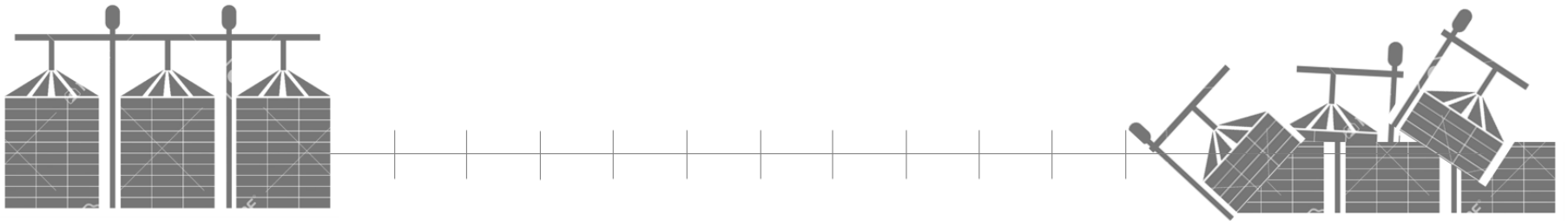
**The Computer Education Management Association**

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# Agenda

- Silo Continuum
- Internal vs External
- Your Silos
- Our Approaches
- Our Successes
- Our Failures
- Action Plan
- Questions

# Silo Continuum



# Internal vs. External

- Not that different
- Objectives:
  - Accuracy of content
  - Quantity of content
  - SMEs
  - Establish credibility
  - Increased collaboration

Customer  
Support

No Consistency

Consulting

Department-Specific

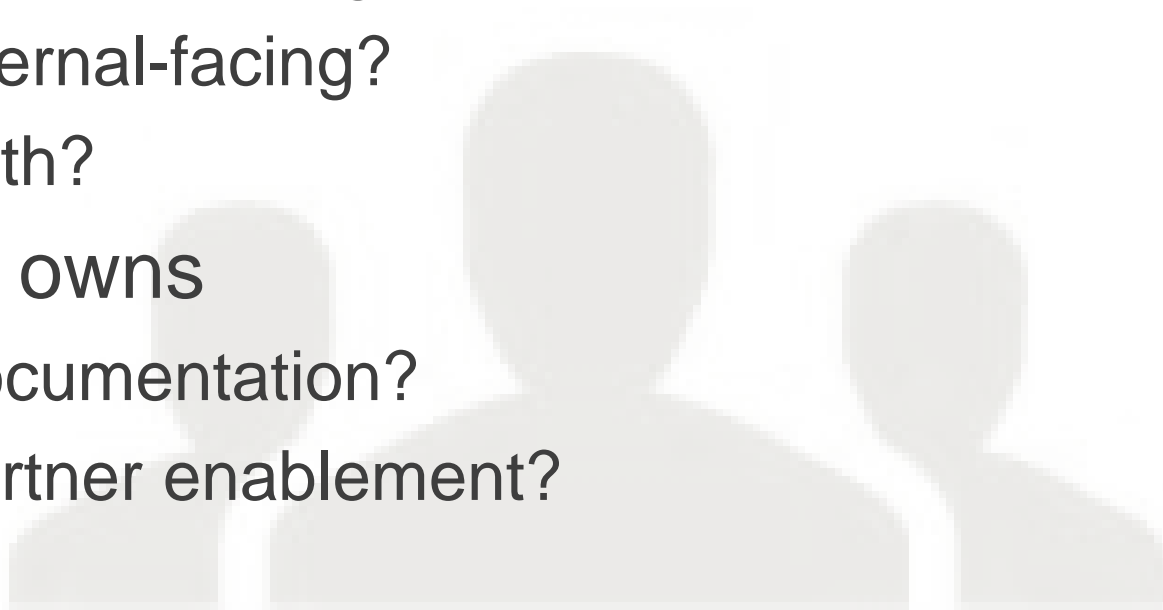
Gaps

Product  
Releases

Ad Hoc Approach

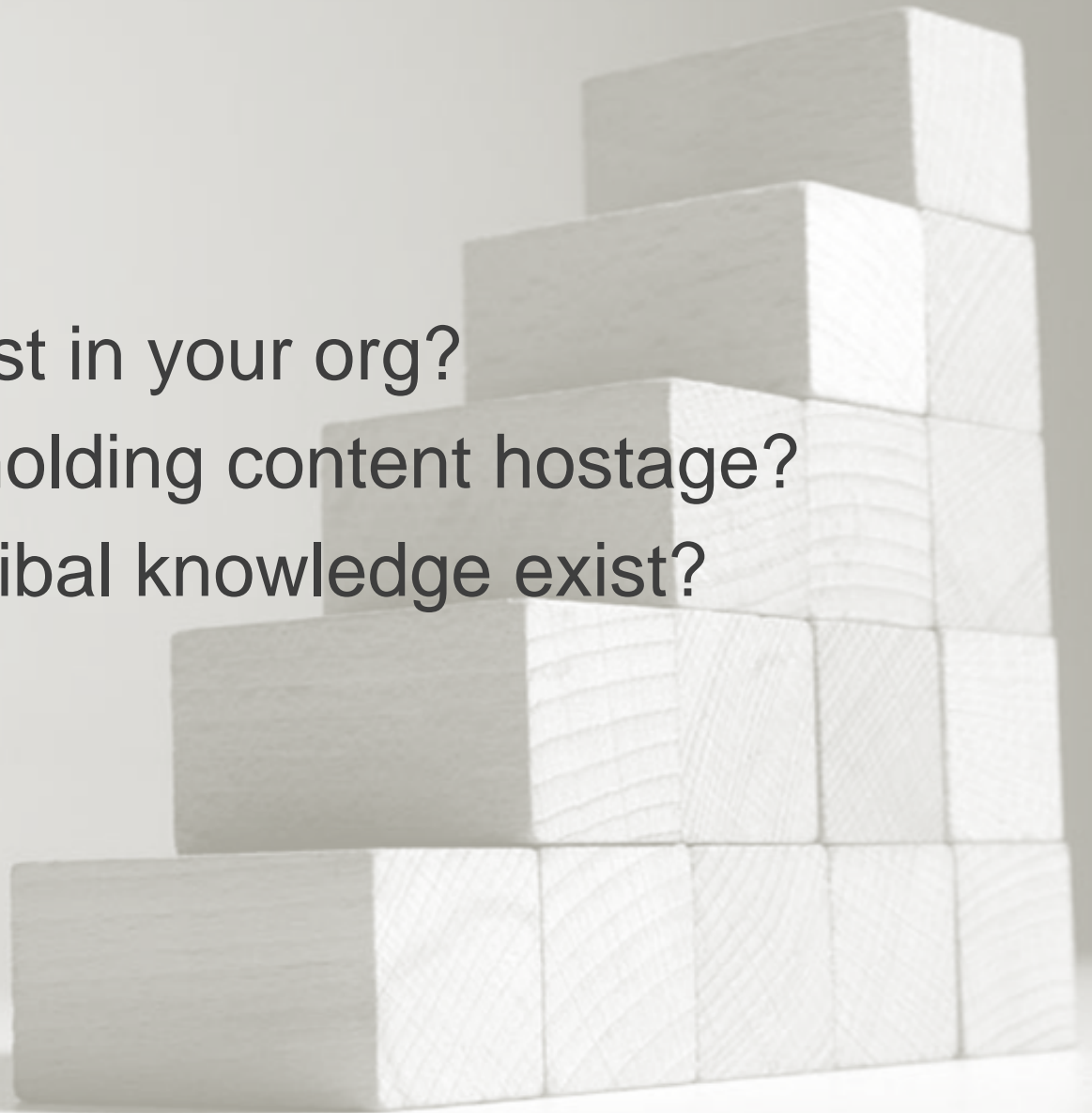
# How about you?

- Who in here is
  - External-facing?
  - Internal-facing?
  - Both?
- Who owns
  - Documentation?
  - Partner enablement?



# Silos

- What silos exist in your org?
- What dept is holding content hostage?
- Where does tribal knowledge exist?



# Our Strategies

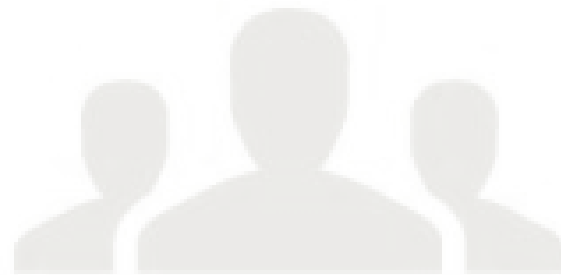
The background of the slide features a faded, grayscale image of an industrial facility. Several large, cylindrical silos are visible. One silo in the foreground is tilted at a steep angle, and a thick stream of white material, likely a powder or granules, is pouring from its base onto the ground. Other silos are visible in the background, some with ladders and pipes. The overall scene suggests a manufacturing or processing plant.

- Energy
- Credibility
- Relationships
- Potential Sources
- Plans and Processes
- Executive Sponsorship
- Go Viral
- Measure



# Your Strategies

What have YOU  
done?



# Our Tactics

- Energy:
  - Multiple approaches—make it easy
  - Persistence
  - Inertia
- Credibility:
  - Target gaps, behaviors
  - Quality or Quantity
  - Plans and Processes
- Relationships:
  - Support others

# Our Tactics Continued

- Executive Sponsorship:
  - Sponsor vs Advocate
- Potential Sources:
  - Evaluate not-so-obvious sources
  - Incent SMEs
  - Superheroes and Thank yous
  - Competitions
- Measure:
  - Visible success

# Executive Stakeholder Alignment

## STRATEGY

What are the perceived performance gaps to meet the business imperatives?

## TACTICS

Interview executives and managers to define the performance gaps.  
Identify learning topics based on gaps (Learning Agenda)

# How do I help people improve their personal brand equity?

## STRATEGY

How can I elevate the social standing for those that work with Domo U?

How do I ensure that SMEs make recognized contributions to the business?

## TACTICS

Create artificial scarcity  
Course names – “Advanced”  
Exclusive rewards for SMEs

Demonstrated link to key business outcomes  
Link contributions to the customer

# Tell Memorable Stories

## STRATEGY

What are the stories I want to tell?

## TACTICS

“I was promoted b/c of my SME involvement with Domo U”

“My job is more fun, more creative b/c of Domo U.

”I’m smarter because of Domo U”

# External Triggers

## STRATEGY

What external frequent events can I associate with Domo U?

## TACTICS

Snickers Bar Stickers



UNIVERSITY  
for  
Domosapiens

**DOMO U FOR DOMOSAPIENS IS THE ANSWER  
TO YOUR HUNGER.**

Satisfy your craving for knowledge—search for:

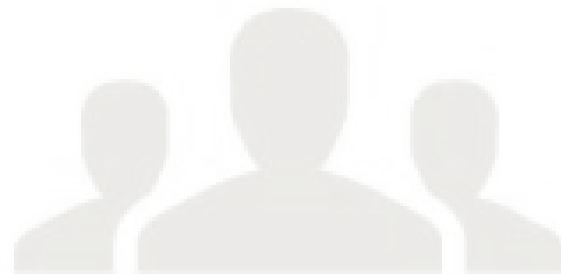
Domo U-Domosapiens in: [domo.domo.com](http://domo.domo.com).

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# Your Tactics

What have YOU  
done?





# What Didn't Work

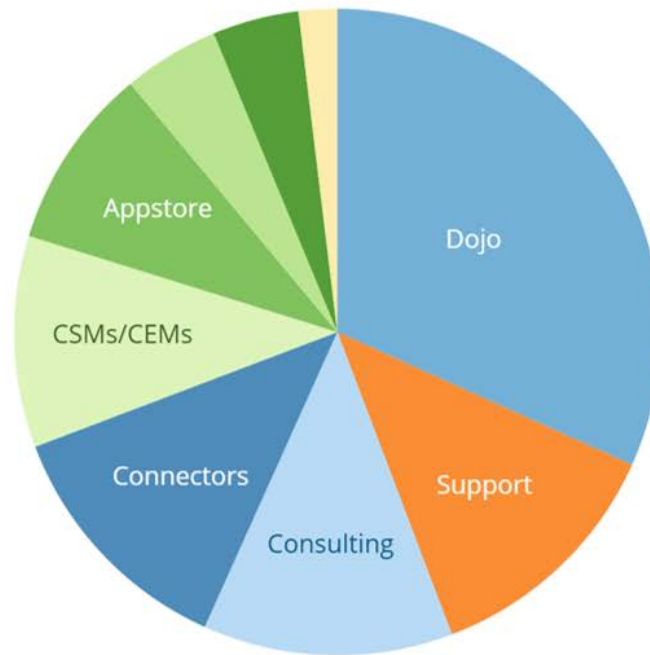
- Territorial
- Greedy
- Effective vs. efficiency metrics
- Too much work for 1 person

# Success—External

Content Sources (pre-curation; outside of DomoU)

**208** Sum of Number of Docs Pulled in

Dojo	66
Support	26
Consulting	26
Connectors	26
CSMs/CEMs	22
Appstore	19
Product	10
Innovation	9
Japan & Global	4
HR	0
SalesConsulting	0
Marketing	0
Other	0

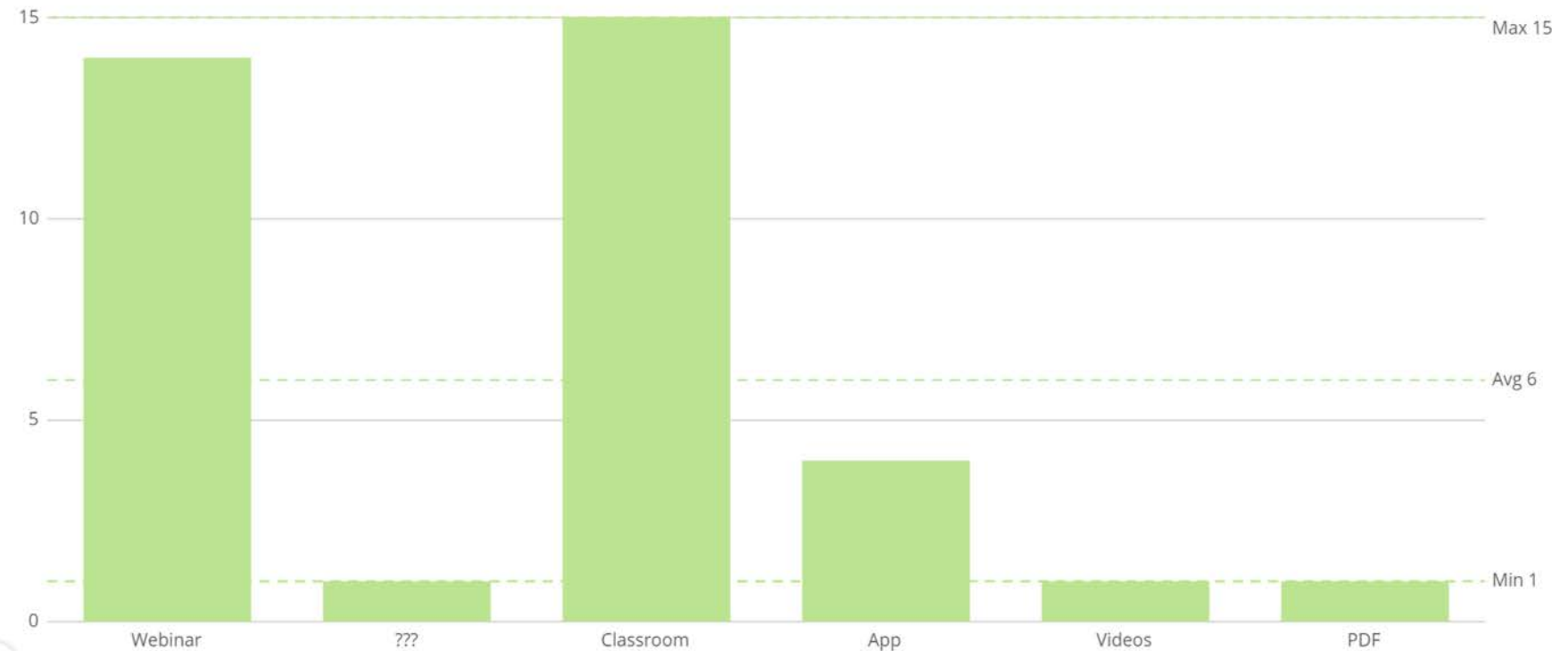


Total  
208

# Success—External

Number of Courses Created Nov 1, 2015 - Nov 1, 2016

**36** Count of Number of Courses

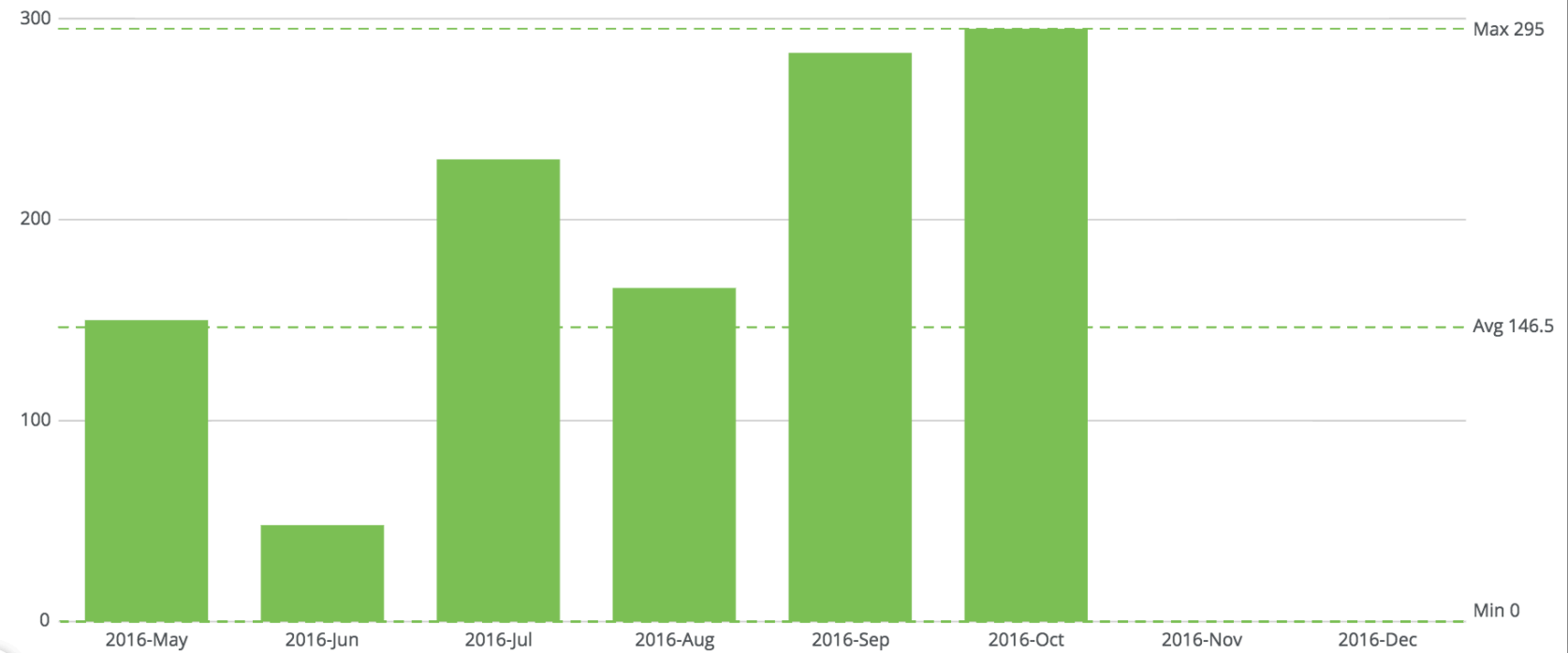




# Success—Internal

Total Learning Sessions: Reach May 3, 2016 - Dec 19, 2016, by Month ▾

**1172** Total Learner Sessions: Reach



# What Can You Do Tomorrow?

- What processes?
- Sponsor?
  - What Management or Executive Advocates do you have?
- What content sources exist in your organization?
  - Obvious
  - Not so obvious
- What can you do to grease the hinges on those closed doors?

## Action Planner:

- Whom should you contact tonight?
- What meeting should you schedule immediately?
- What could you change in your behavior tomorrow?
- How are you going to get your boss aligned with your plan?

# QUESTIONS & DISCUSSION



# Thank you.

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