

How to Break Down Silos with Content Expertise

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The Computer Education Management Association

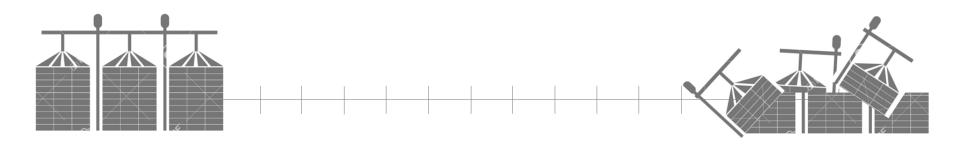
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Agenda

- 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

Department-Specific

Product Releases Sonsulting

Gaps

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

- 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

TACTICS

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

Interview executives and managers to define the performance gaps.

Identify learning topics based on gaps (Leaning Agenda)



How do I help people improve their personal brand equity?

STRATEGY	TACTICS
How can I elevate the social standing for those that work with Domo U?	Create artificial scarcity Course names – "Advanced" Exclusive rewards for SMEs
How do I ensure that SMEs make recognized contributions to the business?	Demonstrated link to key business outcomes Link contributions to the customer



Tell Memorable Stories

STRATEGY	TACTICS
What are the stories I want to tell?	"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

What external frequent events can I associate with Domo U? TACTICS Snickers Bar Stickers



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Your Tactics

What have YOU done?

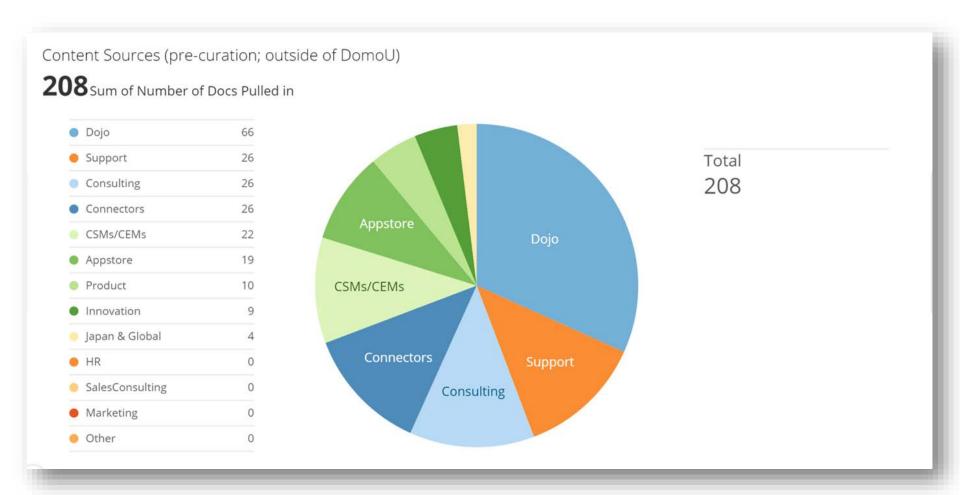


What Didn't Work

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

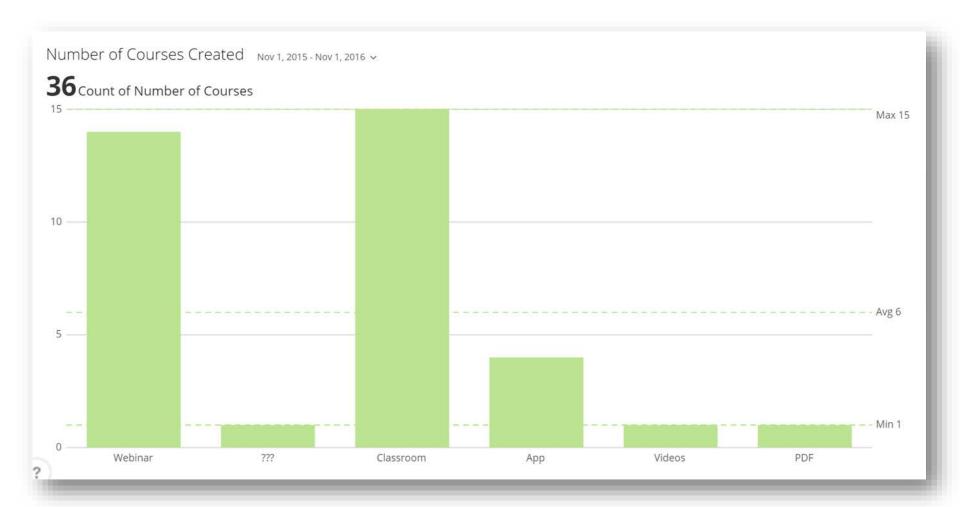


Success—External





Success—External





Success—External

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Success—Internal

Total Learning Sessions: Reach May 3, 2016 - Dec 19, 2016, by Month > 1172 Total Learner Sessions: Reach 200 2016-May 2016-Jun 2016-Jul 2016-Aug 2016-Sep 2016-Oct 2016-Nov 2016-Dec



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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