

Digital generations bring knowledge to life

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Smart people

Knowledge
Factor
Six part
KM primer
finishes



Smart Travel

Self-representation in a connected world

Unqualified dreamers

Ignore reality at your own risk

Decisions at moment of truth

Innovators got to innovate



Think
strategically
Include everyone
in the process

MOJO BOOSTERS

Five simple ways
to increase your energy output



Smart travel in a connected world

By John and JoAnn Girard

The advent of social media has changed the travel industry forever. Gone are the days where a select group of travel professionals has access to the best travel knowledge on a given destination. Gone are the days where average travelers must rely on travel professionals for high-quality advice.

If the old cliché *knowledge is power* is true, then today we are witnessing the shift of power from travel professionals to everyday people, everyday people who are forming communities to share freely what they know.

But what has changed to empower these communities with such power? Surely, groups of passionate people have long yearned for the opportunity to share, influence, or perhaps even hijack issues. Of course, there have been

many times in history when large groups congregated to spark change. However, the logistics with massing large groups can be very cumbersome, expensive, and difficult to communicate.

Enter Web 2.0 – a World Wide Web based on collaboration rather than content – and suddenly all of these obstacles evaporate, at least for virtual groups.

Weapons of mass collaboration

In their book *Wikinomics: How Mass Collaboration Changes Everything*, authors Don Tapscott and Anthony Williams describe how a low-cost collaborative infrastructure is empowering the many – they term these “the weapons of mass collaboration.” They warn these *weapons* support a new level of collaboration that will turn the economy upside down and may well facilitate the destruction of organizations that fail to adjust.

To understand the power of these new collaborative tools, consider the transformation of the travel industry. For many years, JoAnn worked in the travel business. JoAnn’s business was all about knowledge and access to information, much of which she paid to access.

Over time, JoAnn developed a clientele who knew her and trusted her

judgment. They knew that she had incredible knowledge of many destinations and she had access to information, like wholesale prices, only available to industry insiders.

Today that has changed as most mere mortals now have more access to higher fidelity information, usually at no cost, than the professionals of just a couple of years ago. Through sites such as TripAdvisor.com, SeatGuru.com, Wikitravel.com, and Orbitz.com, to name just a few, we are now able to gain the valuable knowledge we need to make travel decisions.

i.e., an African villa

Consider the following example from our recent trip to speak at a conference in Cape Town, South Africa. Whenever we travel to a new destination for business, we try to build in a little time to learn about the host country. We decided to arrive in Cape Town a few days early to tour the city and surrounding area.

Our first real question was where to stay. A quick search on TripAdvisor.com revealed one particular guesthouse, *An African Villa*, received rave reviews from many people. In fact, virtually everyone who had stayed there rated the hotel as five stars, resulting in *An African Villa* being rated as the best hotel in Cape Town.

In addition to the high quantitative scores, the qualitative comments were glowing – most reviewers took the time to describe in detail just how happy they were with the property and the



staff. Finally, we reviewed the photos provided by the many happy visitors. We thought this would be a great place to stay and decided to book. We made this decision because we trusted the 100 or so people who had provided feedback to Tripadvisor.com.

i.e., an African guide

Our next challenge was to decide what to do before the conference. We only had a couple of days to see the sights so we decided it would be best to hire a guide for our visit. We searched several travel sites but did not find any guides who seemed to meet our needs. We decided

to contact *An African Villa* and ask their advice. Suddenly we were treating *An African Villa* as a trusted authority as we assumed they would not recommend anyone who might negatively influence our experience and ultimately our rating of the hotel. Within a day, we had an email recommending a couple who were certified guides. One more email and we were set.

As it turns out, we could not have been happier with either the property or our guide. This is an example of the power of collaboration and knowledge sharing. Through the collective knowledge of many Tripadvisor.com

contributors, none of whom is paid for their services, we gained invaluable insight to make our decision.

Frankly, it would be virtually impossible for a professional travel consultant in our home city to be able to provide this service. **SP**

Adapted from John and JoAnn Girard's book, The Leader's Guide to Knowledge Management: Drawing on the Past to Enhance Future Performance published by Business Expert Press (<http://www.businessexpertpress.com/node/56>). John and JoAnn are avid travelers and co-founders of Sagology (www.sagology.com).

Spiderman! An example of personal branding

If you don't get 'personal branding,' consider this: there really is a Spiderman.

At least, that's what pop-culture guru and associate humanities librarian for Texas Tech University Libraries Rob Weiner set out to prove in an article published in the *International Journal of Comic Art*.

Turns out Spiderman has found life outside of comic-book pages.

In much the same way that editor Francis Pharcellus Church proved the existence of Santa Claus in his famous 1897 *New York Sun* editorial, Weiner contends that Spiderman and his costumed peers have entered mankind's collective consciousness, filling a shared need for heroes.

"When I started reading graphic novels," Weiner says, "I was struck by the fact that stories about Spiderman or Batman and Superman could have as many plot twists and turns as any story by Shakespeare, Stephen King or Leo Tolstoy," he said.

"I was struck by how good some of the writing was for these so-called 'kiddie' books, and that somehow these archetypal characters like Spiderman were replacing Odysseus and Zeus as part of modern mythology."

Spiderman boasts a resume that would make many celebrities salivate: blockbuster movies, a TV series, magazine appearances, graphic novels, video games and action figures.

He's spawned knock-offs, spin-offs and imitators. Fans from across the world could pick his mug out of a lineup.

Weiner's books on comic books include *Captain America and the Struggle of the Superhero: Critical Essays*. A copy of *International Journal of Comic Art* can be purchased at <http://www.ijoca.com/>. **SP**

