

Shared Insight in Action

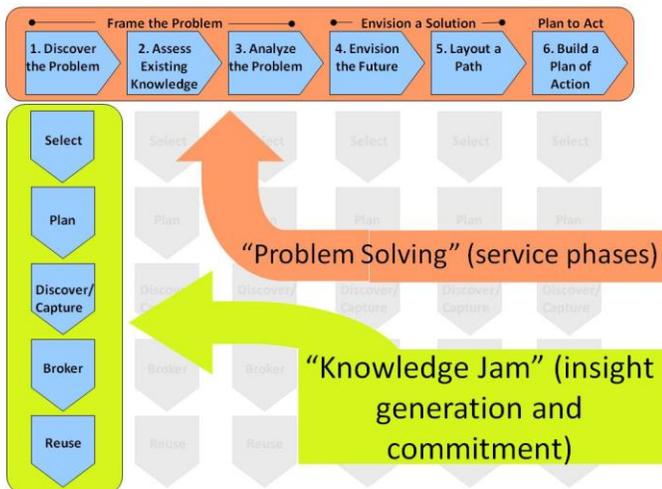
Shared Insight in Action (SIA) is a facilitated collaborative process to generate insight and accelerate problem-solving. Hallmarks of SIA are its focus on action, inclusiveness, and transparency. The SIA method:

- Radically improves the quality of analysis and completeness of recommendations by uncovering hidden insights within your organization
- Unites participants in a shared understanding of the dynamics of your markets, operations, and extended stakeholders
- Emphasizes tangible action, not just analysis

If moving to action requires mobilizing stakeholders, discovering hidden insights, and establishing lasting commitment to change, then SIA may be right for you.

SIA Methodology

SIA solves problems by generating progressive insight over successive planning stages. Each stage is designed to provide closure and enable effective action.



A "Knowledge Jam" is at the center of each SIA phase. Knowledge Jam is a proven methodology for knowledge discovery and action planning. A collaborative process for getting out knowledge and translating it, Knowledge Jams reduce the time to make insights stick.

"Shared"

SIA encourages broad participation as extended stakeholders bring together diverse insights.

SIA drives towards consensus through common vocabulary, facilitated conversation, and visualization.

Stakeholders cross-validate their assumptions and contribute diverse perspectives to decisions and recommendations in a timely way.

"Insight"

Insight is the centerpiece of SIA. We believe that the insight required to address the organization's challenges often already exists within your diverse stakeholder group.

The Knowledge Jam's facilitative process capitalizes on the curiosity and motivation of that group as we surface the most relevant knowledge, both written and in peoples' heads.

SIA makes insight actionable by capturing the organization's knowledge and placing it in appropriate context for innovating and inventing strategies.

"In Action"

SIA has a bias toward action. For example, launching projects, coordinating new alliances, designing new products, or transitioning to new organizational models.

The SIA rhythm is action-oriented: At the end of each stage, the stakeholders are equipped to move forward. Importantly, because of their participation, they have sufficient knowledge to act on their own without further dependency on consultants.

Results

Collaboration and transparency throughout SIA help participants come to see themselves as allies – change agents motivated by a common understanding of the opportunities, and directed toward a common strategy.

To explore where Shared Insight In Action will help your organization, visit www.alignconsultinginc.com



Katrina (Kate) Pugh is president of Align Consulting, specializing in business planning and knowledge-based transformation. She is also on the faculty of the Columbia University Information and Knowledge Strategy Masters Program, and authored [*Sharing Hidden Know-How: How Managers Solve Thorny Problems with the Knowledge Jam*](#) (Jossey-Bass/Wiley, 2011). Kate has 17 years of consulting and seven years of industry experience in the healthcare,

energy, financial services, and nonprofit sectors. Kate held leadership positions with IBM, Fidelity, JPMorgan, and Intel Corporation. Kate has an MS/MBA from the MIT Sloan School of Management, has a BA in Economics from Williams College, and has certificates in project management, facilitation, mediation, and LEAN Six Sigma. Kate has performed Knowledge Jams with Fidelity Investments, Forest Bioproducts Research Institute, Institute for Healthcare Improvement, Intel Corporation, Save the Children and many other organizations.

More Reading:

[“Knowledge Jam: Three Disciplines to Beat the Merger Performance Odds,”](#) by Katrina Pugh, *Ivey Business Journal*, July/August, 2011.

[“Channeling Insight into Action,”](#) by Katrina Pugh, *KM World 2011* presentation, November, 2011.

[“Don’t Just Capture Knowledge – Put It to Work,”](#) by Katrina Pugh and Nancy M. Dixon, *Harvard Business Review*, May 2008.

[“Talk Trumps Text for Sharing Hidden Know-How”](#) by Nancy Settle Murphy and Katrina Pugh in *IT Performance Improvement*, August 16, 2011.

