

# DAVID SNOWDEN

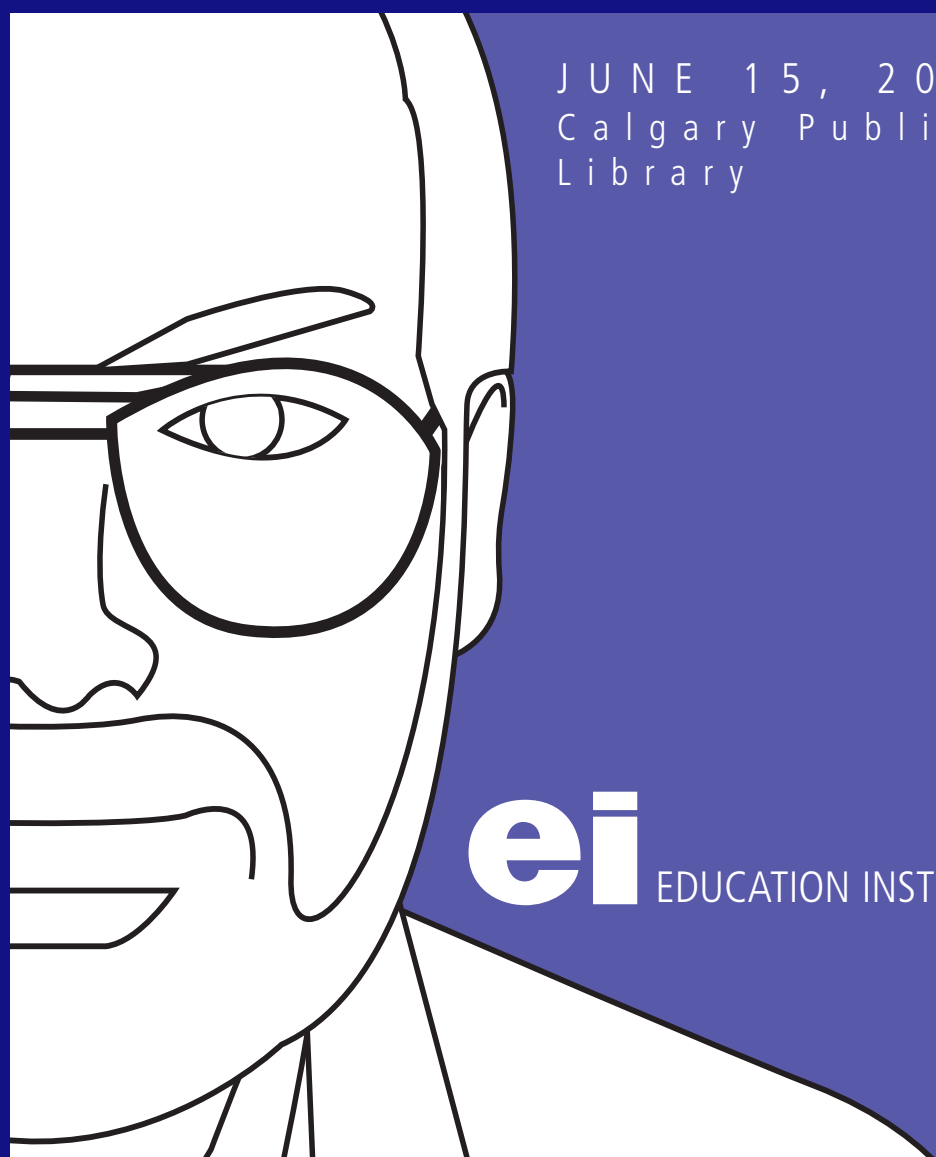
JUNE 15, 2005  
Calgary Public  
Library

This one-day workshop has been developed by Dysart & Jones Associates for the Education Institute, a project offered by The Partnership, the program and service network of provincial and territorial library associations in Canada.

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The Partnership  
Association members:  
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June 15, 2005  
8:30 am-4:30 pm  
Calgary Public Library  
John Dutton Theatre



**ei** EDUCATION INSTITUTE

An Education Institute workshop

## NEW STRATEGIES FOR SOLVING PROBLEMS

**DAVID SNOWDEN, MARY LEE KENNEDY, REBECCA JONES**

June 15, 2005 Calgary Public Library John Dutton Theatre

It does not matter who you are. Dave Snowden has ideas that resonate at all levels of the library spectrum. The handful of comments reproduced here gives a small inkling of the impact this man brings to his audiences. Life has those powerful, sometimes life-changing moments and this is such an occasion.

Justifying intangibles, like libraries and research services, has long been a complex and challenging problem. Dave Snowden, Director of the Cynefin Centre in Wales, an internationally known and respected expert on complexity theory, advisor to governments, deviser of personal studies in culture that defy description, and speaker of mesmerizing note, agrees that this type of problem requires new ways of thinking to move closer to a solution. This opportunity to interact with Dave and his librarian colleagues is like no other you will experience for a very long time to come. Explore and discover new insights, strategies and frameworks for problem-solving in your organization and your life. This is an awesome experience.

**"Quite simply: go to this workshop!  
Snowden's mental gymnastics will engage  
and challenge you. This is no ordinary  
problem solving workshop; fasten your  
seatbelt, prepare for warp speed.  
Time with Snowden is a rare treat!"**

Michael Ridley, Chief Information Officer and Chief Librarian, University of Guelph

**"Totally  
awesome  
and mind-  
expanding!"**

Anne Murphy, Branch Head,  
Mississauga Library System

"David's session was one of the most thought provoking and dynamic presentations I have attended in years."

Janice Hayes, Director,  
The Bibliocentre (College libraries)

"There were probably two things that amazed me about Snowden – his ability to talk to such a large and diverse audience with no notes, and have us all grasping on to his every word for all of our personal reasons... – and the part of his message that spoke directly to me as a K-12 educator - that our personal stories inform our knowledge of ourselves and the world around us. He engaged us on a completely different plain."

Liz Kerr, Library and Media Consultant,  
Kawartha Pine Ridge District School  
Board (Ontario)



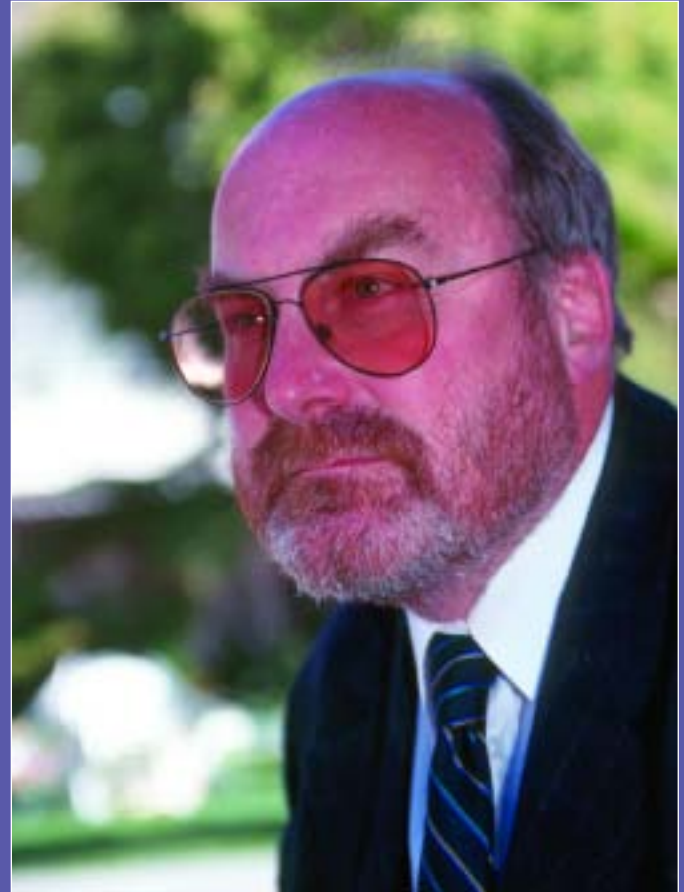
AN EDUCATION INSTITUTE WORKSHOP  
New strategies  
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problems

JUNE 15 / calgary public library

DAVID  
SNOWDEN

This is what he does

DAVE SNOWDEN is Director of the Cynefin Centre for Organisational Complexity, which focuses on the application of complexity theory to organizational issues. A native of Wales, he was formerly a Director in the IBM Institute for Knowledge Management. He pioneered the use of narrative as a means of knowledge disclosure and cross-cultural understanding. He is a leading keynote speaker at major conferences around the world and is known for his iconoclastic style, pragmatic cynicism and extensive use of stories to communicate what would otherwise be difficult concepts. With others, he is working on a major research program under US Government funding, looking at both policy formation and operational strategy for asymmetric threat as part of a general program on anti-terrorism. One of the outputs of this work is a radical new approach to strategy in organizations which is now being adopted commercially. Dave Snowden has an MBA from Middlesex University and a BA in Philosophy from Lancaster University. He is adjunct Professor of Knowledge Management at the University of Canberra, an honorary fellow in knowledge management at the University of Warwick, Adjunct Professor at the Hong Kong Polytechnic University and MiNE Fellow at the Università Cattolica Del Sacro Cuore in Italy. He teaches on various university programmes throughout the world. He regularly consults at the board level with some of the world's largest companies as well as to Government and NGOs. He sits on a number of advisory and other bodies including the British Standards Institute committee on standards for Knowledge Management.



MARY LEE  
KENNEDY

This is what  
she does

MARY LEE KENNEDY is Executive Director of the Harvard Business School Library and Principal of The Kennedy Group. She is a leading practitioner and thought leader with experience in high technology, research, manufacturing and academia. Her experience is in designing and implementing new information products and services. She achieves this through strategic alignment, developing key partnerships, demonstrating the organizational value, and creating the capability to deliver on commitments. Her current role at Harvard Business School is focused on developing and implementing a knowledge management strategy. Previous to Harvard she was Director of the Knowledge Network Group for Microsoft Corporation. She is the winner of the Karen L. Switt Leadership Award, a Most Admired Knowledge Enterprise award, a Center of Expertise in Information Technology award, and an Innovation in Technology Award. Mary Lee writes two columns – one for Information Highways and another for Intranets: Enterprise Strategies and Solutions.



REBECCA  
JONES

This is what  
she does

REBECCA JONES is Director of the Professional Learning Program of the University of Toronto's Faculty of Information Studies. She is co-founder and principal of Dysart & Jones, a leading consulting firm in Canada specializing in knowledge management and strategic planning. At Dysart & Jones, Rebecca's focus has been on facilitating clients planning processes, problem solving and coaching senior management. She has been a program development partner for the Education Institute and has presented a number of highly praised programs in these areas.

Before moving into consulting she worked for Imperial Oil for eight years as Manager, Information Resources, and subsequently as Leader, Computing Skills Training. She writes frequently for Searcher Magazine, Information Outlook and other publications.