

Who is the Knowledge Worker?

Much has been said about the knowledge worker. Who is the knowledge worker? Look at these three examples and select which one you think is a knowledge worker.

Pick the Knowledge Worker

Person #1 - The database manager who builds the systems that provide information in milliseconds speed.

Person #2 - The sales clerk who receives and enters in the computer a customer complaint on a defective product.

Person #3 - The production line handler who stops the production line when a product failed to meet quality standards.

Take 10 seconds and make a choice.

Okay. If you picked number 1 the database manager, you could mistake information to mean knowledge. It is not. A person who has loads of data does not always provide knowledge and therefore is not a knowledge worker.

If you picked number 2, we disagree with you. The sales clerk has the potential of being a knowledge worker.

You are correct if you choose number 3. The production handler is a knowledge worker. He has access to relevant information, the quality control standards, and he uses this information to stop the production line to

who possess huge amounts of data. But we can argue that expertise has really no inherent value until it serves purpose.

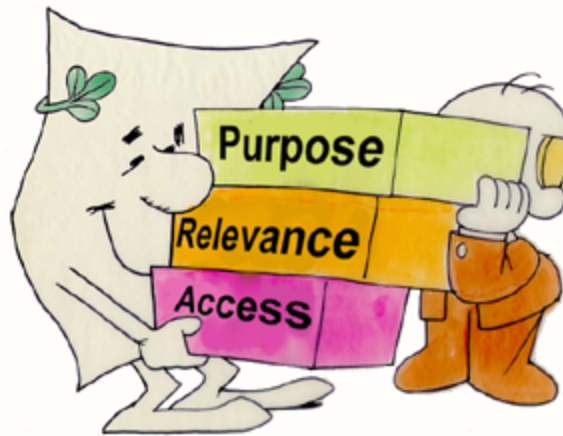
Access, Relevance and Purpose

For the purposes of this presentation, we are therefore saying that a knowledge worker has access to relevant information that he or she is able to use to serve a purpose - again access, relevance and purpose.

You probably are using e-mail and receive an influx each day more than snail

mail (or postage mail). You access information and you are accessible to others. How do you use this facility to pick the relevant information and use it to make you a knowledge worker?

Beginners (or Newbies) in the Internet oftentimes are amazed by the volume of information available. Very quickly, however, they realize that unless they have some purpose for an end - surfing in the net is a total waste of time.



ensure products meet quality standards.

Access to Relevant Information

Based on our example, we can then define a knowledge worker as anyone in the organization who has access to relevant information and uses this information to meet a purpose.

Now of course there are other definitions of a knowledge worker. They could be specialists, scientists, experts, or someone with a lot of skills or