

## K Street Bingo

This guide is divided into four parts:

1. [General Instructions](#)
2. [Bingo Cards](#)
3. [Bingo Tokens](#)
4. [Interpretive Remarks](#)

We hope you find it useful, and have some fun with it too.

## Part 1: General Instructions

It's a pretty safe assumption that most of your group will already be familiar with the conventions of Bingo, and we're not going to cover them here. The next page is really instructions for the facilitator.

This is not a deeply thoughtful exercise. Be prepared, but don't go crazy about it.

The whole game should take 10-15 minutes, if you're lucky.

## General Instructions

Look over this whole presentation, and print as many cards as you'll need; cut up the tokens provided in part 3, and get yourself some kind of fishbowl from which to draw them.

Hand out the cards and explain the game: you're going to draw tokens, read them aloud, and the people in the group will mark up their cards.

The first person to get five in a row, in any direction, should yell the traditional "Bingo!"

When you call out a Problem Statement for the first time, use the Interpretive Remarks in part 4 to put some spin on it.

Debrief after the game by explaining that it's aimed only at "Awareness;" it's not supposed to change anyone's life. However, it should lead people to consider the underlying fabric of KM&C, and recognize how it connects many otherwise disparate problems.

## Part 2: Bingo Cards

The next ten pages give you ten different K Street Bingo cards – the same 24 Problem Statements are repeated on all of them, but in different locations.

So for a group of ten, you should only have one winner. For larger groups, where some people will have identical cards, victory will go to the swifter player.

# **K** STREET **B I N G O**

My customers are forgetting about me.	My web site is a waste of money.	My site looks cool, but it doesn't tell you anything.	Everything's falling apart since Bob resigned.	I'm drowning in data, but starving for knowledge!
Our sales presentations are so boring!	I wish I knew who to call about...	I think we lost the Pensky file!	I'm not really sure what my job is.	Our web site stinks!
We're still trying to solve last year's problems.	I'm thinking it's time to get my business on the web.	<b>FREE SPOT</b>	I'm so tired of reinventing the wheel.	Management will never fund a KM program.
Where I work, Knowledge is power.	I waste so much time looking for stuff	If only we knew what we know.	If only we could do what we sell.	If only we could learn from our mistakes.
That temp in accounting is completely lost.	If I understood the strategy, I could implement it.	People at work have no idea what's going on.	If only we could sell what we do.	Our clients don't understand what we're selling.

# BINGO

I'm drowning in data, but starving for knowledge!	If only we could sell what we do.	People at work have no idea what's going on.	I wish I knew who to call about...	That temp in accounting is completely lost.
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## Part 3: Bingo Tokens

The next five pages give every possible combination of Letter and Problem Statement, so there are actually more than you'll need for any given exercise.

Print them out, cut them up (a paper cutter would be handy) and then mix them in some kind of container.

Draw at random, and read aloud to your group.

**B**

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**B**

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## Part 4: Interpretive Remarks

The next four pages present some possible commentary for each of the Problem Statements, in alphabetical order by problem.

These are generally our spin on why this particular statement is a symptom of an underlying KM or Communications problem; one is just a joke. Feel free to improvise.

<p>At my firm, Knowledge is power; no one shares anything.</p>	<p>Peter Drucker has observed that people are born naked and defenseless, so in a way it's natural that they want to keep their backs to the wall. But it's also true that innovation is a team sport. If a company has a culture that discourages sharing, and makes people want to hoard their knowledge, it will always be at a competitive disadvantage. It's something you can fix, though.</p>
<p>Everything's falling apart since Bob resigned.</p>	<p>Companies are at risk when they depend too heavily on the knowledge of individual employees. They're letting their staff control the company's intellectual capital, and that's where the company's future resides. In the end, you are what you know, and this is one of the classic signs of a Knowledge Management problem.</p>
<p>I think we lost the Pensky file!</p>	<p>George Costanza probably has it.</p>
<p>I waste so much time looking for stuff</p>	<p>People have been doing studies of how knowledge workers spend their time for years and years. Some studies estimate that people spend a third of their time looking for things they need in order to accomplish a task. That's a function of many things, of course, but wouldn't it be great to get some of those hours back?</p>
<p>I wish I knew who to call about...</p>	<p>As companies have grown (and collapsed) over the last decade, knowledge workers are constantly being shifted into new jobs with new responsibilities. They often know what to do, and how to do it, but they don't know who to call to make it happen. A corporate "Yellow Pages" is a great seed project for a start-up KM program.</p>
<p>I'm drowning in information, but starving for knowledge!</p>	<p>People have been talking about the "Information Explosion" since the 1970s. If you gauge it by the volume of email or the number of web hits on any given topic, it's clearly getting worse instead of better. There are ways to handle it, though. It's a matter of learning how to filter, search and prioritize, and there are lots of tools to help.</p>

<p>I'm not really sure what my job is.</p>	<p>Organizational churn, shifts in strategic direction and changes in upper management can lead to a situation where a lot of people are just going through the motions. They want the company to succeed, and want to make a contribution. But they think it's safer to keep their heads down. This is a subtle problem, but it's one you can fix with the right kind of communications.</p>
<p>I'm so tired of reinventing the wheel.</p>	<p>Sometimes people reinvent, rather than reuse, because it's fun. It's rewarding to start with a blank page, and feel that everything you accomplish is your own. Usually, though, it's just a big waste of time. Most of the ground we walk has been walked before – letting everyone learn from those who've been there is a key goal of a KM program.</p>
<p>I'm thinking it's time to get my business on the web.</p>	<p>We would agree. Today, the web is the place where you hang out your shingle. Even if you don't do business <u>through</u> the web, you need to have a presence <u>on</u> the web. It's a way for people get a sense of what you're all about. If you're not there, or if you don't make a positive impression, a lot of potential customers will go elsewhere.</p>
<p>If I understood the strategy, I could implement it.</p>	<p>When employees don't truly understand the strategic direction, it's impossible for them to make the right tactical decisions, or intelligently manage their own responsibilities day-to-day. Senior management often makes this mistake, believing that it alone needs to understand the strategy. There are a lot of missed opportunities here.</p>
<p>If only we could do what we sell.</p>	<p>In most industries, there's a classic struggle between sales and delivery: the one focused on pleasing the customer and the other facing the limits of practical reality. Bringing these two sides together is the key to genuine innovation. It can be done with the right kinds of communication and the right kind of knowledge sharing.</p>
<p>If only we could learn from our mistakes.</p>	<p>A lot of companies want to sweep their mistakes under the rug. They focus only on successes, even though most people know intuitively that it's often failures that are the most instructive. To be a true learning organization, it's important to have an even-handed process for considering what went wrong, as well as rewarding what went right.</p>

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<p>If only we knew what we know.</p>	<p>An old chestnut of KM, that's generally attributed to Lew Platt, former CEO of HP: "If only HP knew what HP knows..." It's a common problem – an awareness that the answer to almost any question is someplace within your own company, if only you had a way to find it.</p>
<p>Management will never fund a KM program</p>	<p>In fact, KM scales very well. The larger the investment, the greater the return. But you can drive value even from small, relatively modest initiatives. Sometimes, small programs are the most successful. They can fly beneath the political radar systems that draw fire toward sweeping, enterprise-wide initiatives.</p>
<p>My customers are forgetting me.</p>	<p>A lot of companies fail to recognize that communications isn't an event, it's a process. Every day is a battle for mind share. The only way to stay top of mind is to develop a communications program that reinforces your message on an ongoing basis, without being obnoxious about it.</p>
<p>My site looks cool, but it doesn't tell you anything.</p>	<p>Yes, that happens a lot. A lot of sites are overwhelmed by animation and effects and other razzle dazzle. Users may be impressed (or turned off) by the glitz, but they go away without knowing what you're about. You need a story there, and it needs to lead people in, a little bit a time.</p>
<p>My web site is a waste of money.</p>	<p>If a company doesn't think it's getting value from the web, it's doing something wrong. It could be a problem with placement, with promotion or with design. But a good web site is one of the best values going when it comes to telling your story to the world at large.</p>

<p>Our clients don't understand what we're selling.</p>	<p>That's a problem, isn't it? Assuming that you really <u>do</u> have a great offering, maybe you're just not making its value clear. Sometimes, the people who've helped form and evolve a concept are too close to it to see things from the customer's perspective. Re-telling the story to an outsider can open up a whole new way of seeing things.</p>
<p>Our presentations are so boring!</p>	<p>That's a problem! If you find your own presentations boring, how do you think your customers feel about them? If your presentations don't have a hook, and your people can't get excited about them, you're seriously undercutting your whole campaign. A good, compelling presentation may be a better investment than a sales incentive program.</p>
<p>Our web site stinks!</p>	<p>Management probably wouldn't put it quite this way, but if your employees and/or sales force would, you have a problem. Your web site should be a kind of banner around which everyone can rally. If it's not up to the job, you should fix it. You should fix it pretty fast, too.</p>
<p>People at work have no idea what's going on.</p>	<p>If a company hasn't been paying attention to internal communications, employees may be pretty confused about things in general. Some of the money spent on a product launch needs to be spent inside. Otherwise, employees will unintentionally undercut the message, simply through ignorance.</p>
<p>That temp in accounting is completely lost.</p>	<p>Bringing in temporary help shouldn't be a crap shoot. If procedures and processes are well defined, and if the underlying systems aren't overly complicated, learning curves should be very short. This is the symptom of an underlying KM problem.</p>
<p>We're still trying to solve last year's problems.</p>	<p>They say that you can't keep a corpse from stinking. You can only manage change with a program of organized abandonment. That means you need look at everything periodically and ask a simple question: "If we weren't already doing this, would it still seem like a good idea?" Communities of practice are a good forum for having those conversations.</p>