

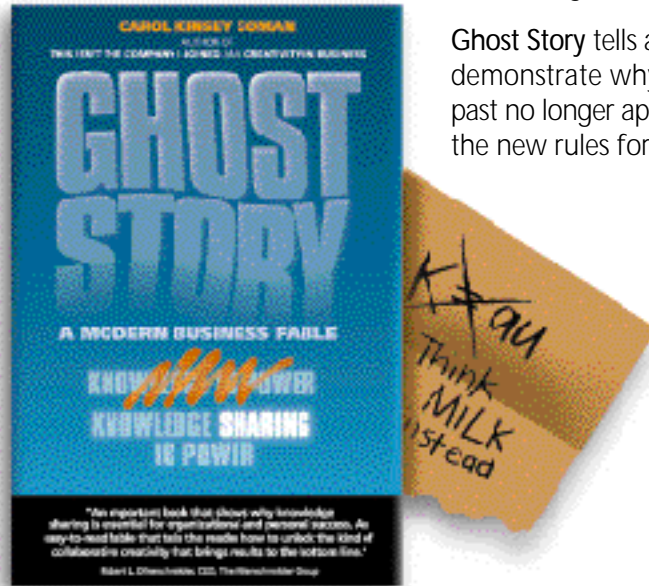
Is Your Business Haunted?

Most modern organizations are – by the ghost of business as it was conducted in another era. The main assets of the industrial age were equipment and real estate, but in the information age they are the knowledge and creativity of people. Success in this new era increasingly requires knowledge sharing and collaboration among employees, and the ability of managers to develop environments that nurture teams of knowledge workers.

There is a huge amount of knowledge at all levels of every organization. In trying to capture and communicate this cumulative wisdom, businesses

have invested hundreds of millions of dollars in corporate portals, collaborative software, and knowledge management-oriented intranets. But knowledge sharing is more than the technology that supports it, more than a strategy for optimizing a company's expertise, and even more than a cultural shift from the industrial to the information age. First and foremost, knowledge sharing is about people. And change.

Ghost Story tells an engaging story to demonstrate why the attitudes of the past no longer apply – and then gives the new rules for success.



Ghost Story is a business fable about the power of collaboration. The story begins when the heroine, Dot (short for Dorothy), becomes the newest member of a cross-functional team formed to solve a major corporate problem. Intimidated by other members and overwhelmed by the fact that the rotating leadership position will be hers the following Monday, Dot sits alone in the team's conference room Friday evening, commiserating with "her only friend in the place," a bonsai tree. When the tree starts talking back, the reader and Dot are swept into a fantasy world where Dot is again asked to lead a team. Although her team members are unique – this time they include a magpie who hoards information, a 5-and-a-half-foot tall index finger who blames her mistakes on others, a pig in an admiral's uniform who "protects" staff by keeping them uninformed, the 3-year-old head of IT who speaks only "dribble,"

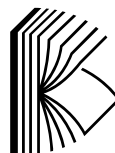
and a Martian who is afraid to contribute because he's an outsider – their reasons for refusing to collaborate are all too familiar. Dot's adventures in this parallel universe mirror her real-life challenges. By the end of the book, Dot learns why team members aren't telling each other what they know and is able to help them see the advantages of open collaboration.

"What a lovely story! I spent an early Sunday morning going through this adventure. How easy this method is to teach individuals what is not appropriate for effective team performance without offending them. At the same time, you insert how they should be thinking and adjusting their approaches. I think that is the key value of this story."

Robert H. Buckman, Chairman of the Executive Committee - Board of Directors, Bulab Holdings, Inc., Parent Company of Buckman Laboratories, and President, Applied Knowledge Group, Inc.



The author (center) with a few of the characters from Ghost Story



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