# Idea Transfer:

## Are You Conversationally Competent?

Alan W. Boal

**9 September 2008**

# The Water Planet

# Six Hats

Adapted from Edward de Bono 1985

**Black – Caution**

**White – Facts**

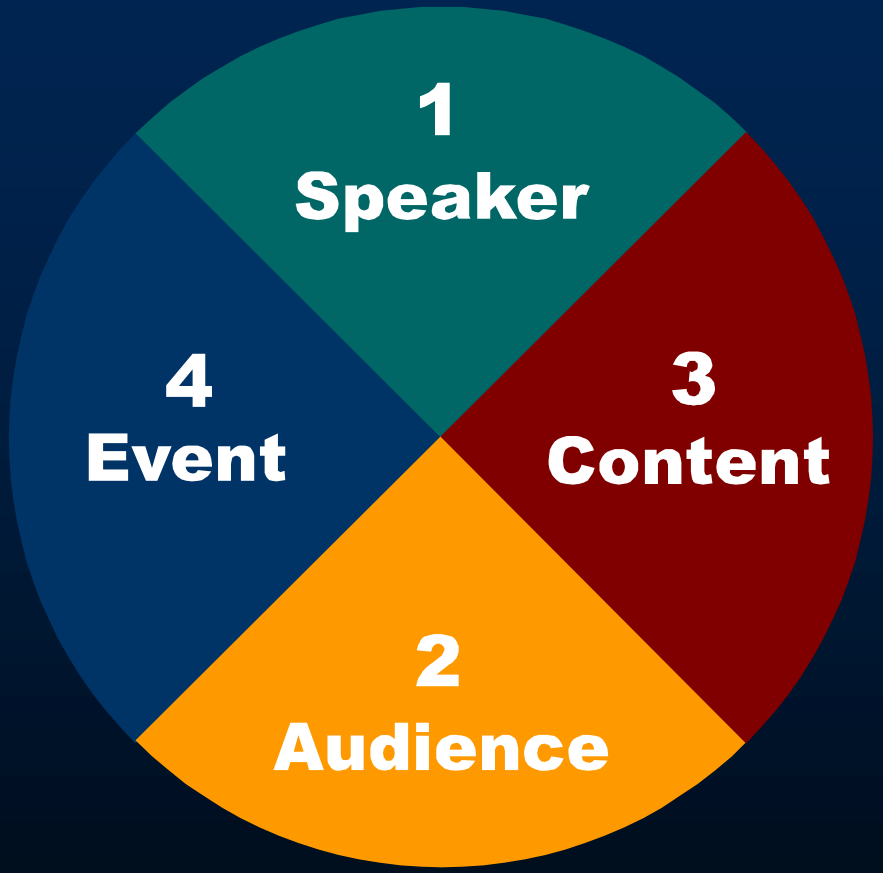
**Green – Ideas**

**Yellow – Benefits**

**Red – Feelings**

**Blue – Process**

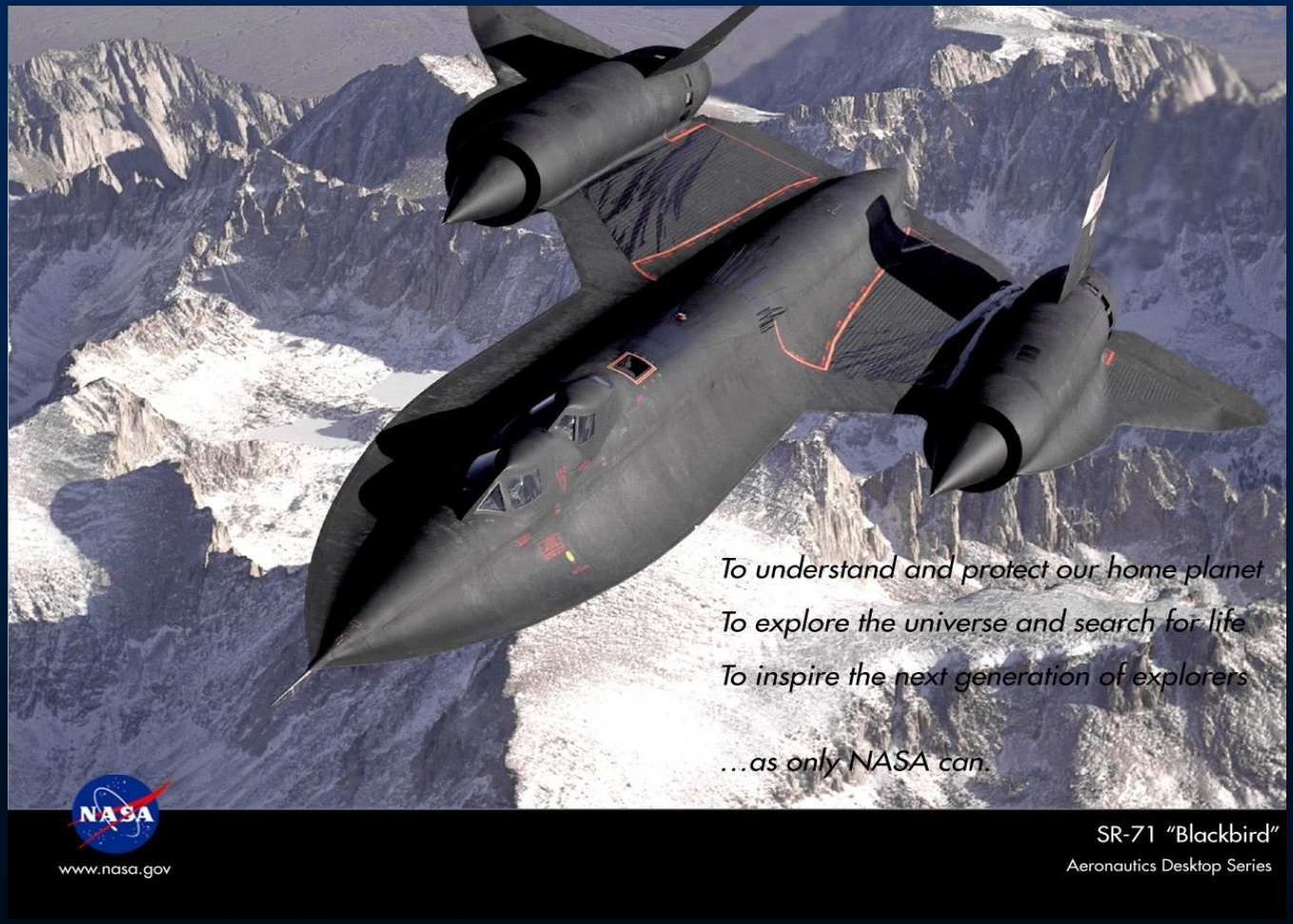
# Idea Transfer



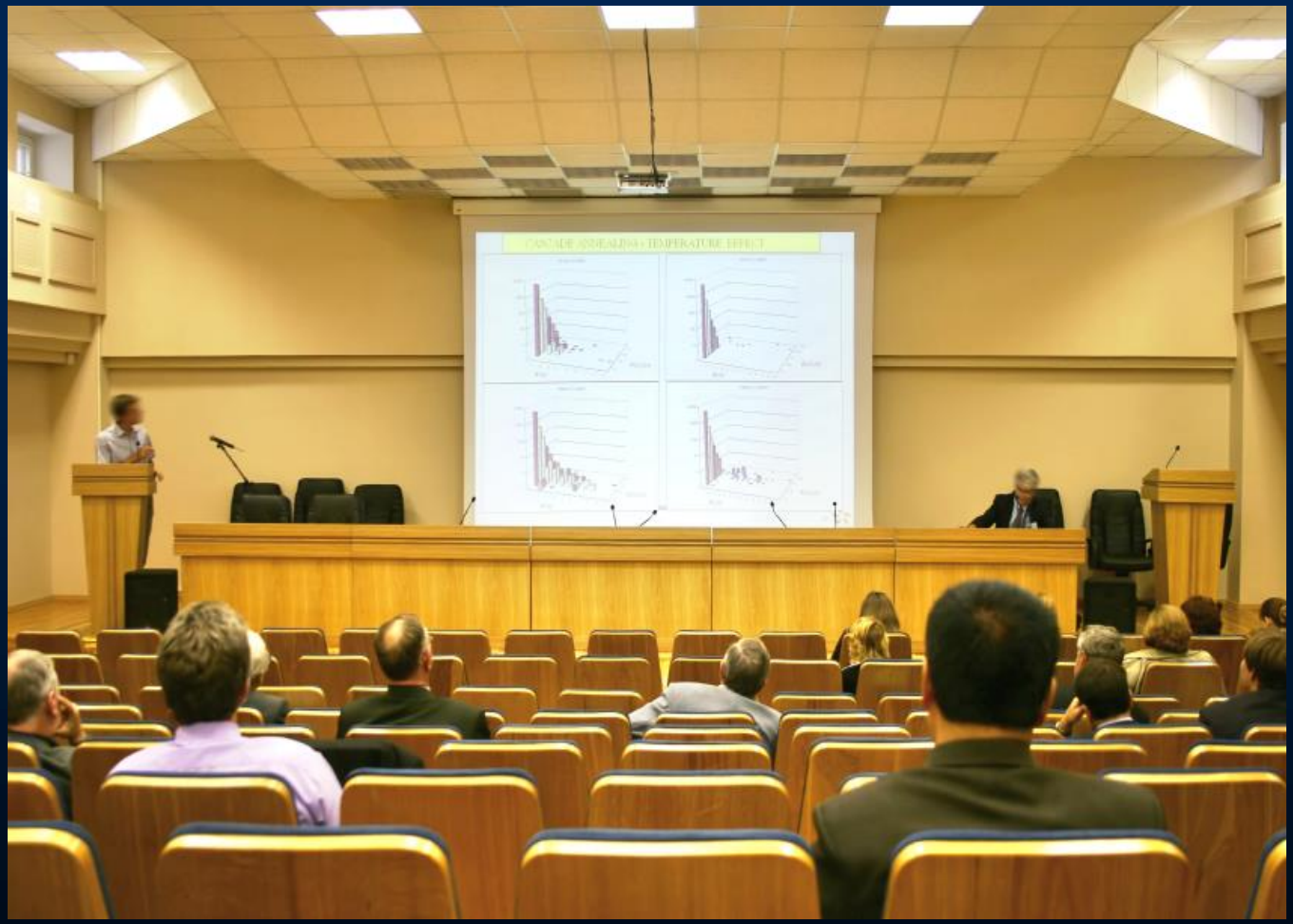
# Speaker

# Audience

# Content


To understand and protect our home planet
To explore the universe and search for life
To inspire the next generation of explorers
...as only NASA can.
NASA
www.nasa.gov
SR-71 "Blackbird"
Aeronautics Desktop Series

# Event



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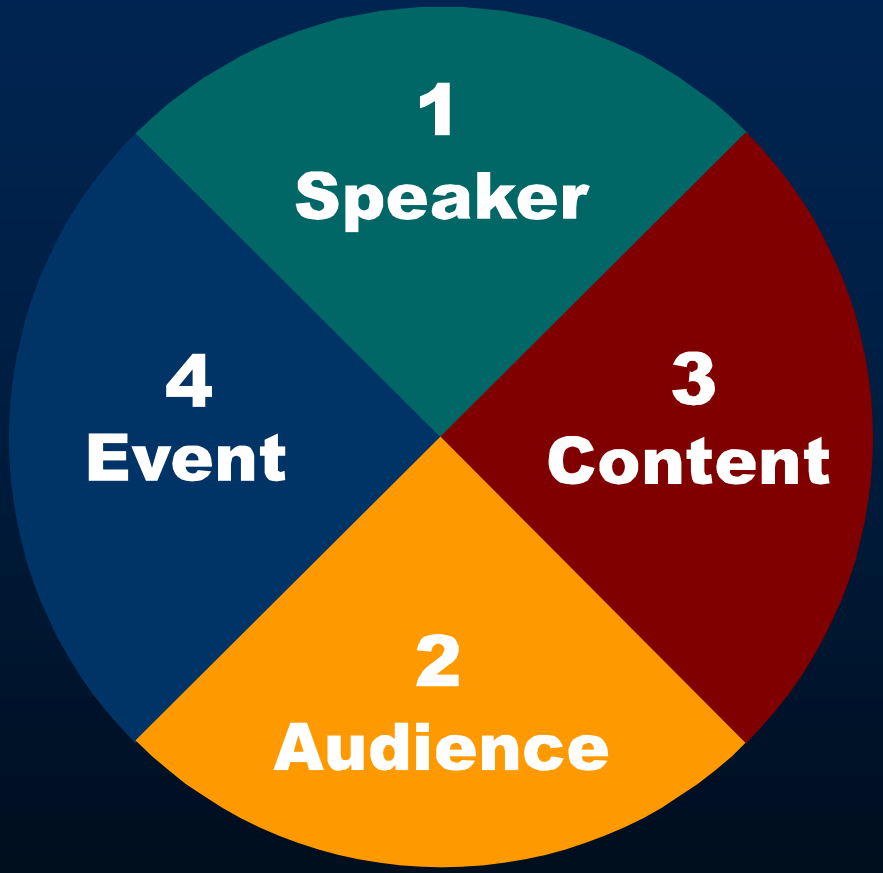
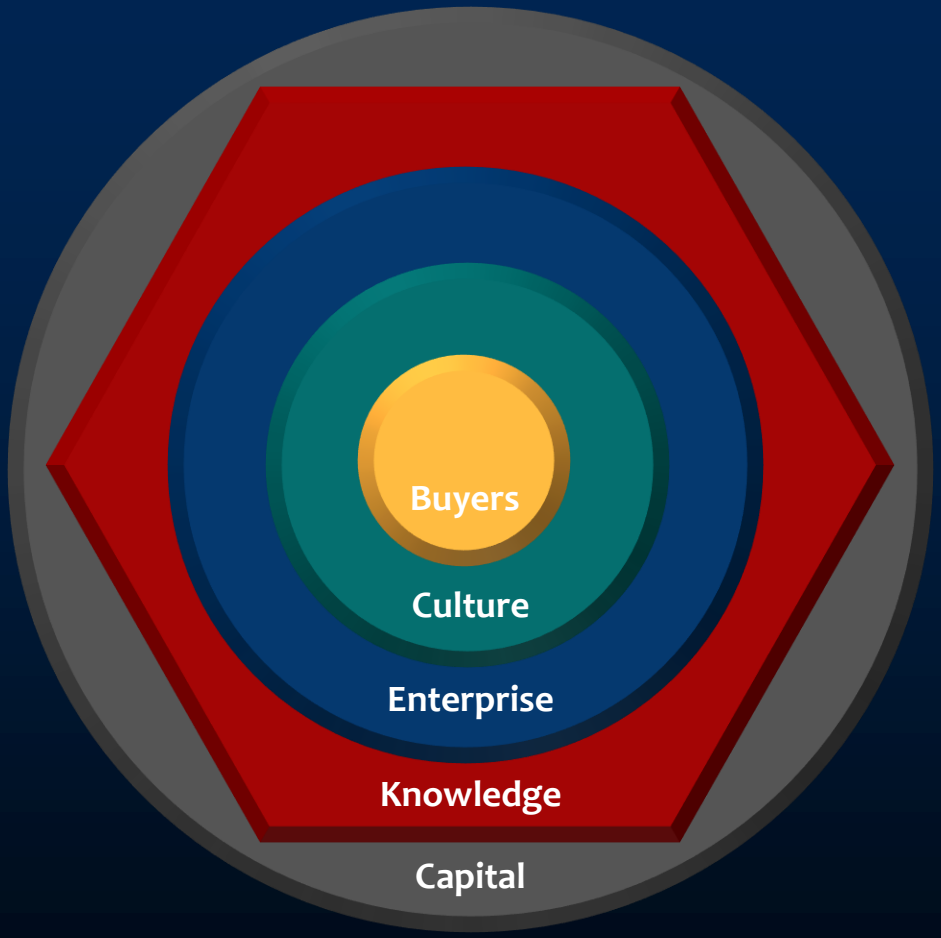


# KM Business Needs




- More Buyers
- Better Collaboration
- Best Practices
- Knowledge Management
- Improved ROI

# Buyer Shock

# Culture of Collaboration

# Enterprise Silos

**Plus = Positive**

**Minus = Negative**

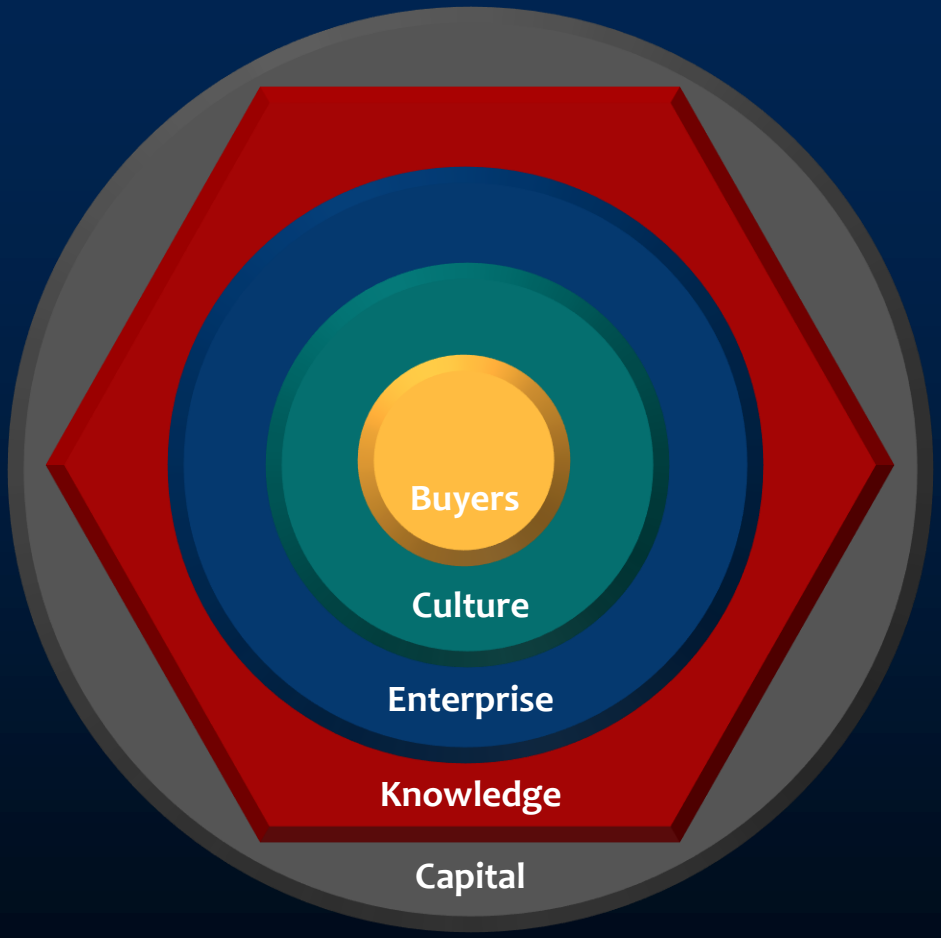
**? Mark = More Data**

**Zero = Neutral**

# Knowledge Management

# Improve ROI & LTV

# KM Business Needs

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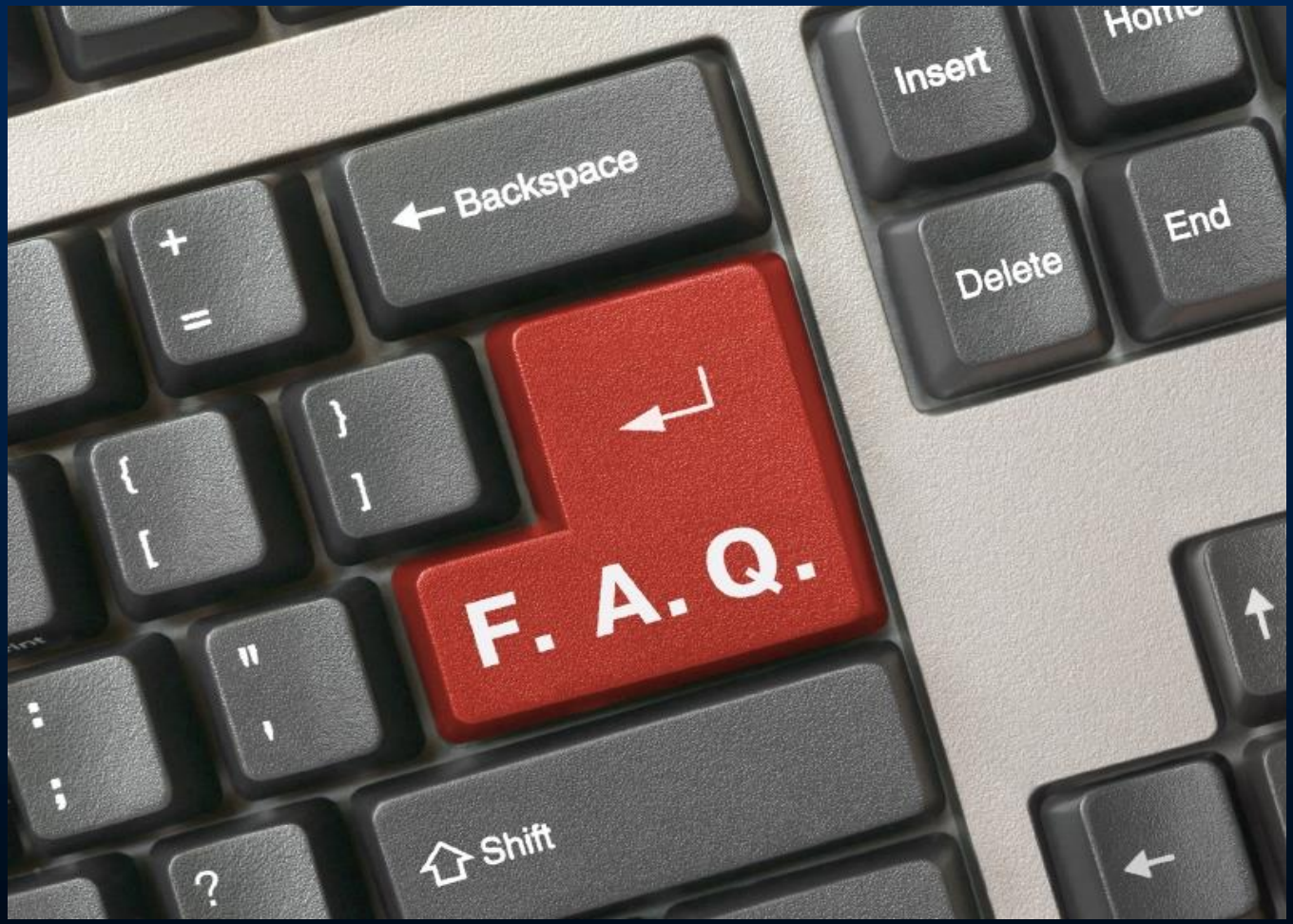
# Issues & Answers



# Concluding Thought

"An invasion of armies
can be resisted,
but not an idea
whose time has come."

**Victor Hugo – 1852**

# Call to Action

**"Speed costs money.**

**How fast do you want to go?"**

**Enzo Ferrari**

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