

The Knowing Doing Gap

Earlier in the year I was given a book Titled “The Knowing Doing Gap” by Jeffrey Pfeffer and Robert Sutton. The premise of the book is that organizations have valuable information that is locked away in departments and systems and by not sharing it we are not realizing the full value and potential of that information to help our organizations. It’s a common problem and all organizations go through this at one time or another. Historically this was a challenge we all faced as GIS professionals ~~over the years~~ as more and more staff in our utilities wanted access to information. I’ve had the opportunity this year to spend time with many of you at your individual utilities, Esri conferences, industry events, and virtually through our webinars and I have noticed a common theme and statement that continues to come up:- “I didn’t know Esri had a solution for that?” In a sense we have a Knowing Doing Gap in our community. It’s understandable but something that we continue to work on as a team to ensure that you have up-to-date information about how we support water utilities. I’d like to share 5 items with you to help close our Knowing Doing Gap for the remainder of the year.

1. The new ArcGIS website – ArcGIS provides the foundation for all of our solutions and work as a team. The creative team at Esri has put together an incredible resource that can be shared with you executives, analysts, and contractors to help ~~them~~ understand the ArcGIS platform and where to get started. The website can be found here...
2. How do I get started? – This actually is a two-part answer. In 2014 we released the “Implementing ArcGIS for Water Utilities” whitepaper. It was created specifically for utilities to help ~~them~~ get started with deploying the platform. The idea was that it’s a recipe you can follow and customize but it gives you a starting point along with examples so that you can put a plan in place. To get started you can download the white paper here.
3. I didn’t know you had solutions just for utilities! – This is the second part of the answer to how do I get started. Esri provides out of the box configurable solutions that work ~~on top of with~~ the ArcGIS platform ~~design created~~ specifically for water, ~~wastewater~~, ~~stormwater~~ utilities. These solutions can be found here...
4. Customers ~~examples~~ – We are always learning ~~how to and~~ improving our work from ~~our customers and customer feedback~~. ~~We~~ love to share examples of your work. Check out this example from White House Utilities District and how they are using the ArcGIS Platform. You can find the video here...
5. Esri has a water conference? – In 2015 we introduced a conference specifically for our water industry users and in 2016 we are attending that to include our growing our conference by including water resources. This enables users so that we have our entire community ~~in to come together in~~ one place. The conference ~~enables encourages~~ you to connect with other users, partners focused on your industry, and Esri team members who

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specialize in water and water resources. This is the kick-off of our water year where we introduce our new solutions, ~~work~~, plans for the year, and highlight your work. The information for the Esri Water Conference can be found ~~here~~...

Take some time and review each of the items above to help close our knowing doing gap, ~~and~~ I hope to see all of you~~r~~ at the Esri Water Conference ~~#5~~ in Austin.

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