

## Mind The Gap

Earlier this year, I received *The Knowing Doing Gap* by Jeffrey Pfeffer and Robert Sutton. The book argues organizations lock valuable information in departments and systems – rather than sharing it. By sharing information, they would realize the information's full value and benefit their organizations. This is a common problem, which GIS professionals encounter when looking for information from other business systems. Through conferences, industry events, and webinars, I've had the chance to notice a common theme from many water-utility GIS users. Many of them simply didn't know there was a fix to the challenges they were encountering already available. I can't tell you how many times I heard, "Esri makes something that solves my problem? I had no idea."

We need to fix this knowing-doing gap!

It's hard to stay updated on the latest technology solutions to your needs, and to know which ones are proven to help people facing your challenges. Change in any industry can result in a knowing doing gap and I would like to close that gap in the most valuable way to you. To that end, here are the five offerings that Esri has for you, that most people had no idea were available to their organizations.

1. **New Water Website**  
Esri has gathered resources just for you – to help yourselves, your executives, your contractors, and more get started with ArcGIS at your utility. Visit URL [here](#).
2. ***Implementing ArcGIS for Water Utilities***  
If you wonder how to get started getting the most out of ArcGIS, this is the one whitepaper to read. You'll find your starting point along with examples, so you can put a strong GIS plan in place. Download your whitepaper [here](#).
3. **Water Solutions**  
Yes, Esri makes solutions *just for you*. We call them ArcGIS for Water Utilities. Get started with Esri solutions for water utilities, with descriptions and demos, [here](#).
4. **Customer Success Stories**  
You're getting work done every day. Sometimes, we're lucky enough to hear your stories. Share your stories by reaching out to the Esri Water Team, and view your peers' stories online. One of our favorite success stories right now is from White House Utilities District in Tennessee. See how WHUD is cutting millions with a GIS platform in this video [here](#).
5. **2<sup>nd</sup> Esri Water Conference (Austin, Texas, USA)**  
The second annual Esri Water Conference is expanding on the inaugural 2015 conference with the inclusion of water resources. Come get the latest

on proven ways to solve today's water-utilities and water-resources challenges with GIS. Information for the Esri Water Conference can be found [here](#).

My goal is to help close the knowing-doing gap. Now you know the tools at hand. The question is, what will you do?  
I look forward to hearing your achievements in person at the conference in Austin.

Sincerely,  
Jim Higgins  
Director – Esri Global Water Practice