

Behind the scenes of



Winkwaves Kenniscafé's recipes

2009

Welcome

For three years now we (and our customers) have used our own productions to share knowledge with each other. As you might expect, we are very enthusiastic about our own Winkwaves Kenniscafé (best translated as knowledge café). Nevertheless, it is hard to explain how our environment differs from, for example, Ning, Facebook, Microsoft Sharepoint, Lotus Connections or other social networking environments.

Just considering the functionalities you will easily fail to notice the difference. In every environment you will find a blog functionality, the possibility to share documents and leave messages for others. Such functionalities are much like the ingredients of a recipe. However, ingredients determine the taste only partially. The method of preparation, the quality of the ingredients and the presentation determine the taste and the success of a recipe at least as much as the used ingredients. For example, in the Italian and Mexican kitchen you can use the same ingredients. Yet, immediately you will taste the difference. Just like we taste the difference between a cup of coffee from a machine and a cup of espresso made by a good barista right away.

Reading the Winkwaves Kenniscafé recipes you will have to realize that it is not simply about the presence of ingredients, but also as much about the quantity, the quality and the way of presenting. And it is about the care and the dedication of the people in the kitchen. That does not mean that it is not good to know which ingredients are incorporated in a Winkwaves Kenniscafé - after all you want to know if it will supply the need of your own organization. Or what it is exactly that you taste. This is the reason why we have cast the functionalities of a Winkwaves Kenniscafé into a cookbook. We hope it will inspire you!

On behalf of the entire kitchen staff,

Mark Schoondorp



Ingredients for a meaningful conversation

There are three elements determining the quality of a meeting: the conversation partners, the topics of conversation and the available conversation techniques. These three meet in a knowledge cafe. A good bar supplies relaxation as well as inspiration for a good conversation, without fixing or dominating the content of the conversation.

A good conversation enriches the mind and makes you forget time. Usually you need interesting people for a good conversation, people you have something in common with and with whom you want to share something. We don't have the golden tip for finding interesting conversation partners. You have to purchase fresh fish at the fish auction, and fresh vegetables straight from the land, but we lack a turnkey solution for people. However, in a Winkwaves Kenniscafé, helped by technology and a good host, the chance of finding new interesting conversation partners increases considerably, providing that you follow a number of ground rules.

Conversation partners

Your own profile	Circles
Interesting conversation partner	Host
Who is who	

A prerequisite for a meaningful conversation is that you are visible. This is why you need to start preparations early to show yourself. Although email address, user name and password are sufficient to enter a knowledge cafe, your **profile** will be flavored by your own picture and short description of who you are and what your interests and experiences are. This static part of your profile encloses what in more traditional environments is called a [knowledge card](#). If you wish to show others what is keeping you busy at this moment, **decorate** your name with an addition.

Add topics of conversation to enrich your profile even more - the tags used spice up your profile page by means of a tag cloud with accompanying **tag barometer**. Give your profile extra taste by adding a **personal selection** to your favorite conversation topics.

Once you are visible you need to find conversation partners. Do you like to see who are active in a knowledge cafe? Try the section "**who is who**", which is the [address book](#) with knowledge cards of all the visitors of the knowledge cafe. Glancing through you will possibly find the perfect conversation partner for your latest challenge. Based on your profile you will receive suggestions for **interesting conversation partners**.

If you wish to enhance the chance to find a number of interesting conversation partners, you can have a look at the circles. Circles are [groups](#) of people who are united around a certain subject or event. There are **private circles** in which access is only allowed after approval. The conversation topics in these groups are invisible if you are not a member. This is not the case in **public circles**. Here you can participate without approval and the content is visible to everyone.

In our experience a good knowledge cafe offers a mixture of public circles that cover the needs at different levels. You will need circles reflecting the organization's structure, circles for different specialities and circles covering social needs. To prepare a successful circle you must have a solid mass. This means that you will have to avoid disintegration. Finally, you will have to mind private circles - they block knowledge sharing and should be added extremely thrifty.

If you want to participate in an existing circle, you will have to introduce yourself. After this you can participate and start up new topics in the conversations.

If you would like to start a circle of your own, you will have to note the following. Your own circle will need a lot of attention and love, otherwise it will collapse before you even started it. In order to start a circle you will at least need a theme which will appeal to others. You will also need to have a clear description of the goal and add an appealing picture. Finally, you will need to invite fellow circle members.

Once you have started a circle you will play the role of **host** at the table. This means that you need to welcome your new members and send a newsletter on a regular basis. Having interesting topics of conversation on a regular bases is essential to keep your table guests interested. And do not let them become thirsty.

A successful **host** surveys all circles and all people present, intervenes when etiquette asks for it, knows how to connect with people and welcomes new guests. The host training is outside the scope of this story's context and probably the role of host will be filled in before you enter the knowledge cafe. But if you think that certain guests are too loud or certain topics of conversation are annoying, turn to your host. If you have questions, your host will be the first person which you can consult. The position of host is also known as [community manager](#).

In the cuisine of a knowledge cafe the topics of conversation form the core of every dish. Of course hygiene has to be in order, the opportunity has to be offered to freshen up yourself if conversations continue for a long time and tiredness appears, but first and for all there has to be a place to engage in conversations. Conversations that matter.

Topics of conversation or Twists

Webpages	Free twists
Documents	Events
Questions	

Take an interesting, fascinating or otherwise remarkable page on a website that you wish to share with others or which you want to save for yourself. Add this **webpage** to the knowledge cafe. To do so you can use a piece of JavaScript in the browser. An alternative is copying the URL and paste it in the knowledge cafe.

The title of the web page is fetched automatically, but it can be flavored. Write a **twist**, (your thoughts about the object), add one or more tags to annotate the twist as well as to retrieve it later on, and save it. Automatically a thumbnail of the concerning web page will be made. This could take up to 15 minutes after production. When it is impossible to make a screen picture of the added web page, eventually a placeholder picture will appear.

The saved web page can be found in the knowledge cafe and can be **commented** on by others. The simple version of this functionality is also known as [social bookmarking](#).

Now take a presentation or report of 20 MB maximum and publish this **document** in the knowledge cafe. Also include a short explanation and tags. The document can now be downloaded by other users. If possible a thumbnail of this document will be shown.

You could also venture a more exquisite version. Turn on **version management** while you add a document. With version management you are able to discuss more versions of a document as 1 topic of conversation. Besides, you can appoint people who are allowed to add versions. The most recent version will automatically be offered as a download to the users, but the other versions stay available. Documents with version management taste like [file sharing](#), with extensive support for a conversation about it.

Do you have a **question** on the shelf by chance? You could publish it in the knowledge cafe. Present your question, include a brief explanation, add the right tags and bring it to the notice of a specific group or individuals. Experts will receive the question automatically on their reading table and everybody who reads the question can respond. If your question has been open long enough to your opinion, you can decide to close it, with a short explanation why you are closing it. This question function is a good replacement for the [forum](#).

A lot of what you think, of what you wish to share, is completely unique and is your own story, without necessarily being a question or link to a document or web page. When you have such **free thoughts** on the shelf, consider to add them to the knowledge cafe. Just add a few tags and you will have a simple [personal blog](#) in no time.

Every above mentioned topic of conversation can be served in 3 versions: **personally, privately or publicly**. Personal means that nobody else than you can smell, see and taste the topic. As a conversation topic rather poor. A private publication will only be served at the reading table of your choice. Finally, public publications are on the buffet passed by everybody.

The best conversations are the ones when you meet each other face to face. To the richness of non-verbal communication, the subcutaneous effects of smell and eye contact, no online environment comes near. In a knowledge cafe you can prepare such physical **events**. Create an event and add a date, place and additional information. After that invite people to subscribe. You can easily report every change to the participants by a newsletter. When the event has passed you can continue the conversation online. Events form an indispensable supplement to the online meetings in the knowledge cafe.



'C'est le ton qui fait la musique' - a meaningful conversation is more than a good topic. You have to understand each other and there has to be room for expression at various levels. A good knowledge of the various techniques needed to speak and listen is an important tool.

Conversation techniques

Respond	Reading table
Buzz	RSS
Thank	Newsletters
Retwist	Search
Mail	
Terrace	

The basic technique of every knowledge cafe is **responding** to a topic of conversation or response of someone else. A response can be altered until 15 minutes after production, after that it will finally be included in the conversation. In a response you can easily include a link to a webpage, but further frills are not possible yet.

If you don't have the time or the mood for the fuzz of a conversation concerning content, use a **buzz**. A buzz is like a quick snack to alleviate the lust for human contact. A buzz places a short message in the margin of the content. Buzzing is a form of **chat** (without refreshing the page new messages will enter the box, making real life conversations possible). If the other is not online at that moment, he will receive notification of your message by buzzing him personally.

A specialty of the house is the thank-you-buzz. Underneath every topic of conversation there is a **thank-you** button. The thank-you message will be buzzed to the message box of the other.

Is a topic of conversation introduced by someone else worth saving for yourself or worth sharing with circles you are a member of, then you can **"retwist"** a topic of conversation. With this technique a topic of conversation is copied quoting the name and original text, thus giving credits to the original contributor, and still turning it your way.

If you want to draw the attention of a specific person to a certain topic of conversation, you can send an **email**. This works for your own additions as well as for those of others. You can either type user names or use complete email addresses and adjust an email before it will be send. Although the use of email surely helps to draw attention to your topic, with email it is just like salt: too much will poison the taste.

To have a meaningful conversation the art of listening is at least as valuable as the art of speech. To listen you need patience, but selecting well what you want to listen to, you will notice that patience isn't the restrictive factor but available time is.

When we produced the **terrace** for the first time, we were wildly enthusiastic about it. What a beautiful entrance for our visitors, we thought. It tasted like the first genuine espresso after years of drinking coffee out of a thermos. In the meantime we have adjusted the terrace slightly, but the bases stays the same: everything that is happening concerning topics of conversations as well as conversation partners in one big dish. The terrace is timeline and pumping heart in one: everything you are allowed to see is processed in it, including the twists of private circles you are a member of. Besides the public terrace every circle has its own terrace.

Who prefers the recommendations of the chef, chooses the **reading table**: here twists and responses are served selected for you, based on the circles you are a member of and the tags you use. Your personal reading table is tuned to your taste. The reading table of a circle is composed of the contributions to the circle.

A modern cuisine can not do without a **search**-function. But although searching is an indispensable ingredient, using it is an art on its own. The secret of searching lies in asking the right question. Start your search command with a phrase that is specific enough to show interesting results, but not too specific or else you will minimize the change of success. Then **refine** the results by adding a common tag within the set of found twists to the search command. **Filter** your results, if you wish, by topics of conversation and **arrange** the results in order of relevance, popularity or date. You can speed up your search by selecting the right context for your search command. Hereto you can choose between the reading table of a circle, your personal twists, who is who, or browse through twists or circles.

The knowledge cafe has a delivery service. If you have mastered the technique of RSS, then you can **subscribe** to various **feeds**: from your own buzz box and the circles to everything people talk about in the knowledge cafe, you can follow it all by a feed in your own RSS-reader or adding it to your own website. Are you looking for available feeds, then have a look at the Service menu of the knowledge cafe. You can follow an individual user by his profile.

What to do if you don't use a RSS-reader? The traditional technique of **newsletters and automatic updates** through email produce comparable results. If you are participating in a circle you will automatically receive a newsletter when a host sends it. You can visit your personal profile to change the settings of the general newsletter and the frequency in which you wish to follow personal updates.

Conclusion

The kitchen of a good bar is accessible to her customers. You can watch the kitchen team preparing the dishes, how fresh the ingredients are, the state of hygiene. With this cookbook we wanted you to taste the atmosphere in the kitchen of our Winkwaves Kenniscafé. On top of that we included recipes to benefit more from the knowledge café. Did you come up with new combinations based on our recipes? We like to be surprised and challenged by our customers. The work in the kitchen of Winkwaves Kenniscafé continues.

