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Editorial



## Strategize Cooperatively and Watch Productivity Increase

As a matter of course, humans typically seek out people with common visions, morals, perspectives and passions, and tend to shy away from interaction with individuals with whom they seem to share little on an intellectual, professional or moral level. It's not unusual for this behavior to arise in the workplace. But one can learn a lot more by collaborating with colleagues who have different ways of looking at things. There's no telling what heights can be reached when an eclectic group of individuals takes part in a brainstorming session.

The synergy that is created is the product of a healthy competition — the type that keeps employees on their toes and doing their best, and the ability for the participants to behave cooperatively — that is, focusing on achieving the task at hand rather than competing with others.

When AIChE embarked on the redesign of its website, the cooperative efforts of AIChE staff — based on input from members — became the catalyst for rapid and effective change, and crucial for the continued success of the project. AIChE's goal is two-fold: 1) enhance the products and services we offer members, thereby increasing membership value; and 2) ensure that members are aware of their benefits and understand how the benefits can be of value to them both professionally and personally. AIChE's Internet presence is key.

At present, the website is undergoing one of the most significant revamps to date. Some of the exciting new features and tools that are rolling out include blogs, podcasts (with the ability to upload/download), RSS feeds and the Knovel e-Library — a set of web-based information services that "increase workflow and productivity by enabling users to find information more efficiently and use it more productively to make better decisions."

As of June 2006, student members joined the rest of us in enjoying full access to all the collections, tools and services that are available on Knovel. The e-Library's latest asset is a collection of interactive steam tables — Knovel's embedded analysis feature allows the user to sort and filter the tables' data, as well as locate points on graphs and solve equations without leaving the content being viewed. Knovel has launched a test site for those of us who want to learn how to use this program at their own pace. This opportunity is especially attractive to students who want to figure out how Knovel can simplify their academic endeavors before the fall semester begins. Visit the test site at:

<http://www.knovel.com/knovel2/Toc.jsp?BookID=901>

This fall, Knovel is hosting e-webinars to show members how to use the program's powerful search features, interact in real-time with tables, graphs, equation plotting and more, and perform deep searching via numerical extraction. The e-webinar will also cover a selection of sample searches and problems that can be answered using Knovel's content and information technology.

AIChE's members can expect more web-based surprises, including a new career center, a "best of blog" component, and a calendar feature (that's all I'm saying). So, check the website ([www.aiche.org](http://www.aiche.org)) regularly. There are already so many new and exciting features to explore.

As always, your feedback is important. Please send it to [cepedit@aiche.org](mailto:cepedit@aiche.org).

Rita D'Aquino, Senior Editor