

THEORY

PRACTICE



WEBINAR
11-14 AUGUST 2020
Knowledge e-Imbizo
DRIVING ENGAGEMENT AND
MANAGING KNOWLEDGE FOR GROWTH

“Knowledge Management Is Easier To Deliver as a Slogan than as a Sustainable Initiative”



Bill Kaplan
Founder

@billkaplankm
@KMSAAssociation



“Knowledge Management
isn't valuable in the abstract”

How do you effectively transition from theory to concept to practice aligning context relevant KM concepts and practices through a sustainable KM implementation that not only supports, but also aligns your business and operational environment and your KM environment?

How do you continue to balance theory, concepts, and practice to continue to create and deliver value from your knowledge in support of your mission and your stakeholders?”












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Organizations that can leverage all their information and all their experience can operate “Faster than the Speed of Change”



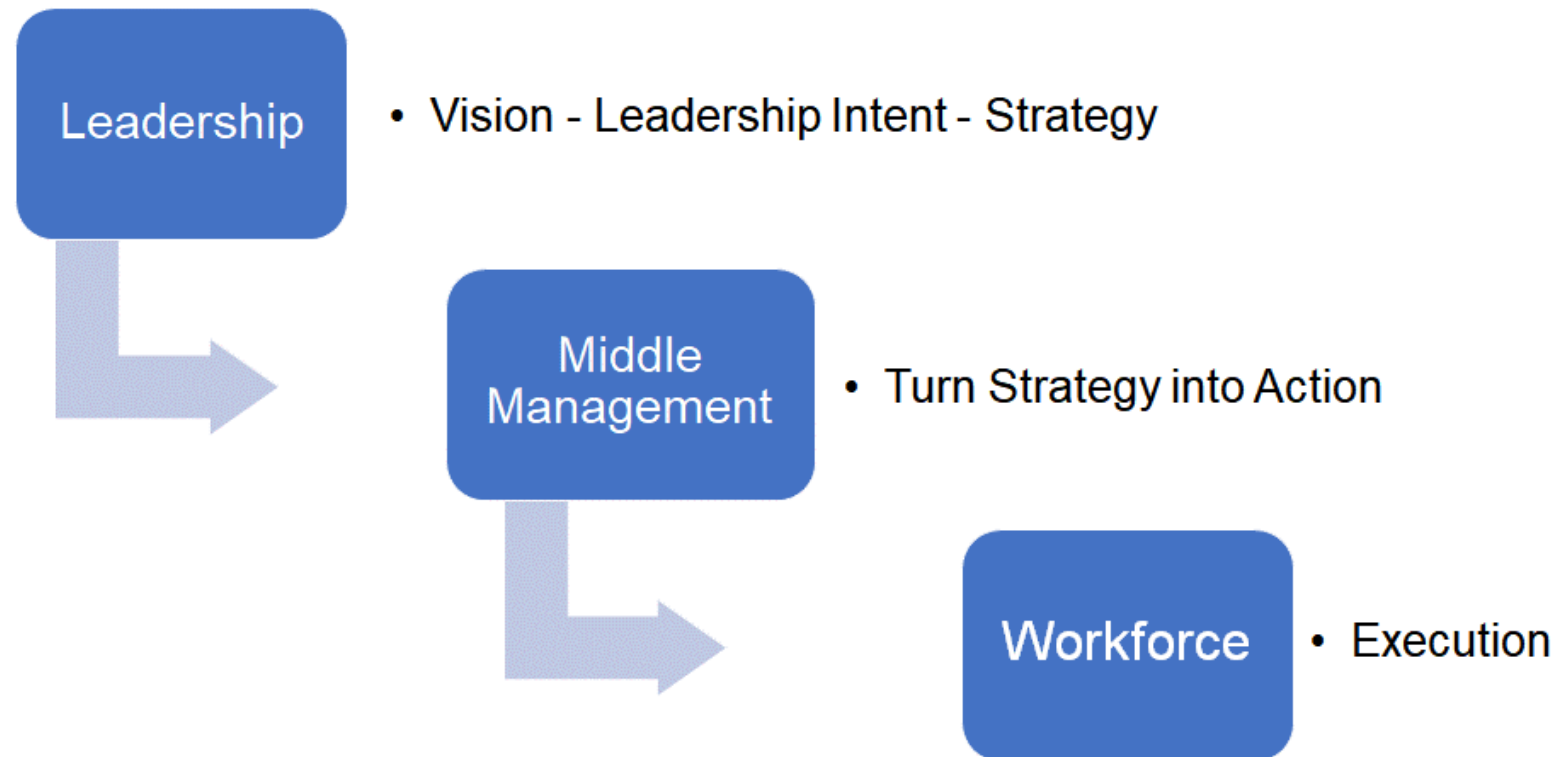
Successful KM Strategies and their implementation have in common an understanding of the business and operational environment and KM environment.

The KM Strategy and its implementation is “bespoke” and “fit for purpose” - designed and implemented, driving sustainability in the local context.

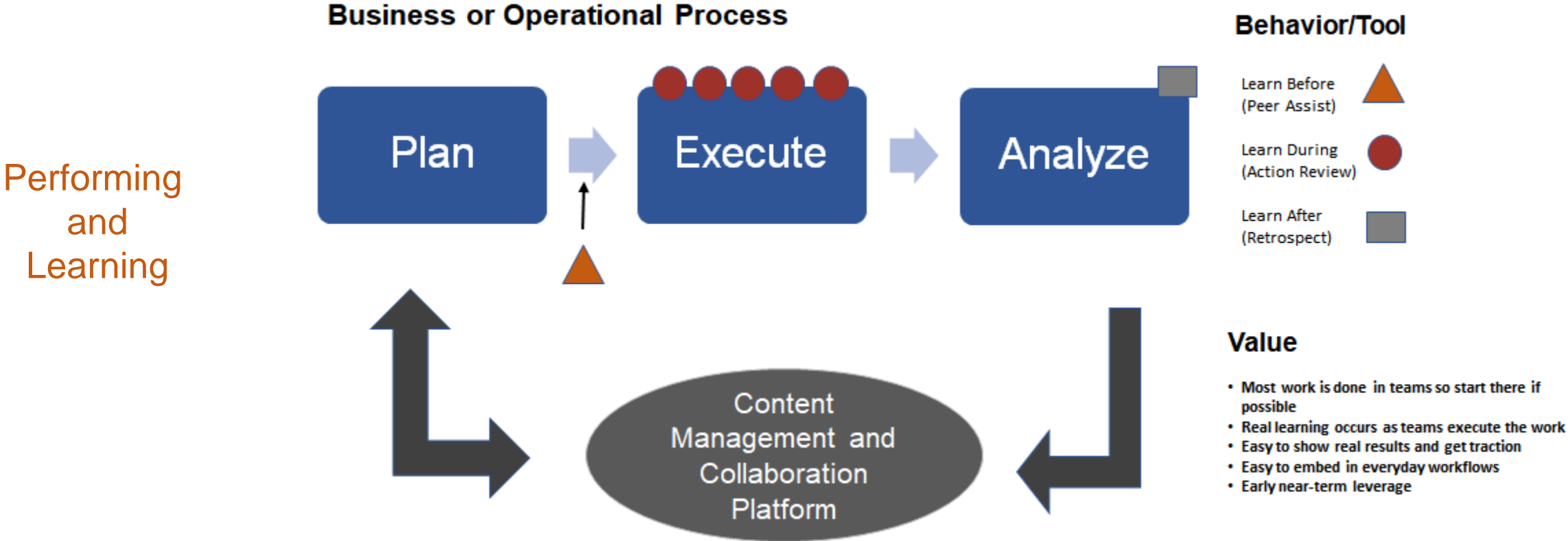
-  **Kick Off**
-  **Understand the Business and Operational Environment (BOE)**
-  **Understand the Knowledge Management Environment (KME)**
-  **Analyze and Create a KM Baseline (as-is)**
-  **Develop a Shared KM Vision and Outcomes (to-be)**
-  **Gap Analysis (to be vs. as-is)**
-  **Develop KM Strategy to Close Gaps (what)**
-  **KM Implementation Plan (how)**
-  **Pilot Implementation**

KM projects succeed or fail from the middle! Translating leadership's KM intent and required outcomes to the greater workforce happens at middle management where "intent becomes action." If the middle doesn't get it, or buy into it, KM efforts likely fail.

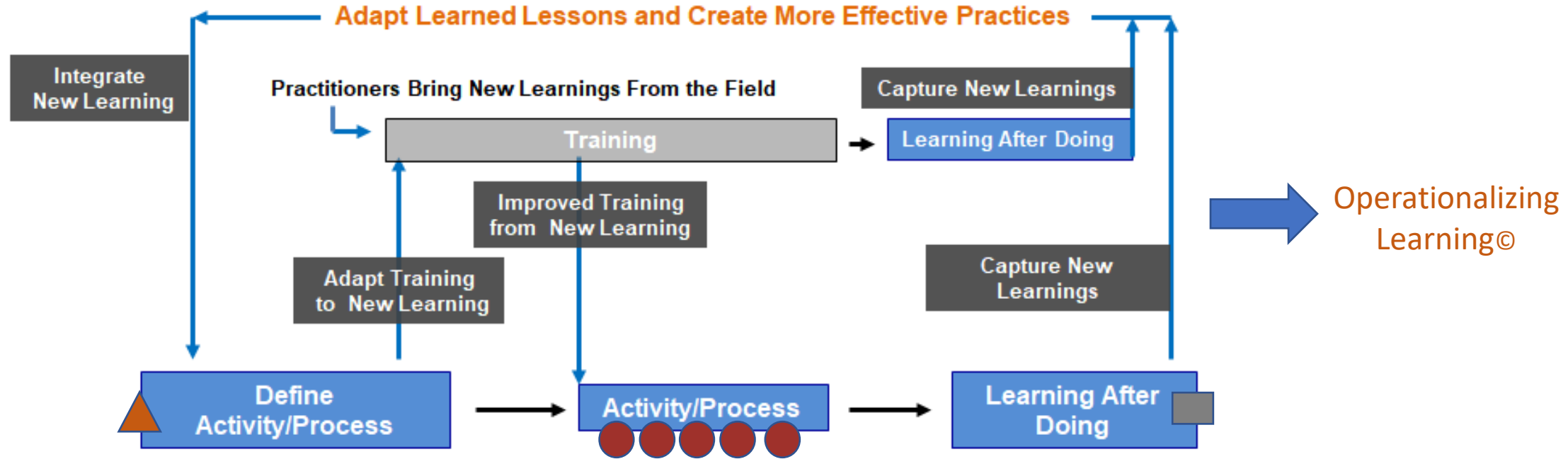
Knowledge at the Point of Execution®






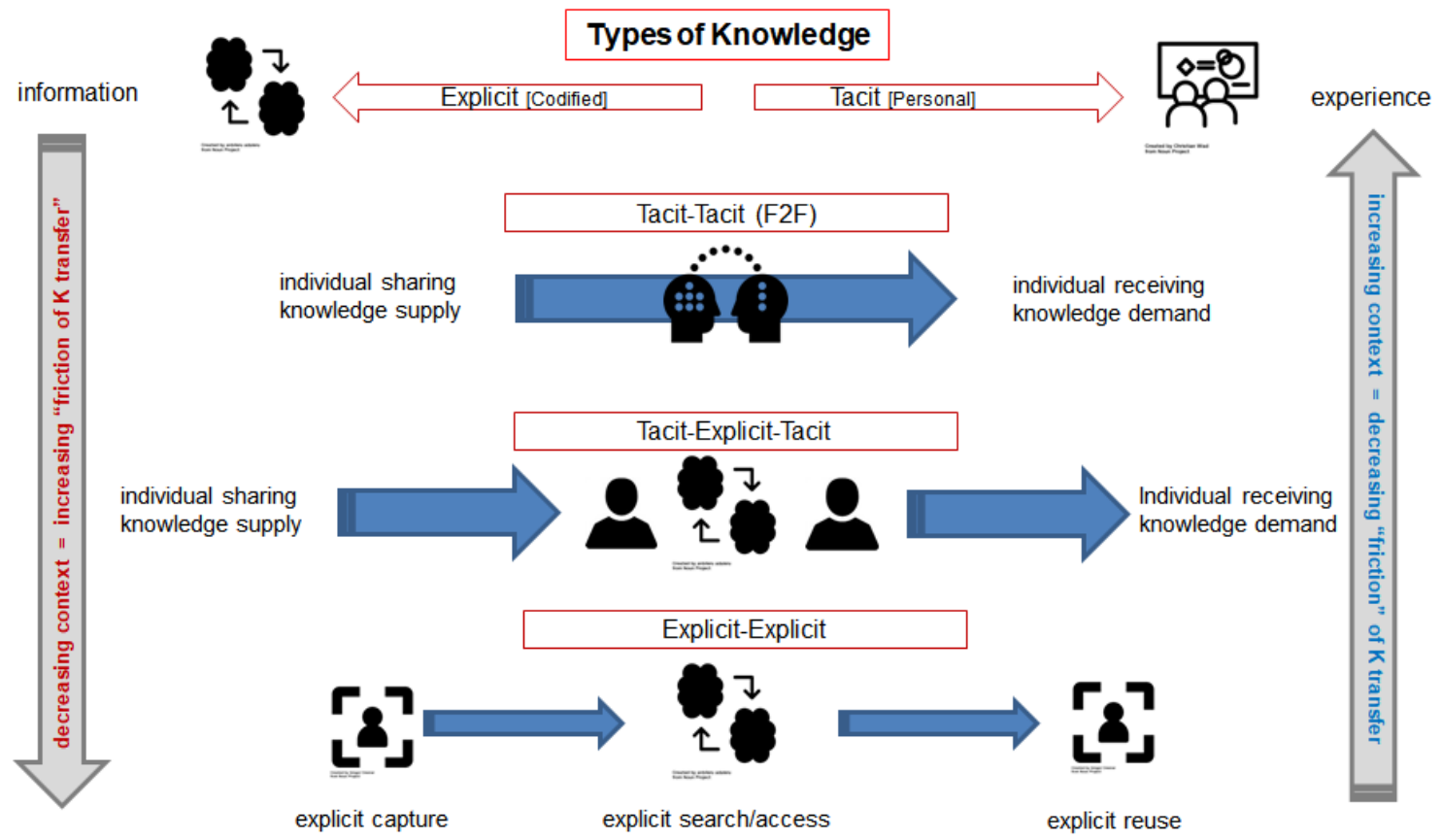
Effective and sustainable knowledge capture and reuse operates within the context of workflow -- the way people work. When knowledge is captured within the context of a process, it is more meaningful and easier to integrate. When characterized in a way that makes sense to the knowledge users, it adds real value.



“Knowledge Management is a Process of Continual Renewal”



- Learn Before (Peer Assist) 
- Learn During (Action Review) 
- Learn After (Retrospect) 



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Friction Creates Barriers To The Transfer Of Context And Meaning Needed to More Effectively Create Value From Knowledge

Context provides insight to the knowledge being shared, how it was captured, how it has been used, and can be reused.
 Context puts a face on knowledge and lets you see inside.

Knowledge Management isn't only words or concepts. KM must become consistent and a leadership supported action with modeled behavior that is part of the work processes to the point where "KM" isn't even spoken!

Knowledge Leadership is the focus and support needed within an organization to make knowledge capture and reuse part of workflow. Knowledge Leadership is neither a job description nor a position, but a shared responsibility existing at all levels within the organization.



Communities of Practice (CoPs) that form, and launch, based on the concept of "Shared Value" are more likely to continue to "create value from knowledge" not only from and for the organization's stakeholders but also from and for the CoP members



Successful CoPs Must Deliver Value (Proposition) for Sponsors and Members to Gain Initial Support and to Keep That Support

Question?



Comments?

Bill Kaplan

571.234.5942

bill@workingknowledge-csp.com

<https://www.workingknowledge-csp.com>