

Creating your knowledge strategy

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Participating Organisations





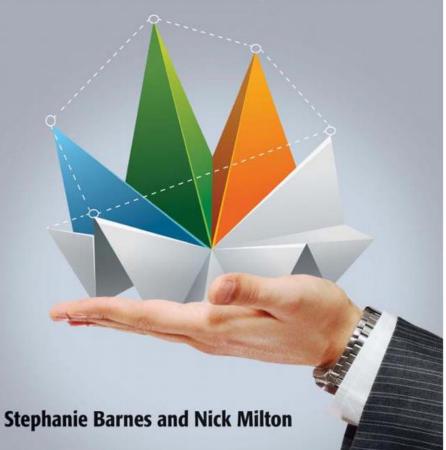


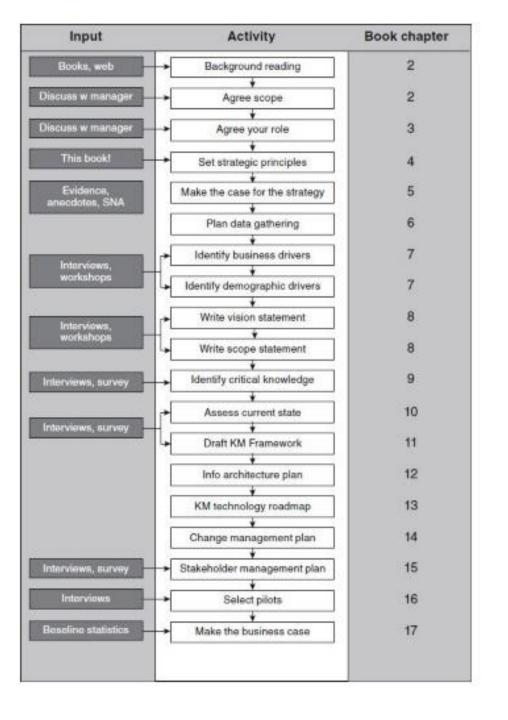




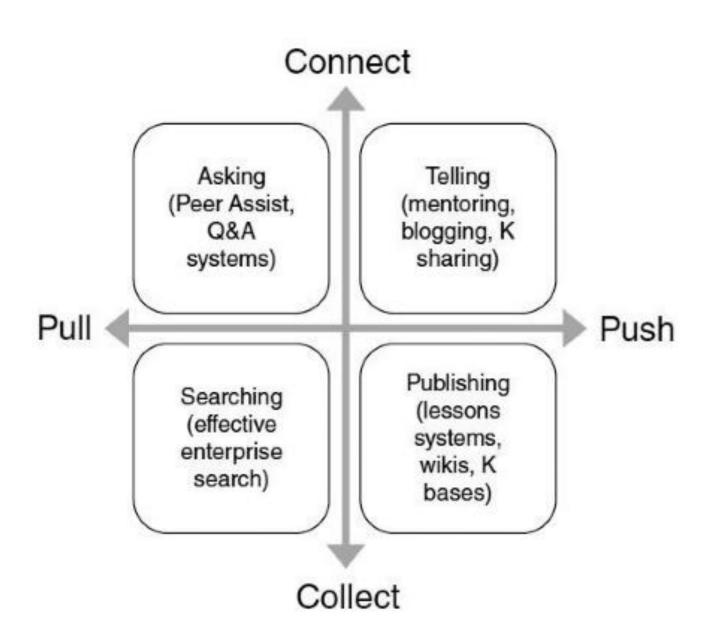
DESIGNING A SUCCESSFUL KM SUCC

A Guide for the Knowledge Management Professional

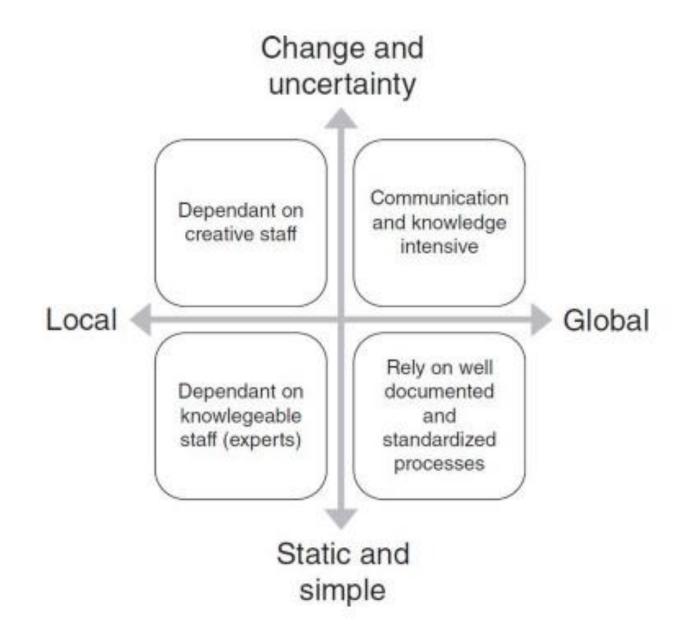




Approaches



Appreciating the organisational context



Business focus areas for Knowledge Management

Operational Excellence

Improving internal processes through application of knowledge

Best practice development Process innovation Communities of practice

Customer Knowledge

Building a better understanding of customers wants and needs and how to satisfy them

Customer knowledge Market knowledge Product knowledge

Innovation

Creating new and better products

acquisition

Knowledge
development

Reducing cycle time
for new products

Knowledge

Growth and Change

Replicating existing success in new markets or with new staff

Defining and deploying good practice Bringing new staff up to speed quickly

1 of 6 Practices of KM in Organisations

Develop and Embed a Strategy

- 1. Scan the environment
- 2. Consult with the key stakeholder groups
- 3. Understand the Need
- 4. Map and value intellectual assets
- 5. Envisage and test options for the future
- 6. Create/maintain a clear statement of intent
- 7. Create/maintain a Roadmap
- 8. Maintain executive support and endorsement
- 9. Review and update on a regular basis