Knowledge Management

If companies knew what they know

What is Knowledge?

Competitiveness

Expertise

Uniqueness

Action

Reflection

Proficiency

Motivation

Knowledge

Practice

Information

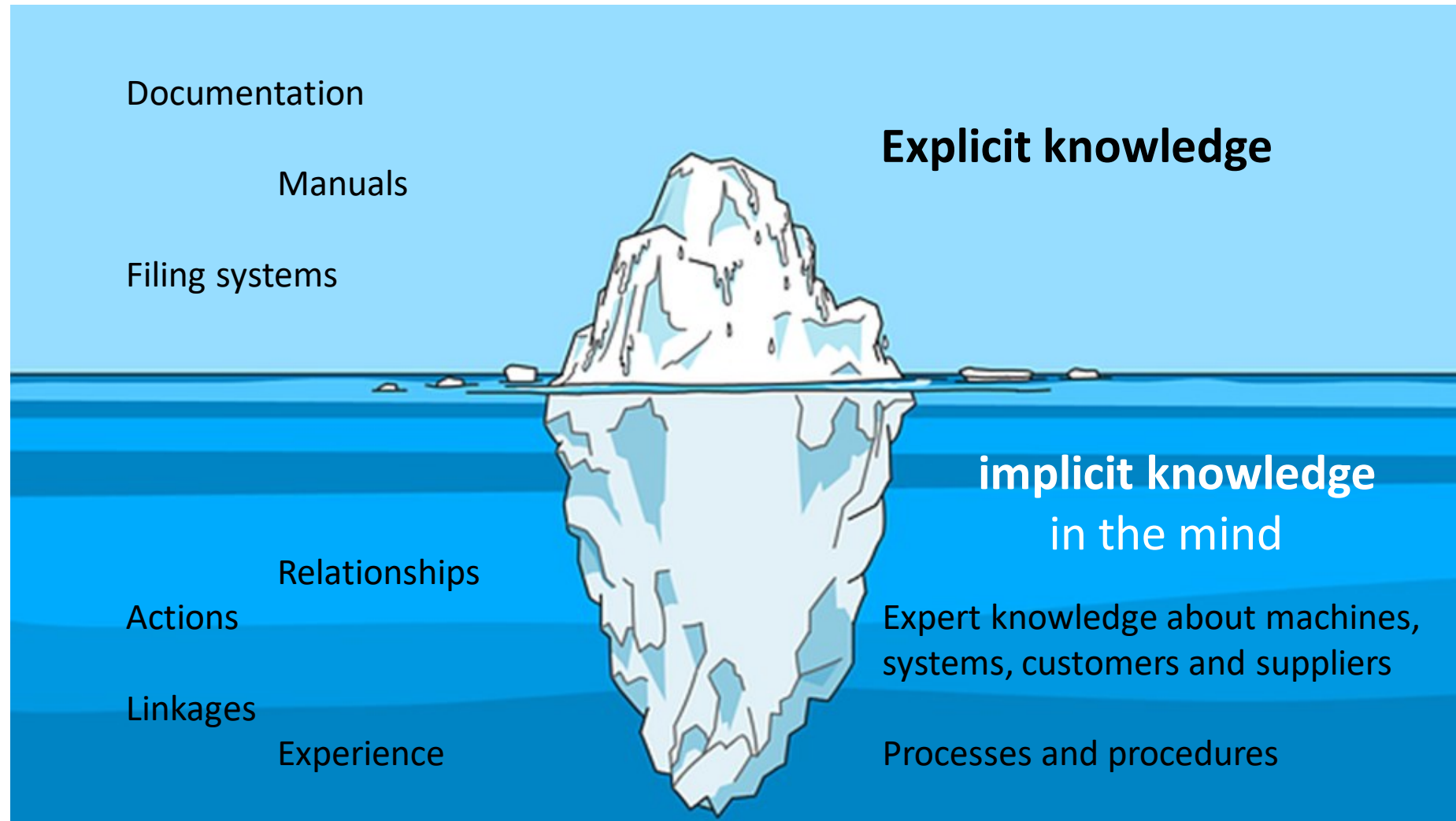Learning

Data

Semantics

Characters

Syntax

Strategic knowledge management

operational knowledge management

source: North 2002

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Where lays Knowledge?

explicit

10 – 20 %

person — company

80 – 90 %

implicit

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Which knowledge?

Documentation

Manuals

Filing systems

Explicit knowledge

implicit knowledge
in the mind

Relationships

Actions

Expert knowledge about machines, systems, customers and suppliers
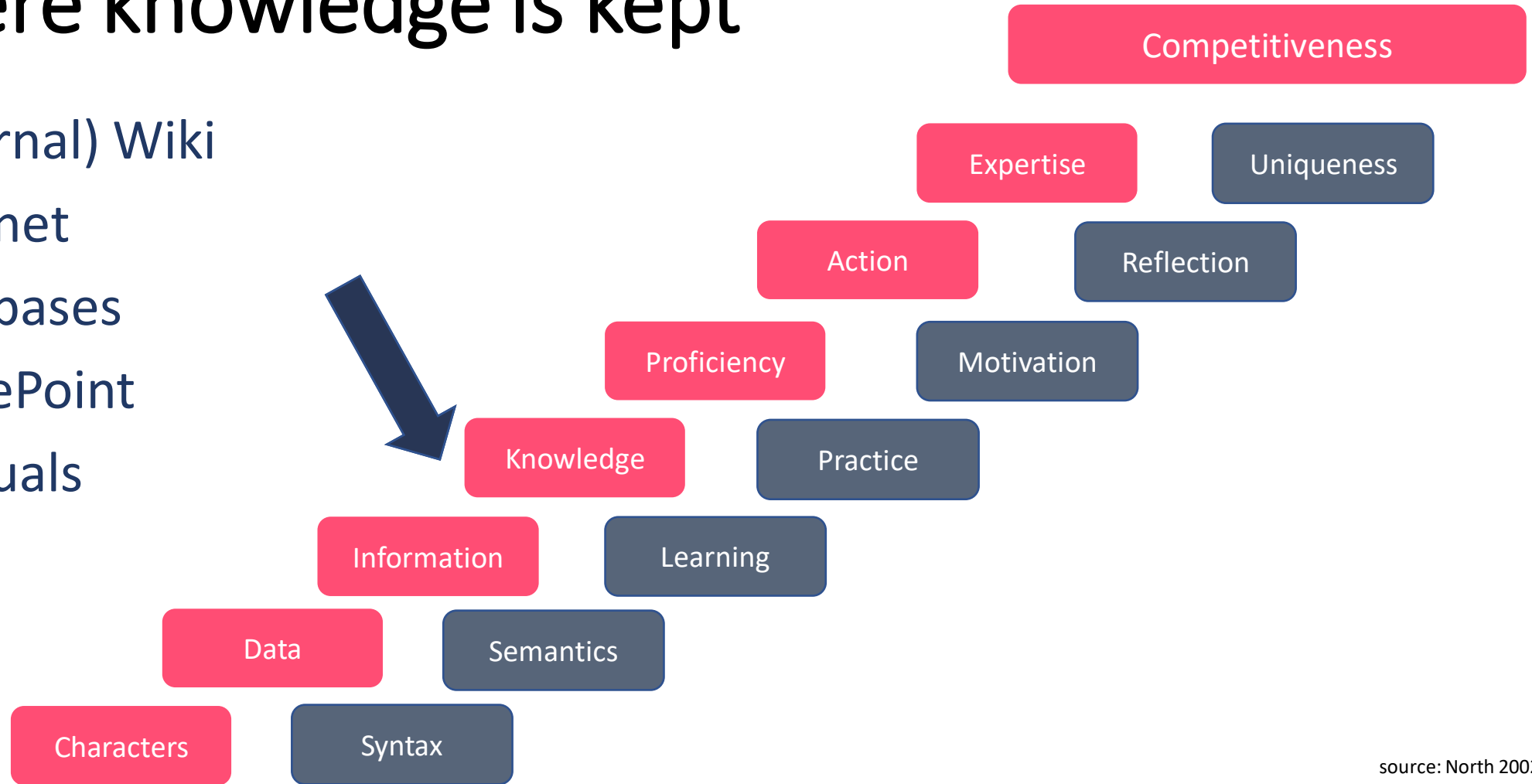
Linkages

Experience

Processes and procedures

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Knowledge is fluid

Where knowledge is kept

- (Internal) Wiki
- Intranet
- Databases
- SharePoint
- Manuals

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How knowledge is transferred

➢Exchange

➢Learning from each other

➢from head-to-head

➢Audio

➢Video

➢personal

Competitiveness

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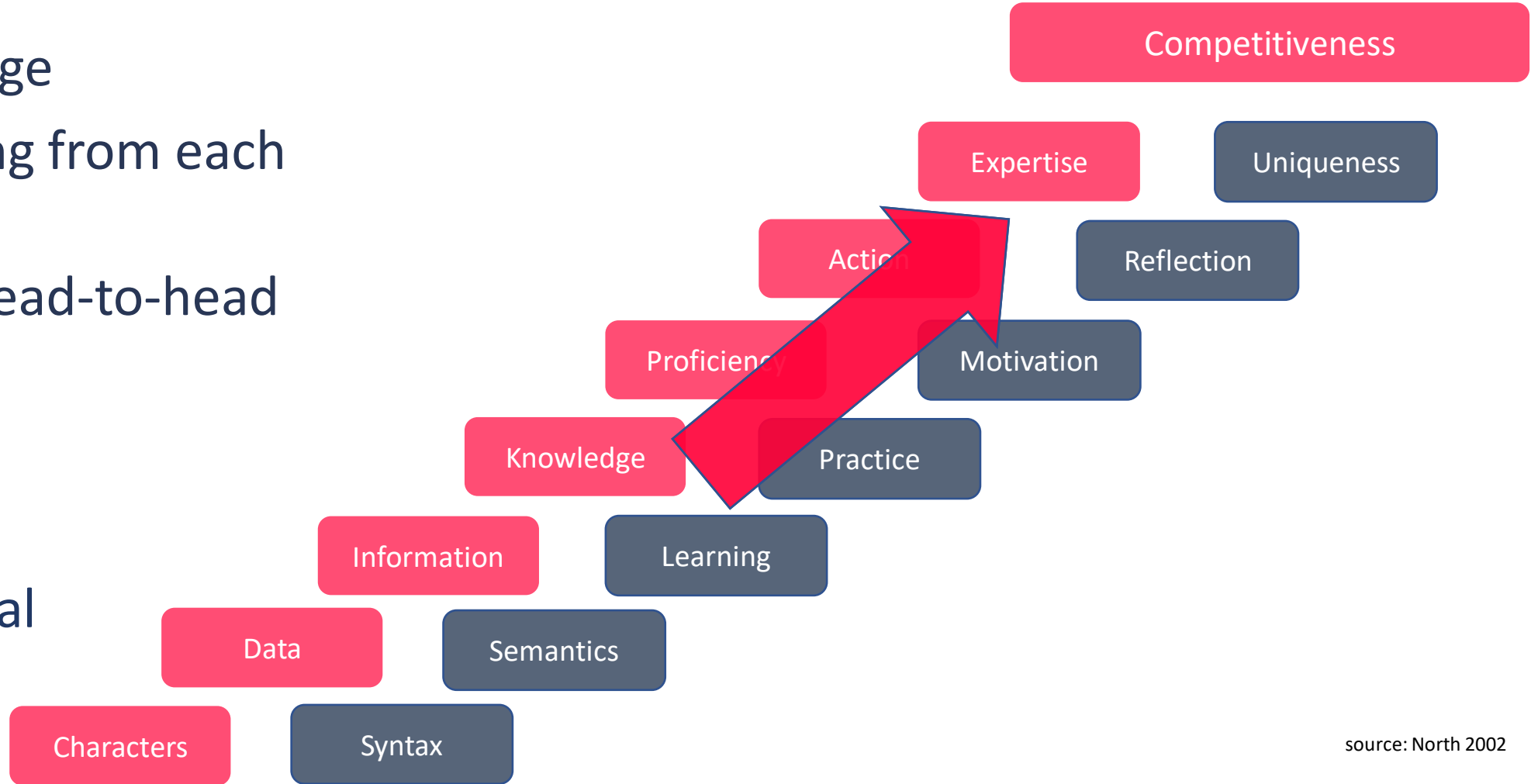
The Knowledge Management Toolbox

- The podcast/audio recording
- The cell phone movie
- The dubbing of PowerPoint
- The expert directory / yellow pages

- The knowledge map for individuals / for teams
- Lessons Learned
- Discussion rounds on selected topics

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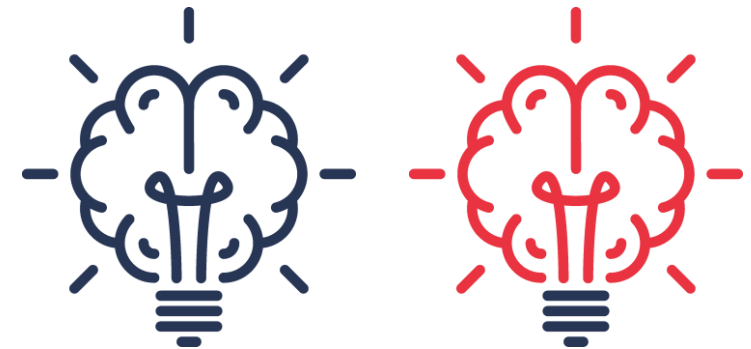
Knowledge Management
in the employee life cycle

Onboarding

- Acceleration of familiarization
- Create transparency in complex work environments
- Improve project start-up
- Improve quality
- Train key people in context, individually
- Avoid risks and wrong decisions

daily business

- Understand complex, new work environment
- Support change management
- Build real deputies
- Prepare for longer absences
- Improve project handovers
- Accompany potential risk takers
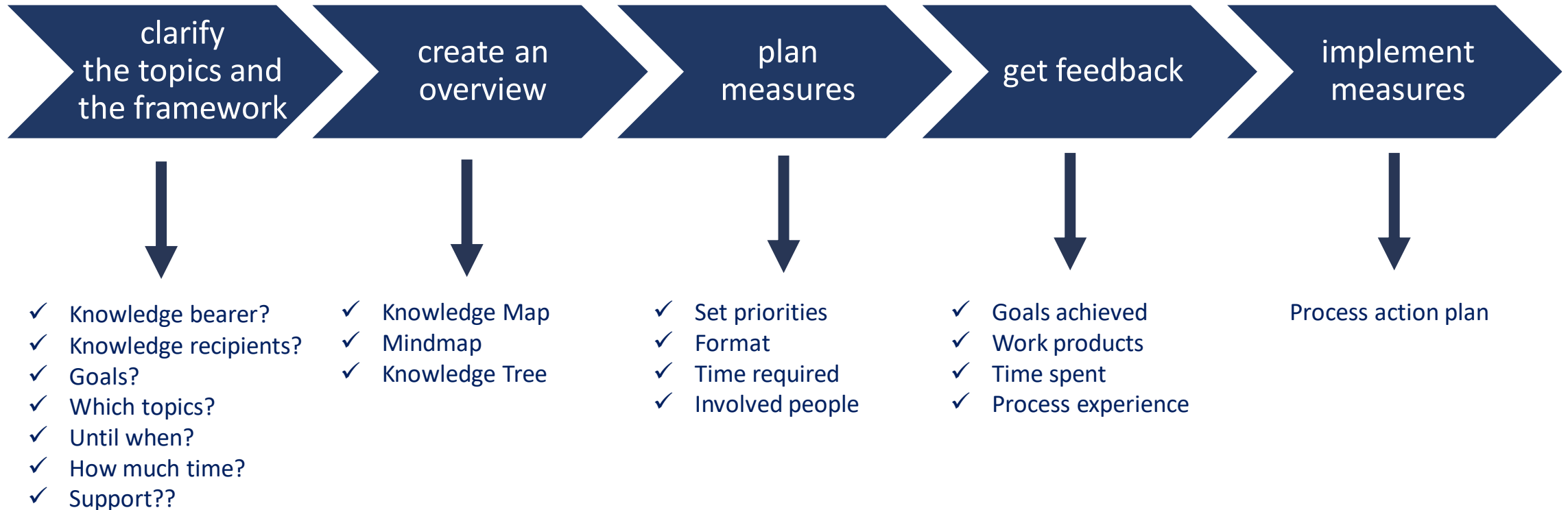- Transparency in offshoring projects

Offboarding

- Seamless handover to successor
- Minimize loss of knowledge in case of (early) retirement / pension
- Support project phase-out
- Avoid costly reengineering projects
- Defuse risks due to missing key person

Knowledge management in the event of personnel changes

- Who is a knowledge bearer → "Traffic light"!

- Risk?

- Plan retirement

- Accompanied knowledge transfer early!

Planning is half the battle

| clarify the topics and the framework | create an overview | plan measures | get feedback | implement measures |

- ✓ Knowledge bearer?
- ✓ Knowledge recipients?
- ✓ Goals?
- ✓ Which topics?
- ✓ Until when?
- ✓ How much time?
- ✓ Support??

- ✓ Knowledge Map
- ✓ Mindmap
- ✓ Knowledge Tree

- ✓ Set priorities
- ✓ Format
- ✓ Time required
- ✓ Involved people

- ✓ Goals achieved
- ✓ Work products
- ✓ Time spent
- ✓ Process experience

Process action plan

Clarify Framework and Topics

| Categories	Topics
Projects	successful projects, actual projects, learnings
Company Culture	values, rules, behavior, standards
Network	customers, suppliers, partners, colleagues
Leadership	people, tools, methods, figures, facts, data
Expertise	products, procedures, techniques
Organization of work	Processes, systems, tools, cooperations, communication

The Knowledge Map
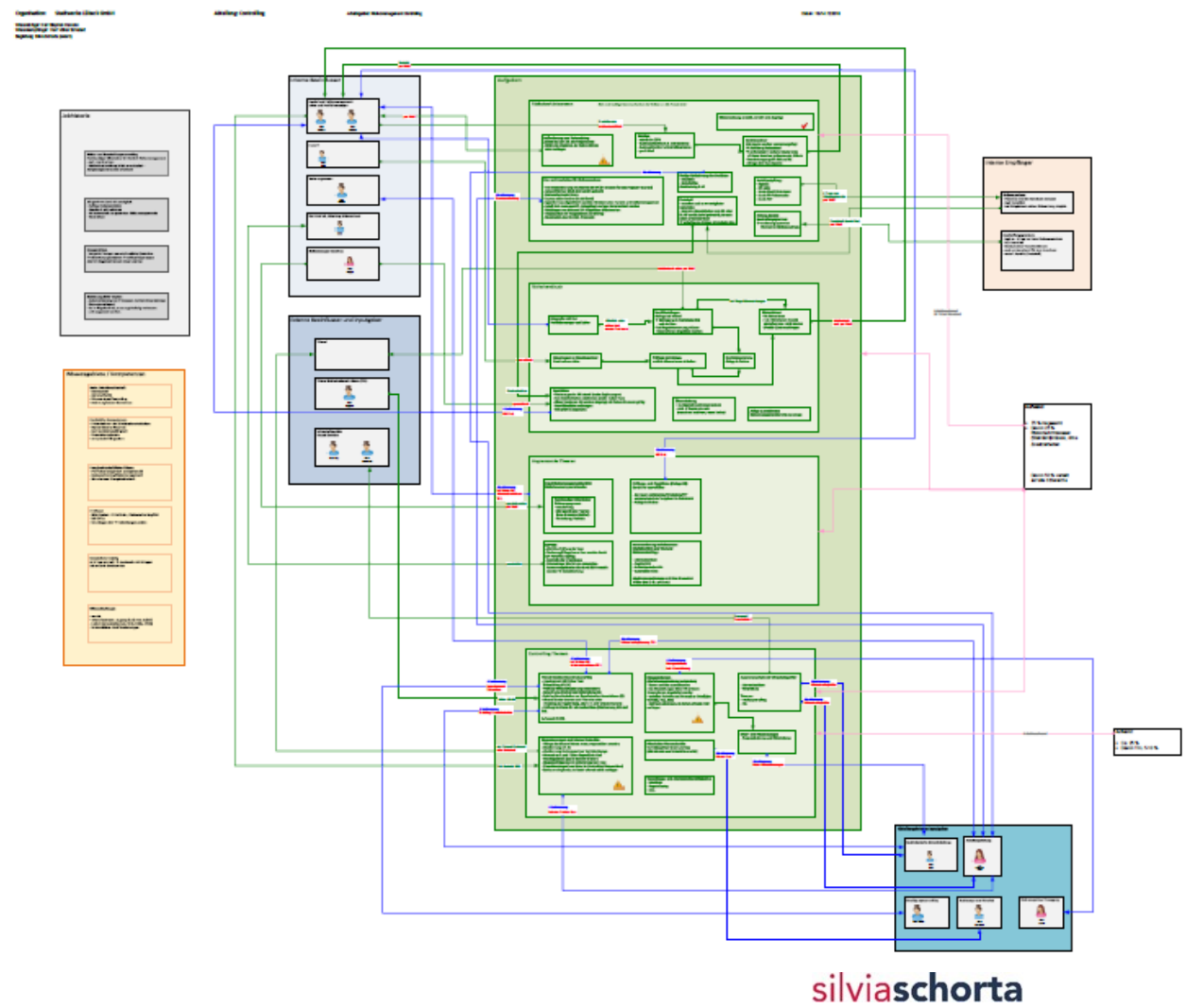
Structured visualization with
- Work environment
- Processes and activities
- Personal network
- Applications, systems
- Business cases
- Priorities
- Challenges / Problems
- Heatmap

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The Knowledge Map

Structured
visualization with
- Work environment
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  activities
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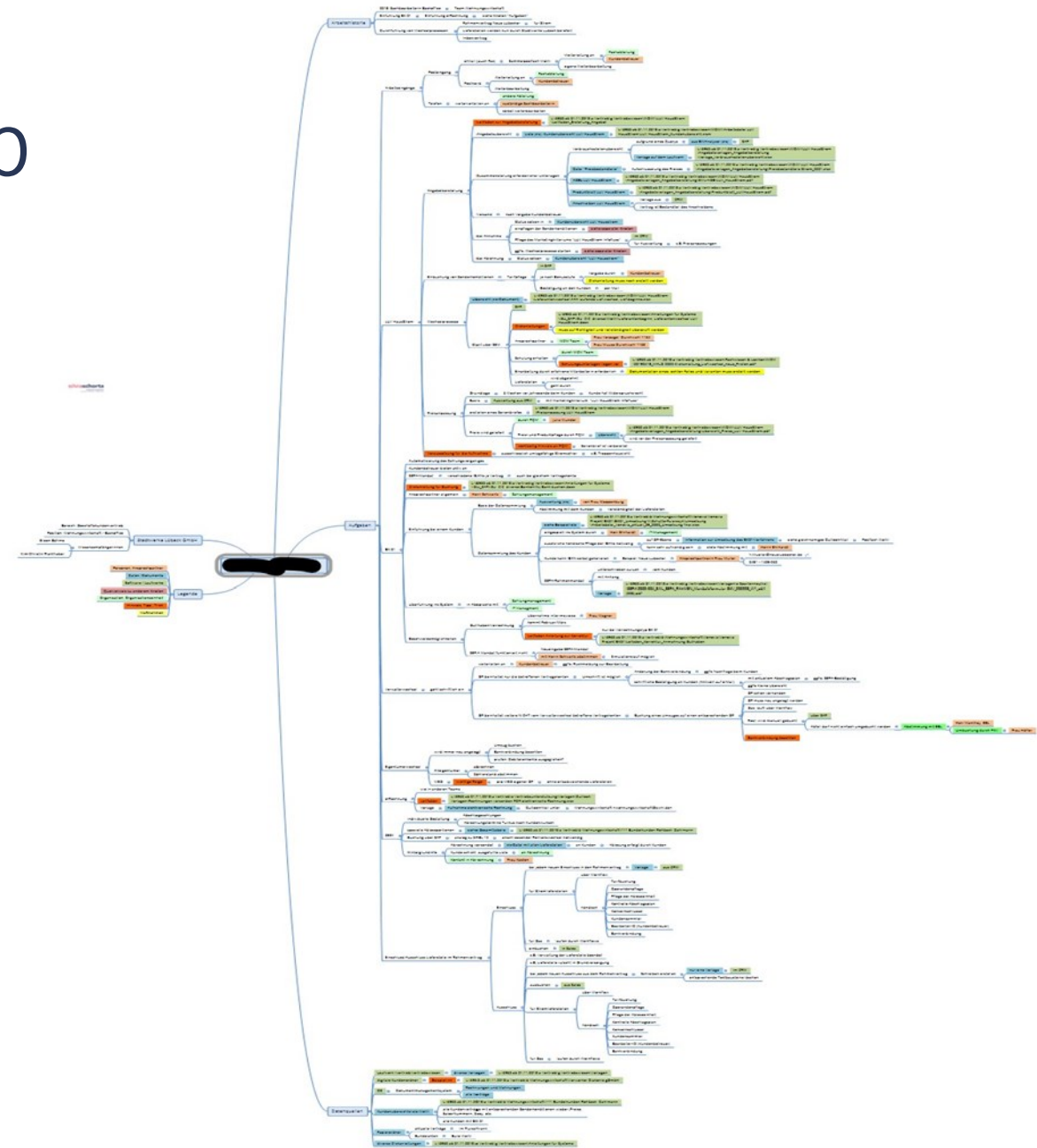
The Action Plan / Measures to take

	A	B	C	D	E	F	G	H	I	J	K	L
	OK	Datum	Maßnahme	Dauer [h]	Experte erforderlich	Moderator erforderlich	Nachfolger 1 erforderlich	Tools	Bemerkung	Priorität Experte	Priorität Vorgesetzter	Priorität NachfolgerIn
2				152.00	96.00	2.00	56.0					
3			3 Podcasts erstellen zu den Kategorien der Wissenslandkarte	2.00	2.00	2.00	0.00	Podcast	Was ist schief gelaufen? Lessons Learned			
4			externe Schulung Coaching machen	24.00	0.00	0.00	24.00	Schulung	systemisches Coaching			
5			Kundenakquiese - Vorträge halten,d.h.: Sharepoint pflegen und bereitstellen (Einladungen, Vorträge, Vorlagen…)	3.00	3.00	0.00	0.00	Dokuablage				
6			Kundenakquiese - Vorträge halten,d.h.: Voiceover erstellen	8.00	8.00	0.00	0.00	Voiceover				
7			Kundenakquiese - Newsletter,d.h.: Adressdatenbank pflegen und bereinigen	1.00	1.00	0.00	0.00	Webside Plug-In				
8			Kundenakquiese - Newletter,d.h.: Anleitung/ Checkliste zur Erstellung des Newsletters	2.00	2.00	0.00	0.00	Worddokument				
9			Kundenakquiese - Soziale Netzwerk, d.h.: Beschreibung des Prozesses mittels Screencast und Visio Flowchart	40.00	40.00	0.00	0.00	Flowchart & Screencast				
10			Kundenakquiese - Workshops, d.h.: Sharepoint pflegen und bereitstellen (Einladungen, Vorträge, Vorlagen…)	16.00	16.00	0.00	0.00	Dokuablage				
11			Kundenakquiese - interkulturielles Coaching machen	16.00	0.00	0.00	16.00	Coaching				
12			Beratung der Kunden/ Wissensgebiete - , d.h.: Methodik erlernen	16.00	0.00	0.00	16.00	Schulung				

Wissenstransfermaßnahmen

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Questions, Suggestions, Notes...
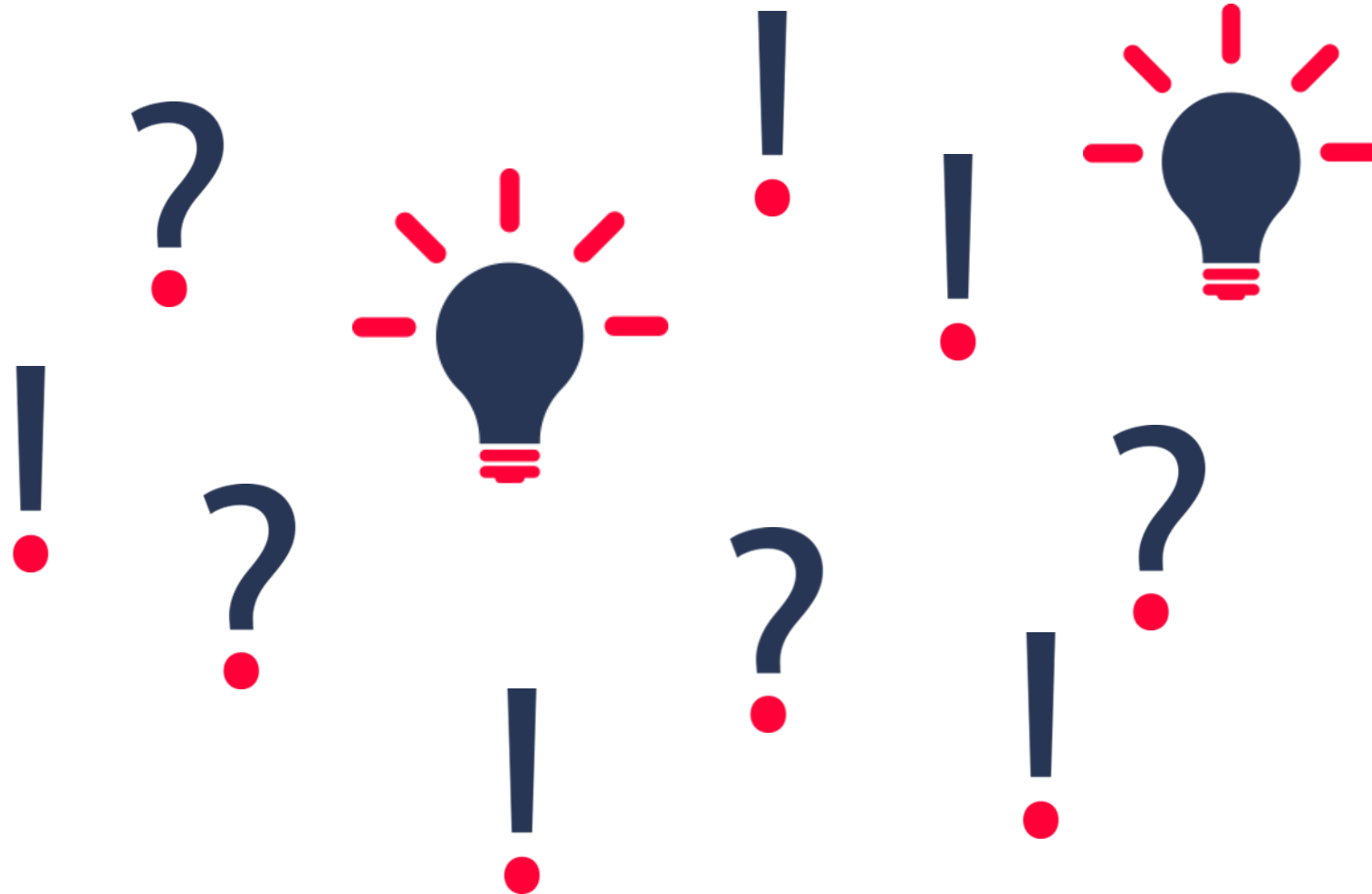
Offboarding
is the new
Onboarding

Secure your valuable corporate knowledge !

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