



ON THE BRINK

Defining the knowledge management strategy

Knowledge management to support your business processes

You realize people in your organization do not learn enough from the experiences of their colleagues. People often do not know where they can find knowledge they need. You realize your organization operates in a dynamic environment and should be able to accommodate organizational changes and external developments, i.e. it should be a learning organization. Therefore you want to define your knowledge management strategy.

Approach

The knowledge management strategy is defined in four workshops. In the **first workshop** a concise analysis of the organization and its environment combined with a discussion of inciting trends leads to characterizing relevant developments and the desired position therein of your organization or department.

In the **second workshop** a short introduction of knowledge management (what is it and what are the benefits) is given to create a common understanding of the subject. Subsequently the strategic knowledge domains are identified. For each knowledge domain the desired knowledge level — with respect to knowledge of employees and knowledge that is available through the intranet or documents — is described.

The **third workshop** analyses the current situation (what runs smoothly, what can be improved) to determine which improvements are necessary to realize the desired situation. The knowledge gaps for each knowledge domain will be explored.

In the **fourth workshop** we define the project plan knowledge management. In this project plan we describe which activities and structures will be executed to improve collaboration, learning from each other, knowledge sharing, and creativity. Examples are: individual and team development plans, redesign the way of working, and realization of knowledge management solutions like best practices, lessons learned, communities of practice, knowledge profiles, next generation intranet, wikis etc.

Result

The result is a project plan knowledge management that contains the following elements: project definition, project approach, project structure, and project steering.

Interested?

Are you interested in defining the knowledge strategy for your organization? Please contact Dr. Paul van den Brink MBA, phone +31-6-50.438.437 or e-mail think@onthebrink.nl for more information.