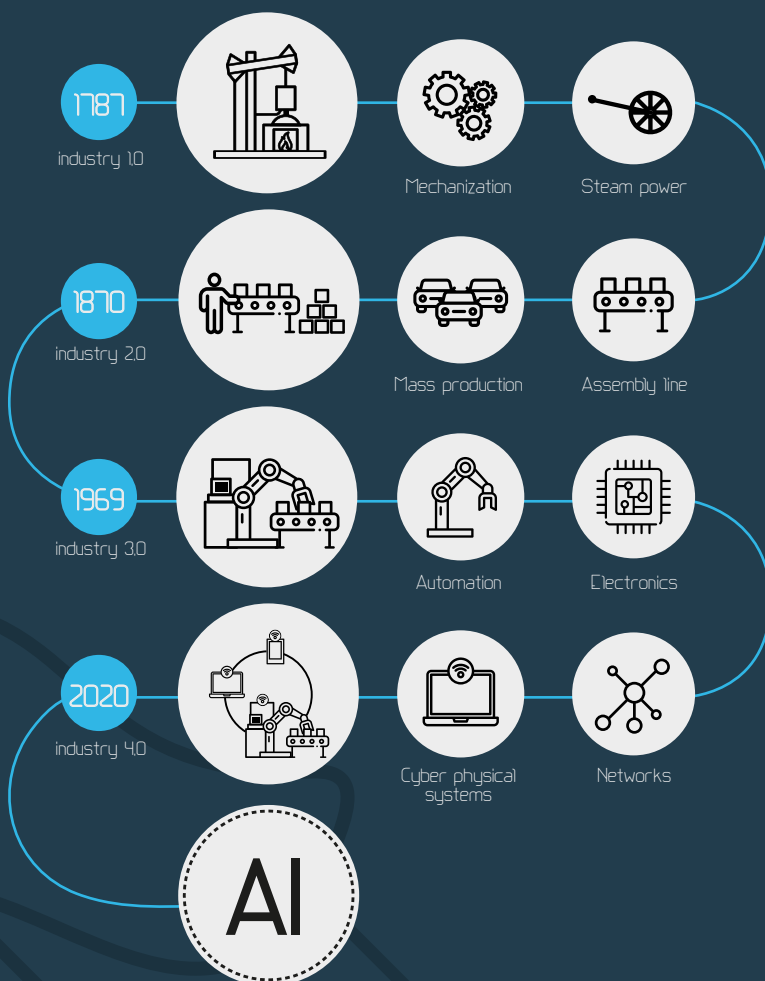


# Knowledge Management 101

Knowledge management education for business owners and operational management seeking to capture their personal and company knowledge to increase efficiency.

Bluejarvis utilizes an iteration of the Etienne Wegner definition of knowledge management: **To care for, grow, steward, and make knowledge more useful.**

## An Introduction to Knowledge Management Origins



In the 1990's, knowledge management was a process studied and adopted by only a few practitioners and businesses. Through technology starting in the early 2000s, the KM areas of modelling, mapping, storage, and transfer have completed a digital transformation. We are now on the cusp of the 5th industrial revolution with the advances of technology and knowledge management.

The next two decades are going to see removal of tasks that are procedural or prone to redundancies by the co-operation between human intelligence and cognitive computing. As this is the case, it is critical to understand what your knowledge means for you and how to leverage it to make your business more competitive.

# How to Manage Your Personal Knowledge in Alignment with Your Business

Everyone has mountains of information to comb through and make something out of it. For anyone starting their personal knowledge management journey (PKM), here are the five questions to ask yourself:

## 1) What are your interests currently?

To connect your past knowledge with current interests and create your future PKM path, **it is important to understand where you stand currently. Start by:**

- **Listing out the skills of your current position based on what you really do and comparing job descriptions of your current position with those posted on LinkedIn/Indeed/other job websites.** A great spot to look up skillsets is job bank. If you are currently looking for work or you are a student, you should use your resume to compare skills.
- **Understanding your true interests based on what you follow socially and what activities you enjoy doing.** You might be forced to behave or take up tasks that do not align with your trueself. The only way to not get lost is to keep a constant pulse of how you change and adapt over the years. Some great ways to do this include:
  - **Do a Myers Briggs test every 6 months.** Reflect on any minor changes and find the root of why that change might have occurred
  - **Understand your biases.** Get an external review of what your personal lens is and how you view the world
  - **Talk to one personal and one professional person in your life.** Ask your personal contact what they think of you as a person and your professional contact on what they think of your skillsets are. Try having these meetings every 6 months!

**Use these learnings to prioritize what skills or topics are vital to you. Repeat this process as often as you think but try and stick through a plan for at-least 6 months!**

## 2) How do you currently source information for your business?

**Review your daily business information routine.**

**List down your daily information routine:**

- Where do you pull information in from? Do you view certain blogs or newsletters? Or do you prefer to watch YouTube videos and read books?
- From where is information pushed to you? Are you part of networking circles or self-help groups? Do you work with a large team? Reflect on these sources of information and judge what has been working well and what has not.

## 3) Who do you have relationships with for information?

**Evaluate your current relationships and how they feed you information.** List down who you go to currently for information? Do you have personal or professional mentors? Compare what you learn from these sources to what skills you need growth in.

#### 4) Where do you store your information?

It is particularly important to have easy access to your own knowledge repository. **Information becomes knowledge as you slowly digest, reflect and connect pieces of information. To do so, you need to quickly locate pertinent information as you form ideas or have new conversations.**

- **Always review your older information.** Is it still relevant? Is it a duplicate thought or idea? Has it merged in with another topic? Discarding information is just as important to the knowledge management process!

#### 5) How do you learn?

Do you contribute to online discussions? Are you part of professional groups? Are you getting certificates? Have you set a personal benchmark to compare/understand your progress?

**It is important to understand your ideal way to learn. Reflect on your process and see if it requires any type of structure. Understand if you prefer the written word, audio methods or communication with people to cement new learnings.**

## How Bluejarvis Uses Knowledge Management Pillars to Capture Your Business Knowledge

Individual Business Knowledge Management is difficult to task and categorize alone. Many business owners are bombarded with a plethora of business tasks, while maintaining a personal life, and dealing with the current ramifications of the economic downturn.

**Our passion behind this process was fueled by the large number of laid-off staff due to retirement and the economic uncertainties in Alberta. We witnessed the immense knowledge leakages happening in businesses and the aftermath. No concrete methods are currently used to capture years of expertise – both personal and organizational – that has accumulated by key experts.**

## Our Proprietary Process

1

### Knowledge Management

Knowledge management is at the core of the Bluejarvis technology and it's future interactions. We believe businesses that last do so by passing along their key knowledge to every team member.

2

### Nuance

The devil is in the details. Nuanced knowledge takes years of expertise and on-the-job experience to acquire. If qualitative golden nuggets of information can be identified and utilized across departments, an organization becomes an operational magnum opus.

3

### Access

As access to food, water, and shelter are essential to survival, access to expert-level knowledge is essential for new hires and staff priming for promotions. Providing this access to every team member uplifts knowledge across departments.

4

### Accuracy

Accuracy in knowledge empowers those without expertise to trust in the knowledge they are accessing without worry of operational missteps leading to detrimental business decisions. Employees can trust in centralized knowledge to make informed actions during times of internal shift or external distress.

# Bluejarvis & Your business

Businesses can access their new-found knowledge in the following capacities:

- Train current employees
- Use past knowledge to support current projects
- Have an internal knowledge hub based on employee best practices and knowledge types
- Constantly update processes based on new knowledge created

Our solution is not a CRM system or a communications tool; it is focused on understanding the deeper meaning behind why an individual does a task a certain way, and how their method is shaped by their knowledge and the knowledge of their workplace.

## The Future of Bluejarvis

Through our proprietary process, we collect enough data to create future intuitive and automated systems. Our aim is for companies to have access to their very own Jarvis AI that is developed from the collective intelligence of all your past and present employees.

## The Bottom Line

Currently, we estimate our beta test will allow you to:

50%\*

Reduce workload  
and overtime of  
over-worked staff

50-75%\*

Reduce average  
on-boarding time of  
technical staff

50%\*

Reduce  
contract work

\* Metrics differ from business to business.

The Bluejarvis team promises to meet one of the three estimates stated. If we fail to do so, we can't give you your time but we guarantee your money back. An average engagement can take around 100 hours at a value of \$3,995 CAD.



Ready to leverage your business knowledge?  
Capture your knowledge with a [Bluejarvis demo](#) today!