

# Knowledge Management (KM) 101: The Use of Knowledge Management in Business Operations

## An Introduction to Knowledge Management

Within the scope of business, KM can be defined as the art of transforming information and intellectual assets into enduring value for an origination's clients and its people (Ellen Knapp).

In the 1990's, knowledge management was a process studied and adopted by only a few practitioners and businesses. Through technology, the areas of knowledge modelling, mapping, storage, and transfer have all gotten a big digital injection. It is estimated that 1.7MB of data is created every second by every person during 2020. This statistic was published prior to the pandemic, so post-pandemic, due to the shift in remote work, the data created per second can be estimated to be much, much more. It is important then to understand what data can turn into information, and what information has, in turn, been modelled into knowledge.

## Knowledge Management in the Wake of Economic Uncertainty

A lot of core processes have significantly changed in 2020 due to remote work and work from home policies. Even for businesses that are working from an office, one on one interactions may be limited. This can result in a steep decline of operational performance as digital interactions do not generally tend to bring across nuance conversations or informal knowledge sharing. Therefore, it is critical to assist employees in managing and sharing their own sources of knowledge.

Each company may have practices in place to cushion the impacts of staff retiring, lay-offs, or unexpected leaves (ex: oil and gas turnover). With COVID, there are additional layers of complications such as temporarily furloughed employees who decide to leave permanently or remote work straining new hires and standard methods of onboarding. To understand the impact on your business, a good framework to follow is assessing your business's current vulnerability, impact, and adaptive capacity.



# Vulnerability, Impact, and Adaptive Capacity

The current vulnerability of a business is the overall impact of the workforce and its efficiency minus the adaptable nature of the business. To understand these states better, it is important for business owners to ask the following questions:

- Does remote work or work from home impact organic sharing of information from your team?
- Does your business invest in proper policies, communities, tools, and other infrastructure to stay connected?
- What percentage of your business processes are digital? (Also, do you have a good understanding of how each of your processes have been altered since COVID?)
- Have you developed knowledge networks internally and externally, and how mature are these networks?
- Do you know who your experts are, and have you made them available to your business?
- Do you understand what expertise was lost or removed when people were laid off?
- How affective are your online learning // onboarding // training systems?
- Are you worried about quality control of your products after layoffs in your company?
- Is your technical team young, in-experienced and working remotely?
- Are your vendor and client relationships deteriorating due to remote work?
- Are you confused about what process to automate because all your processes are in someone's brain?
- Do you spend most of your time repeating information or shuffling procedure around?
- Is your team taking too much time closing a single case because of the lack of contextual information?
- Are you understaffed and trying to function at the same capacity as before COVID-19?
- Are you tired of working with software dominant solutions for your day to day problems?
- Is your staff facing a burnout?

Business Owners can derive a clear understanding from the analysis of the above indicators about what is needed, who needs help, and when and where help is being sought by your teams!

**There are no quick ways to fix or create proper knowledge management processes for a business. It is important to keep iterating to find processes that work best for your industry, culture and most importantly, your people. As this develops, so will the adaptive capacity of your business.**

## A great way to start would be:

- Print the questions list from above and have a discussion with key operational/business staff.
- Implement one goal per quarter within teams as per the discussion. This could include a new policy for information sharing, mandatory one-on-one coffees etc.
- Have a monthly “what did you learn– personal and professional stories” meeting within business teams. Make sure this time is revered and used to foster connection.
- Encourage teams to participate and vocalize their participation in at-least one industry group. Ask them to share their learnings with their entire teams or build a buddy system for sharing. Do this weekly.

It is important first to grow the atmosphere of sharing and collaboration within your teams before implementing any expensive digital technologies to improve knowledge management. Only then do tools that help people co-create and comment on shared work become critical.

## 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 players.

## Our Proprietary Process

1

### Knowledge Management

Knowledge management is at the core of the Bluejarvis technology and its 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 \$3995 CAD.**

Ready to leverage your business knowledge?  
Capture your knowledge with a *Bluejarvis demo* today!

