

Knowledge Management Strategy

Give your team 24/7 access to your organization's expert-level knowledge anytime, anywhere.



Introduction to Knowledge Management

Knowledge is the most crucial resource for an organization. Proper management of this resource makes or breaks an organization's ability to succeed long-term.

The Definition of Knowledge Management

Knowledge management is the process of creating, sharing, using and managing the knowledge and information of an organization to ensure that the organization's knowledge-related assets are effectively employed.

Knowledge-related assets include printed documents, drives, databases, and employee knowledge about the best way to do a job.

Source

Why Knowledge Management Important to You and Your Team

- Teams forget things
- Teams forget data
- Mistakes are repeated
- Project don't learn from each other
- Reputations suffer due to suboptimal performance
- Staff morale is affected by low performance and re-doing work

Source

Benefits of Knowledge Management and Sharing

1

Team Training

Train your employees and your teams quicker with a private knowledge base. Reduce onboarding time by giving instant access to courses, guides, and solutions and allow team members to solve problems all on their own.

2

Share Expert Knowledge

Create a knowledge base with documents, strategies, and guides created by your experts to free up their time.

3

Solve Problems Quicker

Provide on-demand solutions to your teams and on the customer facing front-end with quick guides, troubleshooting, and FAQs.

The Goal of Your Knowledge Management Strategy

You want your knowledge management strategy to accomplish these key concepts:

- Improving the way your organization is functioning
- Increasing effectiveness and efficiency in all aspects
- Providing opportunities for innovation



How to Create a Knowledge Management Strategy

1

Conduct a Knowledge Audit

The best way to start conducting your knowledge audit is to analyze the following aspects of your team and your organization:

- What information does your team use daily?
- What limits your team's ability access information they need?
- Who are the key players that hold most of your organizations key knowledge?
- How does your team currently communicate? How do they currently share information?
- What are the current processes and protocols put in place? How are they currently documented?

Starting with a knowledge audit will help you navigate challenges for setting up your new strategy.

2

Align Your Organization Goals and Objectives

Once you've conducted the knowledge audit, it's now time to identify key values you would like your strategy to bring to your organization by aligning them with your business goals and objectives.

Brainstorm a few ideas, and prioritize them in ways that will have the most impact on knowledge access, distributing knowledge efficiency, and daily communication.

3

Developing a Roadmap

This is the heart of your strategy. Take the findings of your audit and your high-level KM to guide the nitty gritty of your strategy, which should include the following aspects of the KM lifecycle:

- Plan what knowledge employees and other members require
- Determine the steps it takes to acquire and develop this knowledge
- Assess how to spread expertise where required in the organization and team dynamic
- Cultivate best practices for your team to utilize the knowledge
- Control and maintain the quality of knowledge
- Dispose expertise when it is no longer needed
- Measuring and benchmarking knowledge management improvement

Source

4

Allocating Appropriate Resources

Like any strategy, you'll want to dedicate time, budget, key player collaboration, and milestones to your strategy. Make sure to be thoughtful and specific in your approach to address all component of your strategy.

5

Creating a Feedback Loop

Knowledge is constantly created, shared, distributed and dismissed. You'll want to set up a system that's easy to refine your newfound base of knowledge to keep it evergreen.

Bringing Your KM Strategy to Life

Creating a knowledge hub allows your teams to put your newfound knowledge management strategy into place. By creating a formal hub, you lay a foundation for internal knowledge to be accessible to your entire organization in a way that is most useful to the team.

Knowledge Management Systems To Consider

Types of Knowledge Management Systems:

- Expert Knowledge Systems
- Database Management Systems
- Document Management Systems
- Customer Support Systems
- Collaboration & Community Practice Systems

Need Help with Your Strategy And Implementation?

Build the best knowledge management system with Bluejarvis.

Individual organization KM is difficult to task and categorize alone. Many organizations 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



Book a demo with Bluejarvis to capture and manage
your knowledge with certainty today:

bluejarvis.com/demo

