





Knowledge-Management

Return on learning Investment



How do I define Knowledge – in context of company knowledge

- Every Employee imports knowledge from his/hers educational and experience background!
- Business changes everyday, everyday your company learns, so your Employees learn!
- Continuing education plays a big role in almost every company!
- Every step of a business process is part of a learning curve of your Employees and mostly process of continuing improvement!
- Management has to insure improvement and learning curve
- All this knowledge belongs to your company, not your Employee or Manager

So – what do you know about your companies knowledge and knowledge improvement?



The principle of Knowledge-Management

- Provide a central knowledge Base
- Provide a coordinate knowledge improvement
- Ensure a knowledge repetition
- Ensure knowledge management is part of your leadership



Why ensure knowledge-Management is part of your leadership?

Being a great leader is like being a parent. Just as we provide our children opportunity — to build self confidence, education and discipline when necessary all so that they can achieve more that we can imagine.

Leadership is not about being in charge. Leadership is about taking care of those in your charge!

(Simon Sinek)



Manager manage Knowledge

- Manager are confronted with old and new company knowledge everyday
- Manager teach and train company knowledge everyday
- Manager experience mistakes and improvement in business processes everyday
- Manager is confronted with customer reactions everyday

But how do Manager manage this knowledge and the development of their directs?



What we have seen...

- Manager can not (or do not) manage company knowledge
- Manager do not follow learning curves of their directs
- Manager can not provide central knowledge base
- Manager can not provide knowledge base development (improvement)
- Manager can not follow up the return on learning investment

If your company is'nt completly automated – your learning investment is very likely to be negativ.



What we have done...

- Provide a central knowledge base
 - Responsive Webapplication
 - Ensure possibility of comments, critic, improvement - any time
 - Ensure centralized reaction, development and experience
 - Offer internal social media (feedback)
 - Ensure all operation instructions lead to central knowledge



What we have done...

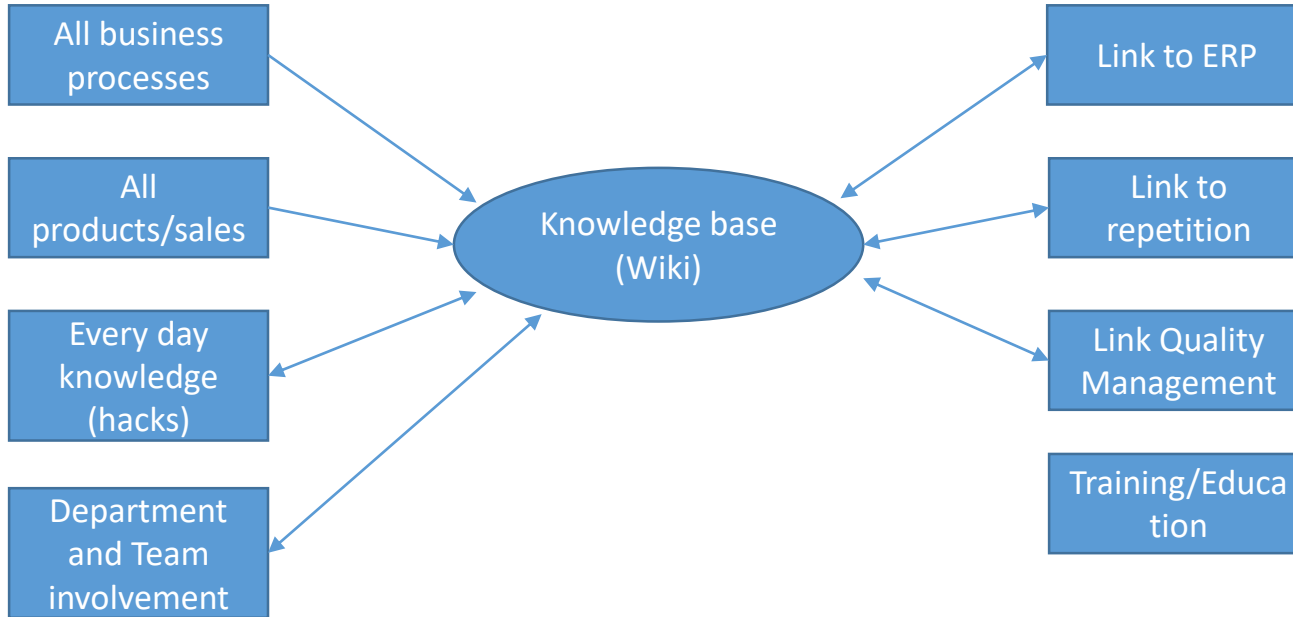
- Provide a knowledge repetition
 - Responsive Webapplication
 - Install repetition as game
 - Knowledge repetition needs to frequently
 - Add incentives
 - Link repetition and central knowledge base
 - Real time statistics as a trigger for reaction and action



What we have done...

- Knowledge - part of management
 - Manager are trained in use of central knowledge base
 - Manager are highly involved in knowledge repetition
 - Manager get feedback for involvements (360)

What we have done...





What we see...

- Employee attitude – Wiki based
- High involvement of Employees in Wiki improvement
- What`s not in the Wiki – does not exist
- Repetition base for knowledge solidification