KM STRATEGY

PEOPLE

PROCESS

TECHNOLOGY

ADVICE

KNOWLEDGE MANAGEMENT

PRACTICE

IMPROVEMENT

INSIGHTS

INFORMATION
KRO
6 Factors

KM Strategy
KM vision and mission statements aligned with organisational goals

KM Leadership
Leadership in the organisation and their roles in support to excel in KM

KM Culture
KM nurtured and sustained with a knowledge sharing culture in the organisation

KM Process
Workflows and processes to promote knowledge capturing and sharing

KM Technology
Tools aligned with knowledge processes to drive KM in the long run

KM Impact
KM outcomes and results achieved
So what is Strategy?

Strategy is a fancy word for coming up with a long-term plan and putting it into action.

—Ellie Pidot

BeLeaderly.com
What is NOT Strategy?
Goal Setting vs Strategy

Goal Setting
- The *goals* are communicated clearly
- But the goals may never be achieved due to a lack of direction or focus

Strategy
- The *direction* is clearly communicated
- The goals are achieved by following the directions provided
At times we confuse Strategy with Tactics
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Stratmegy and
Tactcs

Goal
Increase inbound marketing leads by 33%

Strategy 1
Boost search budget to best traffic sources to drive more unique visitors

Tactic
Identify most affordable long-tail keywords

Tactic
Publish more regular targeted blog posts to social

Strategy 2
Convert more website visitors to qualified leads who actually buy

Tactic
Create a more compelling series of calls-to-action

Tactic
Maximise page load speed and remove excess navigation

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Difference between Goals, Strategy and Tactics
“HOPE IS NOT A STRATEGY.”

USAF Special Ops pilot
Why KM Strategy?

- Gain Insights
- Recommend Initiatives
- Aligned with Organizational Directions
- Prioritise Initiatives
- Growth & Stability (Long-Term)
Address Challenges & Needs

- Aging Workforce
- Technology Legacy
- Lack of Talent Pool
- Expertise Loss
- Cultural Barriers
- Info-Glut
Strategic Focus

Sources of input that can be drawn upon when determining the strategic focus:

Engage
- Senior Management e.g. via interviews, facilitated discussions, or other interactions.

Reference
- Organisational strategy documents, e.g. Annual report, External market research

Surveys Conducted
- Staff satisfaction surveys

Industries
- Industry ‘best practices’ from relevant industry
What Do we do well?
What special resources do we have?
What do others see as our strengths
Are we innovative?

What could we improve
where do we lack resources in
What do others see as our weaknesses

What opportunities are open?
What trends can we take advantage of
What strengths offer us opportunities

strategies that minimize threats
Impact of KM Strategy

1. Leadership
2. Culture
3. Process
4. Technology

New Knowledge
KM Strategy Success

Address Needs & Issues of Business

Develop a KM Strategy focused strongly on initial needs

Identify key needs & Issues within the organisation

Provide a framework for addressing these issues

Approach ensures that initiatives are firmly grounded in real needs & challenges faced in the organisation
KM STRATEGY BENEFITS

1. More Explicit Knowledge
2. Top-Down Support Structure
3. Specified Team Roles
4. Optimized Technology Investments
5. More Explicit Knowledge
6. Putting Business Needs First

- Increased Focus on Outcomes
- Improvements to Workforce Behaviors
- More Explicit Knowledge
- Information & Content Governance

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Creating your Knowledge Management Strategy?
Join us for a Masterclass on 30th Nov 2017, Thursday (Full Day)

KM 101 – Strategy
“Developing a KM Strategy for your Organisation”
By Dr Arthur Shelley

Members: $150 per pax
Non-members: $380 per pax
Thank You
KM Strategy