

# Connecting People, Information, and Data



# Our Knowledge Management Experts



## **Linda Lavelle, Owner**

Linda is a Knowledge Management leader who believes that the best knowledge in an organization can be identified, personalized, and shared to drive successful business outcomes. Linda had a 32-year career at Johnson & Johnson where she combined a people and process focus with her project management and innovation experience to create tailored knowledge management solutions.



## **Joanna Wojciechowski, Knowledge Management Partner**

Joanna is a creative problem solver and enthusiastic learner with a passion for designing user-centered solutions for organizing and accessing data, information, and expertise. With a Masters degree in Library & Information Science, she spent over twenty years at Johnson & Johnson building and maintaining best-in-class knowledge management capabilities and services for a global community of over 40,000 professionals.



## **Barb Bosh, Strategic Creative Partner**

Barb expertly conducts an orchestra of creative talent who turn knowledge, data, and information into compelling visual communications. Her passion is working with her team to create engaging visuals that clearly communicate desired outcomes. Barb has more than 35 years of corporate experience, which began with the chemical company Rohm and Hass and extends to her current work with Johnson and Johnson, the world's largest healthcare company. She brings to the table her expertise and the ability to facilitate a successful partnership between the client and her company, Bosh Design+Communications.



# What to expect from Knowledge Dynamics



Knowledge  
Management Strategy  
Development



Knowledge Center  
Development and Launch



Knowledge Mapping  
Facilitation



Utilization of Industry  
Standard Software to  
enhance knowledge sharing



Innovation integration  
into Knowledge  
Management strategy



Strategies for the Creation of  
Communities and Access to  
Experts to share knowledge

# Knowledge Management

The means of ensuring that the best knowledge is readily accessible where and when needed.

# The value of Knowledge Management (KM) in our world today

## Opportunity



Digital Transformation



Hybrid Working Environment



The Great Resignation/Retirement



Preparing the Worker for the Future



Accelerating Innovation

## Solution

# Knowledge Management

Effective KM programs provide easy access to the curated knowledge new and seasoned employees need to do their jobs well — wherever they are located.

When fully implemented, KM governance processes ensure that:

- Expert knowledge is captured in time, preventing knowledge gaps that often follow organizational changes
- Innovative ideas from anywhere in the organization are shared, not lost, expediting their development and employee growth for the future



# What is a Knowledge Center?

A digital environment where experts, information, and data are seamlessly brought together by purpose to form knowledge on an identified topic.

Knowledge Centers are “smart websites”, where users **embark on personalized journeys to the best knowledge**. They are easy to access and navigate, so employees can use them to take effective action where and when they need it.



# Benefits of a Knowledge Center

**8x  
improvement**

in time/speed to competency  
for new employees

**12x  
return**

on time spent by users  
of KM capabilities

**25%  
reduction**

in resolution times of  
issues/problem-solving

**\$10–\$15m  
benefits**

per 10,000 users/year

- One Source of Truth – single location for each piece of content
- Content curated by SMEs – Best Knowledge
- User-centric Experience

- Content is easy to locate
- Connection to Experts
- Success tied to Business Outcome – Knowledge Enabled Business Value (KEBV)

# Knowledge Center vs Website

## What's the Difference?

### Knowledge Center

- Primary goal of providing a virtual environment for the user to obtain the best knowledge (information, data, expertise) to help in their daily role
- Topic-based
- Curated knowledge based on expertise
- Targeted experiences are used to personalize the knowledge to the user
- One Source of Truth for content with the ability to seamlessly share content with other KCs
- Use of KC is correlated to business value

### Website

- Primary goal of providing access to a range of information that the organization wishes to share with others
- Organizational focus
- Outlines the roles, responsibilities, and structure of the organization
- Content shared with other websites using links that may break over time
- Risk of content not being kept up to date





**How KM can add value to your company**

# Knowledge Management for Key Topics

Upon launch of a Knowledge Center, you will realize:

## Trusted, single source of truth access to content

- Easy to locate documents, videos, training material, job aids, presentations, case studies, links to critical sites
- Integration with document control standards

## User-centered, intuitive design and navigation

- Built in industry-standard platforms
- Easy to use and maintain without expertise in coding
- Personalized, mobile-friendly design

## Access to topic experts

- Experts identified and integrated into the governance process.
- Identified owners for all content for users with questions
- Topic community collaboration



Evolve your KC with the following:

## Ongoing Knowledge Capture and Share –

Ensure continuous improvement and new knowledge acquisition through Lessons Learned/Proven Practices collection and sharing

**Accelerate Innovation –** Implement processes to capture and build on innovative ideas from the topic community

# Knowledge Management for Lessons Learned / Proven Practices



## Lessons Learned

- Utilize templates to document key lessons from recent projects
- Provide easy-to-locate, searchable, filterable access to information
- Connect to lesson authors to ask questions, and provide advice based on their experience
- Translate key lessons learned into best practices for the organization

## Proven Practices

- Share best practices from across the organization that have improved business results and have become Proven Practices
- Implement a governance process to track usage and value
- Drive global strategic goals across multiple sites
- Retain practices over years of deployment and have ongoing visibility to adoptions



# Deployment of Personalized Learning Solutions

**KM is essential as organizations strive to reskill and upskill employees.** With looming retirements and an impending labor shortage, leaders recognize KM's role in learning and development. Especially in rapidly evolving knowledge domains, KM's self-directed and just-in-time resources—as well as its ability to connect sources and recipients of knowledge—are a critical complement to traditional training.

APQC (American Productivity & Quality Center) 2021

[apqc.org](https://apqc.org)



# Benefits of Connecting Knowledge Management & Learning



**Provide a digital portal** for easy access to learning resources, tools, and platforms that enable learning for diverse, geographically dispersed, and mobile audiences

**Enhance learning journeys** by connecting actual data, information & expertise on strategic topics

**Direct career paths** by examining the functions of your company and the various roles required

**Connect with internal communities** to support learning goals

**Embed learning at the point of doing the work** to help employees be successful in their role

# Contact Us

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After years of professional experience helping employees around the world capture, personalize, and share knowledge, I founded Knowledge Dynamics to help businesses utilize one of their biggest assets — their knowledge — to be successful in the business environment of today.

Let's work together to help you realize the value of your organization's knowledge!



**We look forward to partnering with you!**



[KnowledgeDX.com](http://KnowledgeDX.com)