

INFORMATION

9 BUSINESS DISASTERS, SOLVED:



MARKET
P L A C E

K

IDENTIFY &
PRIORITIZE

E

LEA
DER

Y

STAKE
HOLDERS

ASSET

SCALE

All Roads

KNOWLEDGE MANAGEMENT

BENEFITS YOU'LL LOVE

LI K A A C O P P O R T U N I T Y

KNOWLEDGE MANAGEMENT

can make your business better. It can also save you from some of the most wasteful, time consuming and costly challenges organizations face – the kinds that cause companies to shut their doors every day. The following pages will demonstrate how knowledge management can benefit organizations by solving nine common business disasters.

Disaster 1:

Your best asset is untapped and going to waste.



What knowledge defines you as an organization and where can you locate that information?

Knowledge is a business' most valuable asset. Unmanaged, your best asset is not only *not* working for you, it's also at risk. Your knowledge — like any other asset — should be managed proactively. Effective knowledge management

transforms intangible ideas isolated in individuals' brains and at risk of being lost, forgotten, or misunderstood into a documented, organized, and prioritized physical resource that's easy to work with and accessible to key individuals.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

Your knowledge is now a tangible asset that you can leverage to grow, differentiate, and scale.

Disaster 2:

Leaders aren't aligned as to how your company should work with its knowledge.

What is confusing or unclear at your organization? What is the clear and correct standard for your business?

Unmanaged knowledge leads to inconsistency and misalignment amongst organizational leaders, departments, and teams. This is where mistakes happen and inefficiencies occur.

Knowledge management insists that organizational leaders come together to discuss and shape the knowledge of their business.

It results in overarching agreement. Concept by concept, in isolation and in context, the leadership team can add, remove, alter, clarify, and agree upon the knowledge of the business. Knowledge management insists that you and your executive team are aligned about what you do and don't do and the correct way to do it.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

Company leadership has determined the “True North” of the organization for all leading knowledge points, such as products/services, policies, operations, and processes.

Disaster 3:

Knowledge isn't getting into the right hands.



Which stakeholders require knowledge to perform specific actions and behaviors?

Knowledge management allows you to realize that knowledge of your organization is static — more static than your operations, stakeholders, activities, etc. From here, organizational leaders can

strategize with the knowledge. With your knowledge as the unshakeable base, you can determine how best to deploy it, to whom, and on which platforms.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

You have clearly identified and prioritized target audiences and a general idea of the knowledge they require.

Disaster 4:

Stakeholders don't have all (or any) of the information they need.



| *Who needs to know what?*

Without knowledge management, it's nearly impossible to ensure your audiences are getting the full picture of all the information they need.

Knowledge management empowers your leadership team to examine the company's knowledge base and compare it with the precise needs of

each audience — from employees and recruits, to prospects, clients, the marketplace at large. Then, you can identify opportunities and deficiencies in the knowledge transfer processes — like missing, unavailable, dated, incomplete, or incorrect information.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

It becomes clear where your business can create or improve a knowledge transfer program for specific stakeholders. Plan end-to-end curriculums and deployment strategies to ensure that 100% of the requisite knowledge is transferred to the appropriate audience.

Disaster 5:

Internal training isn't effective.



Do employees have all the material they need to learn how to excel at their jobs? Do the employees understand, retain, and use what they've learned?

Many organizations fail to prioritize the training of their staff — and when they do invest the time, it's highly inefficient. Business leaders mistakenly believe that efficient and effective employee training is a Holy Grail: highly

valuable, but impossible to achieve.

Knowledge management makes sustainable, quality training possible. It enables the entire training process from planning the courses, delivering the training, and holding staff accountable.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

Identify the necessary required information for your staff, organize a complete curriculum, build that information into content, make it available to those internal stakeholders, and ensure that information is accurately transferred.

Disaster 6:

New recruits aren't equipped for success.



Do recruits have all the information they need to develop into exceptional members of your team?

When your organization recruits new candidates — ones that have the potential to develop into key staff members — you're asking these recruits to devote their hours building your business. They only way they can possibly achieve this

mandate is if your organization equips them with the right knowledge — and recruits candidates who demonstrate the initiative to leverage that knowledge to its fullest potential.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

When you build a sustainable environment where recruits can learn, they can start adding value to the company as quickly as possible.

Disaster 7:

Sales are stagnating.




Do you know every question that every prospect may have in order to purchase your product or service? Do your customers know everything that you need them to know?

Before a prospect will purchase from you, they'll want answers. Likely, you have these answers if they ask you face-to-face. But if your audience insists on “getting to know you” online — what then?

Do they have all the answers they need, available 24/7, from the comfort of their homes? If not, vital sales opportunities are being lost.

In addition, when stakeholders purchase a product or service, they



undergo an experience with your organization. They develop their own (however partial or incomplete) knowledge base about your organization and its products/services. But they may be missing some crucial information that could improve their experience.

Do they know:

- How to operate your product?
- The details of your service?
- Additional services you provide?
- Why your product/service is better or different?
- How to engage with you in different ways?

If your customers don't have the knowledge, how can they advocate for your business in the marketplace? Customers who don't have the right knowledge cannot be trustworthy information providers. They will either opt *not* to refer your business, or, if they do, they are likely to misinform others.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

Properly educating your customer base is your key to exponential sales growth.

Disaster 8:

You're missing a major opportunity to fill a niche in your marketplace.



Are there unexplored opportunities to leverage your expert knowledge in your industry?

More often than not, solving the knowledge management and knowledge transfer problems within your business could solve the same problems for the entire industry.

Your expert knowledge is in-demand, but without knowledge management, you have no way of

organizing it or deploying it at a marketplace level. There's literally an entirely new business model your organization hasn't yet unearthed — but it's only a matter of time before one of your competitors capitalizes on this vacancy.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

Use knowledge management to deliver your knowledge in a Knowledge as a Service (KaaS) portal and command your market as the definitive voice.

Disaster 9:

Your business can't scale.



*Can you create efficiencies
in all your business activities
in order to scale?*

Repetitious and wasteful tasks prevent a business from scaling, because it's always struggling to maintain the status quo. With no

clear differentiators to separate your company from competitors, you're perpetually locked out of exponential growth.

➔ **KNOWLEDGE MANAGEMENT BENEFIT:**

Knowledge management allows organizations to do everything more efficiently and effectively. It speeds up your abilities to react and act, to onboard new staff. It enables you to persuade people to do new things. It allows you to differentiate your business more clearly to your audience. Proper knowledge management lets you be on top of your business – so that you can grow and scale without being held back by inefficiency.

Problems at your organization?

We can all but guarantee the root of the issue lies in your knowledge management. Knowledge powers everything a business does — and when

it's not captured, leveraged, and deployed effectively, the key people who need it can't perform the actions you need them to do.

Your knowledge is precious.

**PROTECT IT. LEVERAGE IT.
REAP THE ROI. LEARN HOW
ON THE KNOWLEDGE BASE.**