Process

After reading this chapter you will be able to

- Understand the knowledge management life cycle—its phases and their related issues
- Appreciate the role of standards in the Knowledge Management process
- Appreciate the significance of establishing a Knowledge Management infrastructure

Sharing, archiving and reusing information occurs in most organizations, but leaving these activities to chance decreases the likelihood they will happen. In contrast, implementing a formal Knowledge Management (KM) program, with finite, measurable parameters that can be scrutinized relative to best practices, maximizes the likelihood of success.

In addition, the KM program will have a better chance of adding to the company's bottom line if it is aligned with other key business processes. For example, if customer service representatives are instructed on the importance of documenting each significant interaction as part of a KM initiative yet they are rewarded strictly on the number of problems resolved per shift and not for documenting problems and solutions, the initiative will fail. What's more, they will likely be less effective because of confused communications from management. In contrast, if