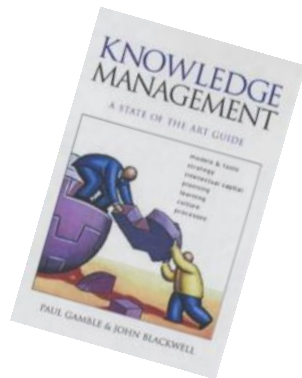


## KNOWLEDGE—A CRITICAL BUSINESS ASSET

AN ORGANISATION IS NOTHING MORE THAN WHAT IT KNOWS, HOW IT CAN HARNESS WHAT IT KNOWS, AND HOW FAST IT CAN LEARN SOMETHING NEW.

WHEN IT COMES TO YOUR ORGANISATIONAL KNOWLEDGE, CAN YOU BE SURE YOU'RE NOT SOLVING THE WRONG PROBLEM REALLY WELL?



**OUR BOOK ON KM HAS BEEN A BUSINESS BEST SELLER FOR THE LAST 3 YEARS**

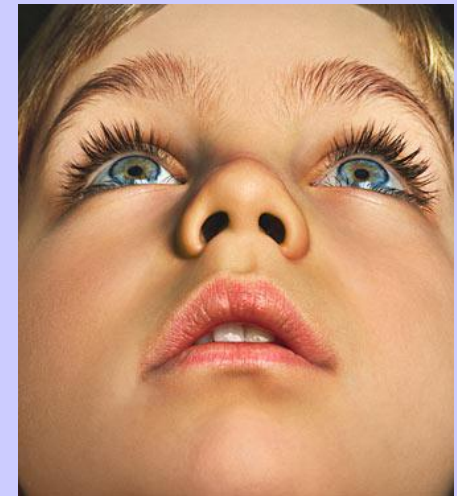


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## ▶ MANAGING WORKPLACE KNOWLEDGE



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# RETAINING ORGANISATIONAL KNOWLEDGE



## YOUR WISDOM AND EXPERIENCE IS WALKING OUT THE DOOR

CHANGES IN WORKFORCE DEMOGRAPHICS, EMPLOYEE CHURN PATTERNS AND ECONOMIC CONDITIONS – THESE ARE CAUSING ORGANISATIONS TO FACE THE CHALLENGE OF RETAINING CRITICAL BUSINESS KNOWLEDGE.

IT'S ALL-TOO-COMMON TO WITNESS THE RESULTS OF

ORGANISATIONAL LACK OF ATTENTION TO PRESERVING CRITICAL KNOWLEDGE ASSETS;-

- DOWNTURN IN CUSTOMER SERVICE,
- MEDIOCRE RESPONSE TO PROBLEM-SOLVING,
- FRUSTRATION AND INABILITY TO 'GET-THE-JOB-DONE',
- SLOW DECISION-MAKING...

THE LIST GOES ON AND ON!

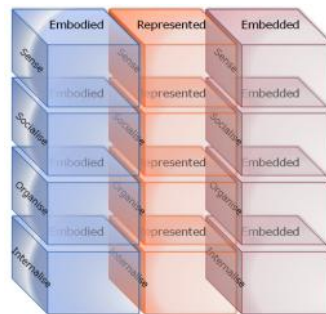
## A KNOWLEDGE RETENTION CRISIS

IT'S WIDELY RECOGNISED THERE'S A KNOWLEDGE RETENTION CRISIS FACING ORGANISATIONS TODAY. EMPLOYERS ACROSS ALL SECTORS ARE FACING THE LOSS OF THEIR CRITICAL KNOWLEDGE ASSETS.

ONE TROUBLESOME STATISTIC SUGGESTS THAT 19% OF EXECUTIVE, ADMINISTRATIVE AND MANAGERIAL POSITIONS IN THE UK WILL RETIRE IN THE NEXT 2-5 YEARS.

THERE'S ALSO MARKEDLY FEWER YOUNG GENERATION EMPLOYEES (A RECENT SUNDAY TIMES STUDY, SUGGESTED A 30-40% REDUCTION OVER THE NEXT 5 YEARS).

AS OLDER EMPLOYEES RETIRE OVER THE NEXT SEVERAL YEARS, POTENTIAL REPLACEMENTS WILL BE INCREASINGLY DIFFICULT TO FIND AND RECRUIT OUT OF THIS DIMINISHING POOL OF TALENT.



## 2-STEP APPROACH TO KM

## OUR APPROACH—TWO SIMPLE STEPS TO GETTING STARTED

DERIVED FROM MANY PERSON-YEARS OF RESEARCH COUPLED TO EXPERIENCE GLEANED FROM OVER 200 CLIENTS, WE'VE ESTABLISHED THE EXISTENCE OF JUST 3 FUNDAMENTAL KNOWLEDGE TYPES THAT EXIST IN ALL ORGANISATIONS.

- EMBODIED—WHAT THE KNOWER INTRINSICALLY KNOWS
- REPRESENTED—KNOWLEDGE HELD IN DOCUMENTS, DATABASES,

RECORDS, ETC

- EMBEDDED—EVIDENCED BY PROCESSES, PRODUCTS, RULES, AND PROCEDURES

OUR WORK IDENTIFIES THE RATIOS OF EACH KNOWLEDGE TYPE ACROSS YOUR ENTERPRISE

ALLIED TO THESE KNOWLEDGE TYPES, THERE ARE FOUR APPROACHES FOR PRESERVING, SURFACING AND ENHANCING KNOWLEDGE;

- SENSE—HOW TO IMPROVE LISTENING AND CAPTURING
- SOCIALISE—SHARING AND COLLABORATION
- ORGANISE—CATEGORISING AND PERSONALISING
- INTERNALISE—CREATING NEW KNOWLEDGE & UNDERSTANDING

OUR TWO PRAGMATIC STEPS COMBINE TO LIBERATE ORGANISATIONAL KNOWLEDGE BY; (1) ASSESSING THE RATIO'S OF EACH KNOWLEDGE TYPE FOR SPECIFIC DEPARTMENTS OR ORGANISATION, AND (2) PRIORITISING THE REQUISITE APPROACHES AND INTERVENTIONS.

**THIS APPROACH PROVIDES YOU WITH MEASURABLE, TANGIBLE, AND SURE-FOOTED METHODS FOR RELEASING IMMEDIATE BUSINESS VALUE.**

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