

Unlocking Knowledge Management's FULL POTENTIAL

APQC surveyed KM professionals to find out where and how they think KM can move the needle for their organizations.

Top Business Areas Where Enhanced KM Would Add the Most Value



Process Management

- Improve and ensure easy access to process documentation
- Equip employees with the right knowledge to execute each process step



Innovation

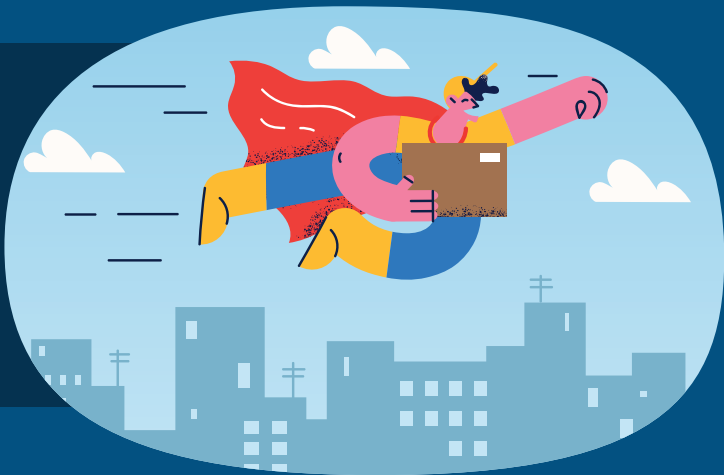
- Use communities and collaboration to surface and refine new ideas
- Document and share innovations to maximize their value and avoid rework



Operations

- Capture critical knowledge for delivering products and services
- Improve knowledge flow across operations groups and the value chain

The biggest advantage is speed. KM professionals think better KM in these business areas will help their organizations move faster and respond more efficiently to change.



How KM Would Help Target Business Areas

1. Waste less time
2. Bring new hires up to competency faster
3. Accelerate problem resolution
4. Improve the cycle time to complete work



Looking for information and expertise

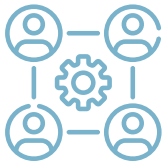


Recreating work that already exists



What does KM need to make it all happen?
Time, resources, and buy-in.

Biggest Barriers to Enhanced KM in Target Business Areas



Lack of business resources or time



TIP:

Create business roles with defined expectations and time allocations to support KM



Resource/funding constraints within KM



TIP:

Align KM to strategic priorities and make a business case for increased KM investment



Leaders are unaware or skeptical of KM



TIP:

Look for more receptive leaders, spell out the vision, and provide supporting data



Staff are unaware or skeptical of KM



TIP:

Hone the communications plan and use peer advocates to convey exactly how employees will benefit

To learn more about how KM can support different parts of the organization, see APQC's [Applying Knowledge Management in the Business](#) research.