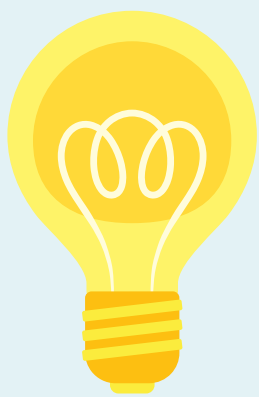# What Is Knowledge Management?

Knowledge management (KM) is a collection of approaches to help knowledge flow to the right people at the right time so everyone can be more efficient and effective.

What KM Is

- ✅ Codifying, curating, and providing access to critical knowledge
- ✅ Enabling business-relevant collaboration, learning, and innovation
- ✅ Integrated people, process, and technology approaches
- ✅ A way to empower people by providing more complete and equitable access to information
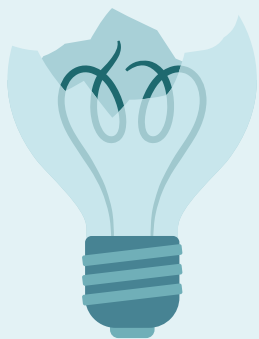
What KM Is Not

- ❌ Documenting and managing all knowledge inside an organization
- ❌ Non-work-related chatter and distraction
- ❌ A technology tool or software suite
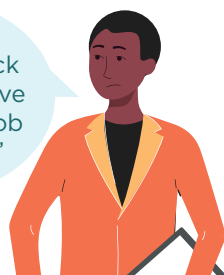- ❌ Taking people's knowledge to replace them or eliminate their roles

Common Problems KM Solves
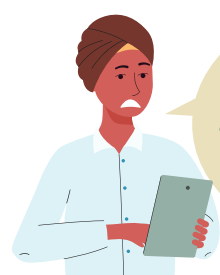
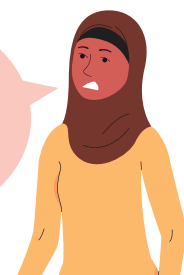"I've been looking and asking around, but I can't find the answers I need to do this"

Wasting time searching for needed information and expertise

"I spent hours making this deck when I could have used the one Bob already made"

Wasting time re-creating information that already exists

"Can't you get it right? We made the same mistake two years ago!"

Repeating the same mistakes

"I can't believe Jane left. How are we going to keep this project going without her?"

Losing critical knowledge and capabilities when employees leave

"There's so much I don't know how to do, and I'm afraid I'll look stupid if I ask"

People new to the company or their roles struggling to get up to speed

"Your sales team said this is how it would work, but now you're telling me something completely different"

Inconsistent customer experiences

Common KM Tools and Approaches

Communities of Practice
Groups where employees share ideas and learn from each other around a shared topic of interest

Search and Discovery
Enterprise search tools and recommendation algorithms to help people find and discover knowledge content

Content Management and Curation
A structured process to ensure critical enterprise content is fresh, findable, and meets employees' knowledge needs

Lessons Learned/ After Action Reviews
A process to capture learnings from an event or project to identify reusable best practices and mistakes to avoid in the future

Mentoring
Formal and informal mentoring programs to help employees learn from each other and build their networks

Knowledge Mapping
Developing a visual representation of the organization's intellectual capital to understand where knowledge is, how it flows, and any barriers or gaps

Knowledge Capture Interviews
Structured interviews to capture critical knowledge from experts and other knowledgeable people

Expertise Location
Search and discovery tools to help people find knowledgeable colleagues across the organization