

Knowledge Transfer Consultancy

The Business Situation

You have Subject Matter Experts in your organisation who have a strong understanding of business-critical issues. This knowledge needs to be conveyed to a target audience in another area of the organisation. For example, your Product Managers need to keep your Sales Force informed on product or service offerings, in order for Sales to effectively engage with your customers. You may already have in place some training, content management or communications initiatives to assist in this process.

The Challenge

You may be facing one or more of these challenges:

- Your current processes may not be keeping your target audience, such as your Sales Force, fully informed and up-to-date on the latest critical information.
- Your Subject Matter Experts may be frustrated by repeated phone calls and email from the target audience when they cannot find the information they need.
- Content is not being adequately kept up to date.
- The target audience regularly complains that it takes too long to find the content that they need to effectively do their job, or that the information is scattered over a number of systems or repositories.

Where AcKnowledge Consulting can help

We can assist your organisation to develop an integrated, managed **knowledge transfer program**. This program will strengthen your organisation's ability to deliver the knowledge, communication and learning needed by your staff to fulfil their accountabilities. It will optimise efficiencies, and effectively meet customer demands.

Specific elements of a consultancy engagement may include:

- Determining the optimal knowledge transfer tools to meet the specific needs and characteristics of your target audience.
- Developing and providing advice on multi-media communication and learning tools, including templates, face-to-face, web-based, and Web 2.0 techniques.
- Developing a behavioural program to encourage knowledge sharing.
- Providing advice and developing business requirements for an integrated document management system, including governance and taxonomy strategies.
- Putting in place a set of tools and business processes to assist with developing and maintaining currency of content.

Why AcKnowledge Consulting?

This service is based on eight years of experience in this field, and a deep understanding of the needs and requirements of cross-disciplinary teams. The unique value offered is a capability to bring together all of the (traditionally separate) threads of content management, communications and learning to assemble a coherent program.

We have experience in offering services including consultancy, strategy development, advice, change management, facilitation, public speaking and project delivery in a wide range of related fields.

For more information, please refer to: <http://acknowledgeconsulting.com/blog/about/>.

"I and my colleagues worked closely with Keith to ensure we were delivering relevant information in a format suitable to the audience. Keith was instrumental in designing a portal system and sales tool templates that were intuitive to use and easy to keep updated. He was a pleasure to deal with and always looking for ways to improve the end experience for all stakeholders. I would highly recommend Keith to any organisation in any industry."

Product Manager, Telstra