

Knowledge Management: Systematically going for innovation

Workshop

Developing a roadmap Knowledge Communication

Introduction

Knowledge generation and communication provides valuable support to employees who are active in marketing or customer service. The quality of their consulting improves significantly if employees can make use of adequate, up-to-date knowledge about products and services, the market, competition, and the like. Offering respective material over the Intranet or Newsletters alone does not guarantee their systematic utilisation. Employees who are pro-actively supported with contextual knowledge relevant to their business get far more competent in their day to day customer interaction. The quality of customer service thus can be increased dramatically.

Approach

Centrally prepared information about products, services, applications and solutions, which come along as analyses, reports, or studies, shall no longer just be made available to employees, but systematic making use of it shall be trained in accompanying transfer workshops.

In addition, these workshops shall offer opportunities to discuss frequently asked questions and other useful information gained by employees from their customers day by day. Hence a process can be initiated that may feed customer ideas into the product and services development of the company. Employees whose tasks include close interaction with customers will become trained to systematically collect and communicate the ideas of users of company products and services.

Design and operation of such workshops is facilitated through elaboration of a basic roadmap Knowledge Communication.

Objective

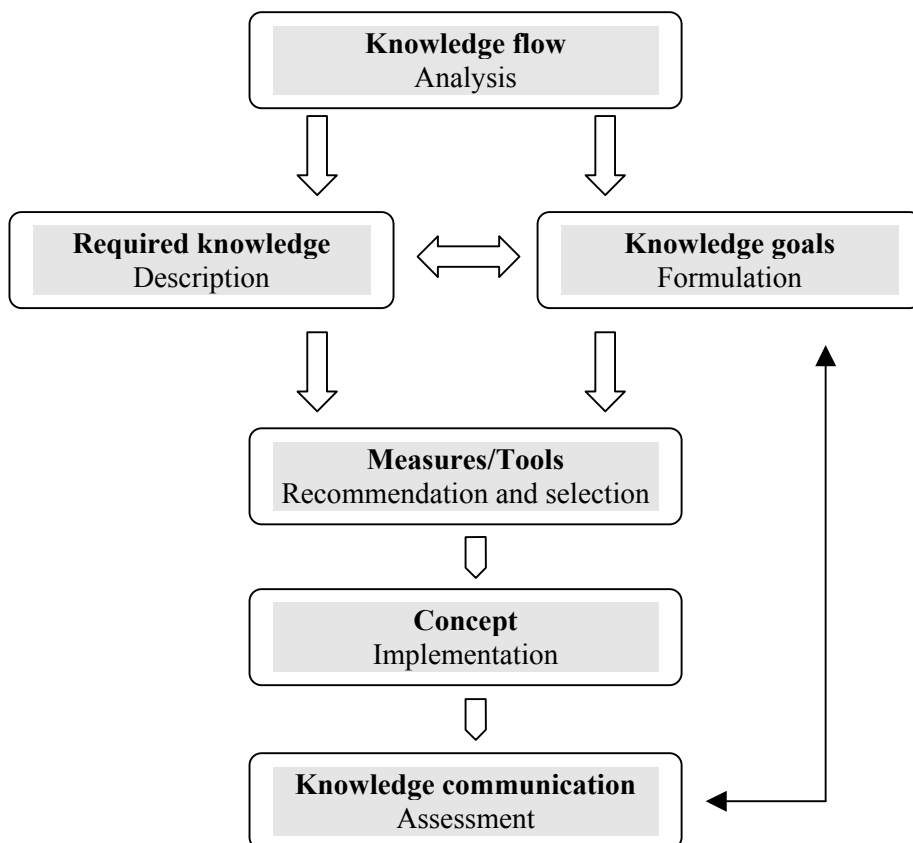
Goal is the optimisation of knowledge transfer according to corporate strategy.

Result is a roadmap Knowledge Communication covering the following fields of application:

- Internal knowledge generation and sharing
- Knowledge transfer from external sources
- Knowledge exchange with third parties and customers

Contents

Elaboration of the roadmap Knowledge Communication is based upon the following methodology:



Participants work on these moduls in teams, based upon cases which are taken from real-life company scenarios.

Structure

2-days workshop, company individual

6 to 8 participants from diverse functional areas

Optional in-house or in external location, in German or English language

Focus on specific organisational functions if requested

Price

Workshop preparation, moderation and facilitation: EUR 4,800.-

Travel and subsistence are being charged on expense

VAT will be charged according to legal regulation

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