Today’s Session: When an Employee Leaves: How Much Knowledge Just Walked Out the Door?

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Aug. 30, 2012
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(800) 263-6317 or (805) 690-5753
Today’s Presenters:

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ALWAYS LEARNING
Knowledge Capture and Management: What is it?

Strategies and processes designed to identify, capture, structure, value, leverage, and share an organization's intellectual assets to enhance its performance and competitiveness.

It is based on two critical activities: (1) capture and documentation of individual explicit and tacit knowledge, and (2) its dissemination within the organization and potentially to the organizations customers, and partners.
The Challenge
The Challenge

- Employees and customers expectation to receive teaching and training in mediums they are used to in their daily lives
- Ability to learn and train on their schedule: anytime and anywhere
- Real time needs with remote locations
- Collaboration
- Retaining knowledge when employees leave
- Cost of training
- Retention of Employees and Customers
The Challenge

The Expectations

- Expect and demand learning and knowledge management to work within the tools they use today: mobile, cloud based, accessible on multiple devices.

- Job Satisfaction revolves around ease of knowledge gathering, capturing, accessing.

- Job skills are current with the industry tools including how they are accessing learning and utilizing the tools that will help them achieve promotions, new opportunities and recognition.
The Challenge
Schedules and Flexibility

• Flexibility in learning and knowledge management is critical to success in work and home life balance

• Providing knowledge management, access and capture capabilities with the acknowledgement of busy schedules both within and outside of the work place

• Ease of access
The Challenge
Remote Responsibilities and Teams
The Challenge
Collaboration

• Teams that require collaboration daily and weekly to execute their goals and tasks
• Capturing the collaboration and making it easily accessible for later reference
• Continuing Education of Employees
• New Employee On-Boarding and Training
The Challenge
Retention of Knowledge
The Challenge
Cost of Training and Collaboration
Poll Question

What is the greatest challenge to your organization around knowledge capture and management?

Recording Technologies

Storage

Searchability

Willingness of Employees to Participate in Recording
Solutions and Benefits to your Knowledge Management and Capture Challenges
Solutions and Benefits
Meeting Employee Expectations
Solutions and Benefits
Reach employees regardless of location
Solutions and Benefits
Collaboration has never been easier
Solutions and Benefits
Knowledge base is retained
Solutions and Benefits
Save Costs

• The efficiencies that knowledge capture brings as a result saves you and your customers money.
• Less travel for employees since meetings can be held virtually and captured in a knowledge management database
• Less time re-creating content, learning and information resulting in cost savings of employees being more efficient and executing critical daily responsibilities
• Quicker time to market due to knowledge management and retention of information. Quicker time to market = revenue
Poll Question

In your organization which area of knowledge management and capture do you feel you need to most improve on?

Recording Technologies

Storage

Searchability

Design to Integrate Knowledge Capture into Learning Paths
What Types of Interventions Are Most Suited to Utilizing Knowledge Capture?
New Hire Orientations

• Welcome videos/messages from senior leaders

• Supplement to Job Shadowing – peer to peer mentoring, especially in jobs in which peers are not co-located.

• Apprentice/Skilled Trades Training Programs, especially in industries like telecommunications, manufacturing, etc.
Field Training

Sales Force Training

Regulatory and Compliance

Field Technician Training

Product Demonstration Training
Beyond the Employee: Customer or Partner Training

New Product Launches

Help Desk/Customer Support

Customer Community Generated Content
How do you Implement Knowledge Capture In Your Organization?
# Bringing it All Together

## A Roadmap for Effectively using Knowledge Capture

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<th>Content</th>
<th>Solutions</th>
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<tbody>
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<td><img src="image2" alt="Hello" /></td>
<td><img src="image3" alt="Think" /></td>
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<td><img src="image4" alt="Thumb up" /> <img src="image5" alt="Thumb down" /></td>
<td><img src="image6" alt="Strategy" /></td>
<td><img src="image7" alt="Open" /></td>
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**Platform:**
- Access

**Content:**
- Hello
- Strategy

**Solutions:**
- Think
- Open
Beyond the Technology: How can L&D Drive the Effective Use of Knowledge Capture?

• Create templates and guidelines for knowledge sharing/user generated content in the organization.

• Create a strategy to locate and identify all assets (videos/presentations) in the organization, that can reside in a centralized learning repository to create a searchable collection of resources that allows you to avoid recreating the wheel.
Conclusions

Up to 80 percent of what we learn as employees is on the job, and from our peers.

Through using knowledge capture, you extend the reach of peer to peer learning and making it globally accessible to everyone who needs it.

Senior Leaders, Product Managers, and Compliance Leaders are not always available for training sessions for all employees.

Utilizing knowledge capture L&D organizations to effectively capture relevant and meaningful information for learners and disseminate rapidly

Product and Process knowledge is rapidly changing and needs to be readily available to employees, partners, and customers

Using knowledge capture as part of employee and customer learning programs, organizations can ensure the effective flow of information to all audiences.
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Thank You!

- On behalf of Training Industry, Inc., thanks to:
  - Today’s Speaker: Chanda Fortuna and Sean Stowers
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- Questions or Comments? Please contact Tim Sosbe:
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