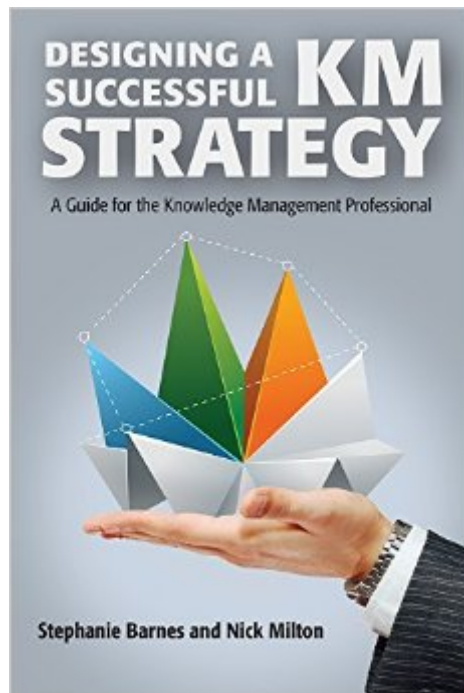


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Designing A Successful KM Strategy: A Guide For The Knowledge Management Professional



Synopsis

Here is a practical, step-by-step guide to crafting a Knowledge Management strategy that aligns with your organization's larger business strategy. The Barnes-Milton approach prepares KM professionals to identify strategic knowledge areas, define program scope and vision, obtain stakeholder input and buy-in, select winning pilots, apply change management principles, build a sound Knowledge Management framework, manage content and technology, assemble and lead an implementation team, and most importantly connect KM strategy to business realities. Whether you are looking to reinvigorate your current KM program or build an effective program from the ground up, *Designing a Successful KM Strategy* is the comprehensive guide that will help you get it right.

Book Information

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Customer Reviews

Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional written by Stephanie Barnes and Nick Milton published by Information Today, Inc. 25 Nov. 2014 is a very easy book to read. This is because the authors are not trying to start at a too high level and but rather take you step by step, with good relevant case studies. What caught my attention is that the authors are well known and work in the industry of knowledge management, they have more than 15 years' experience in the field and therefore this book is not just another theoretical book. The book starts off with a whole chapter on what knowledge management is and why we need it. This is fantastic because it does not assume you know something about the subject though the book goes into enough detail to assist the knowledge management professional too. The authors go on with

chapter two describing the role and responsibility of the knowledge manager but expand into more than just the role of the knowledge manager by handling the general roles found in knowledge management and who would be best suited for the role. In chapter three the book shift into gear by assisting the reader to build a case for a knowledge management strategy and this is another point I really like about this book, it guide and assist the reader to build their knowledge management implementation on a knowledge management strategy in terms the business will understand. In chapter four the authors explain what the principals are or should be behind your strategy, this is the makeup of the book: it tells you what you should do and why so that the reader has a full understanding of what, how, who and why things are done.

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