

# 2014 Knowledge Management Priorities

---

**Metric Results from APQC's 2014 Knowledge  
Priorities Survey**

January 23, 2014



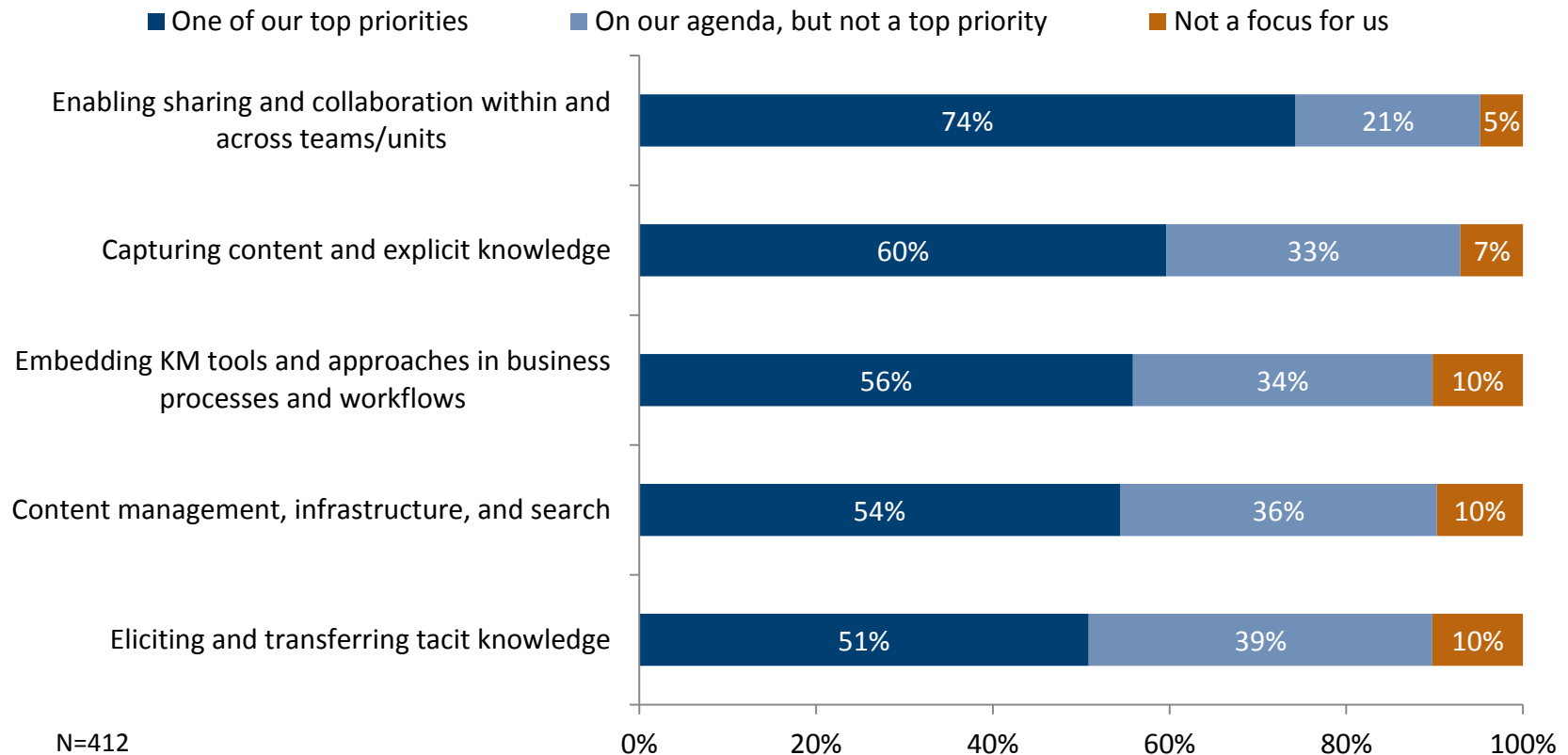
# Survey Description and Objectives

- In December 2013, APQC surveyed 418 members of our knowledge management (KM) audience.
- Our objective was to learn:
  - What KM goals organizations are prioritizing for 2014
  - Which new technologies and trends are gaining the most traction
  - What types of research would be most interesting to our KM audience
  - Where organizations have allocated KM funds for the coming year
  - What percentage of organizations currently measure return on investment from KM

# Collaboration Is a Top Priority

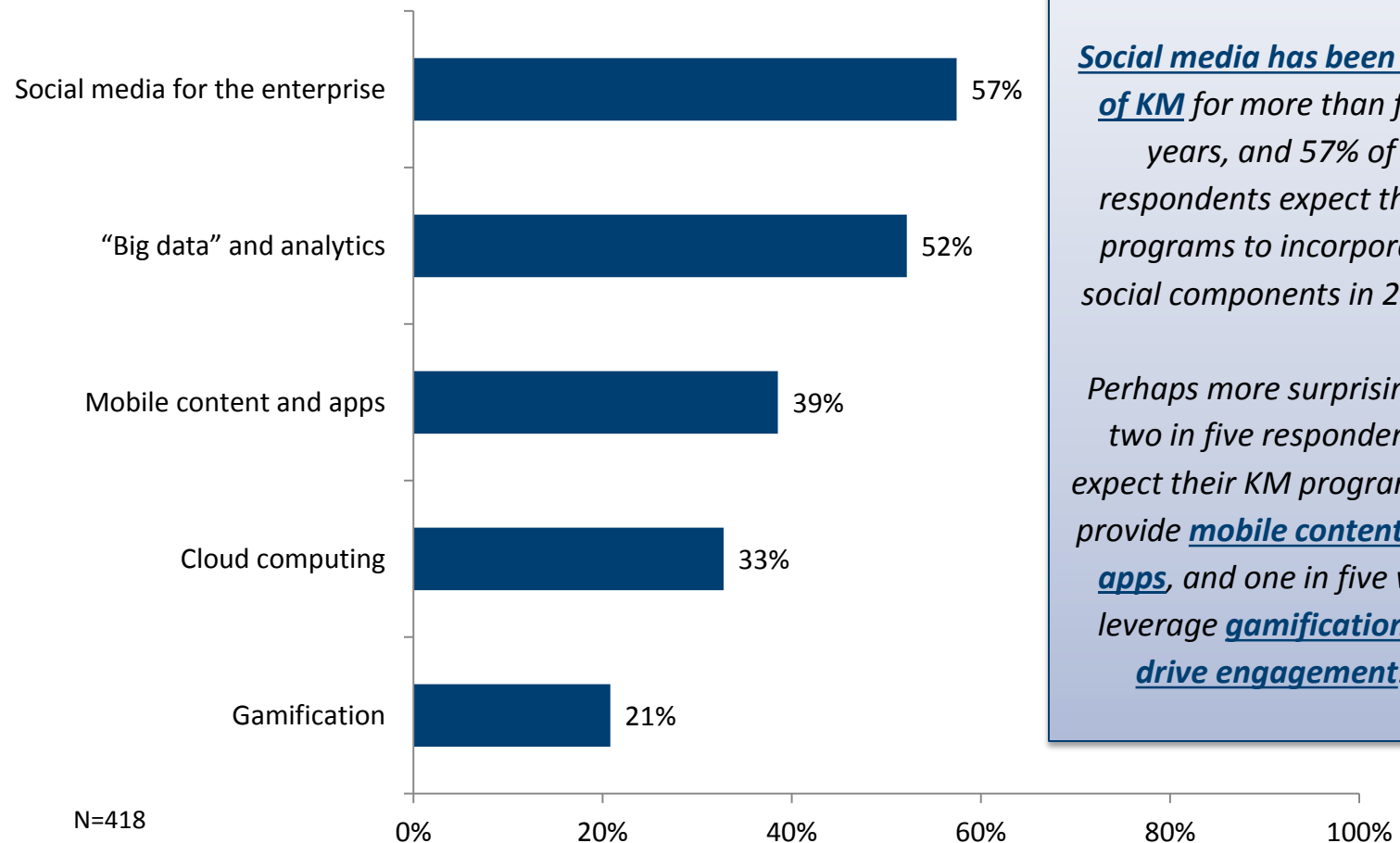
*Survey respondents are spreading their KM focus across many different areas, but almost three in four have placed cross-boundary collaboration at the top of their agendas.*

**Please indicate how important the following priorities are to your organization's 2014 KM agenda**



# A Majority of Firms Expect Impact from Social Media and Big Data

Which of the following trends do you expect to be part of your KM program in 2014?



***Social media has been part of KM** for more than five years, and 57% of respondents expect their programs to incorporate social components in 2014.*

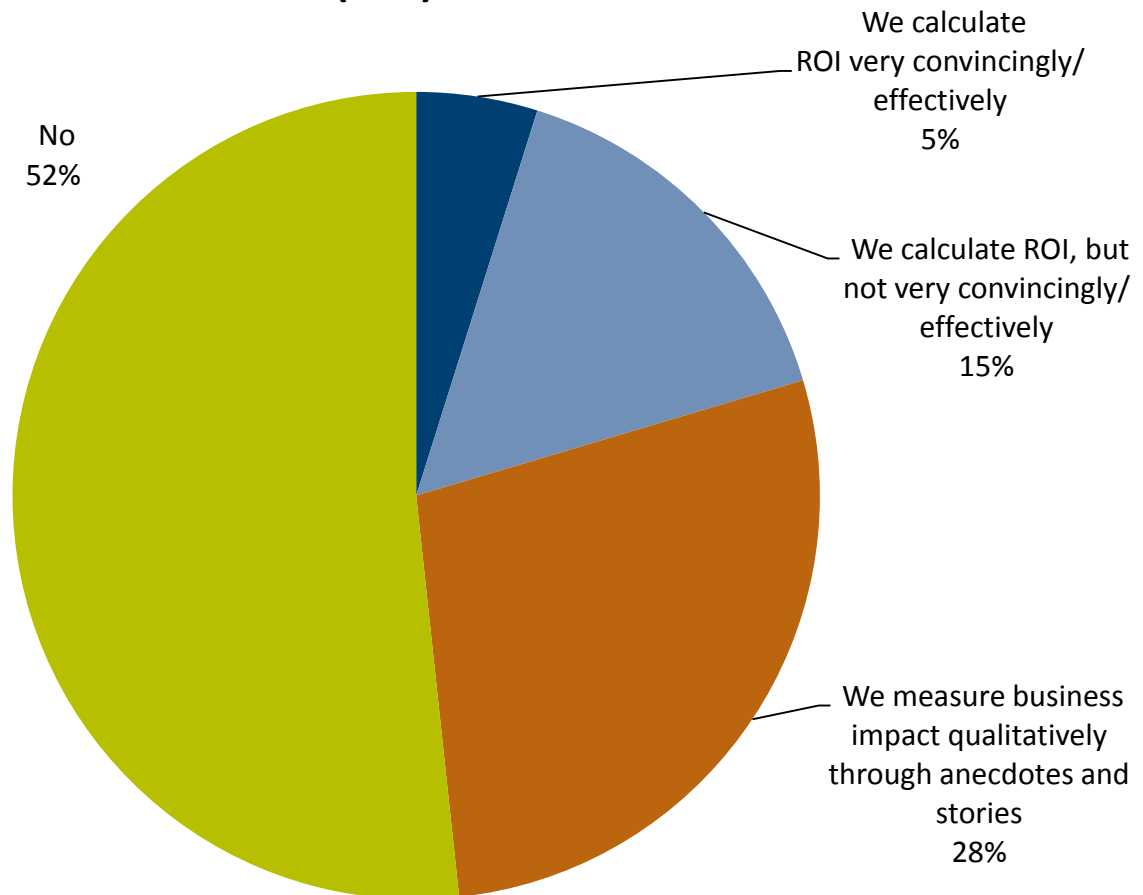
*Perhaps more surprisingly, two in five respondents expect their KM programs to provide **mobile content and apps**, and one in five will leverage **gamification to drive engagement**.*

# More Than Half Still Don't Measure ROI—Even Anecdotally

Does your organization currently measure the business impact or return on investment (ROI) from KM?

*Despite 52% of survey participants saying their programs will embrace big data and analytics in 2014, only 20% are analyzing the business value of their KM efforts—and only 5% are doing so effectively.*

*APQC believes that failure to **trace the value path** and evaluate how KM activities influence business outcomes is a missed opportunity for many organizations.*



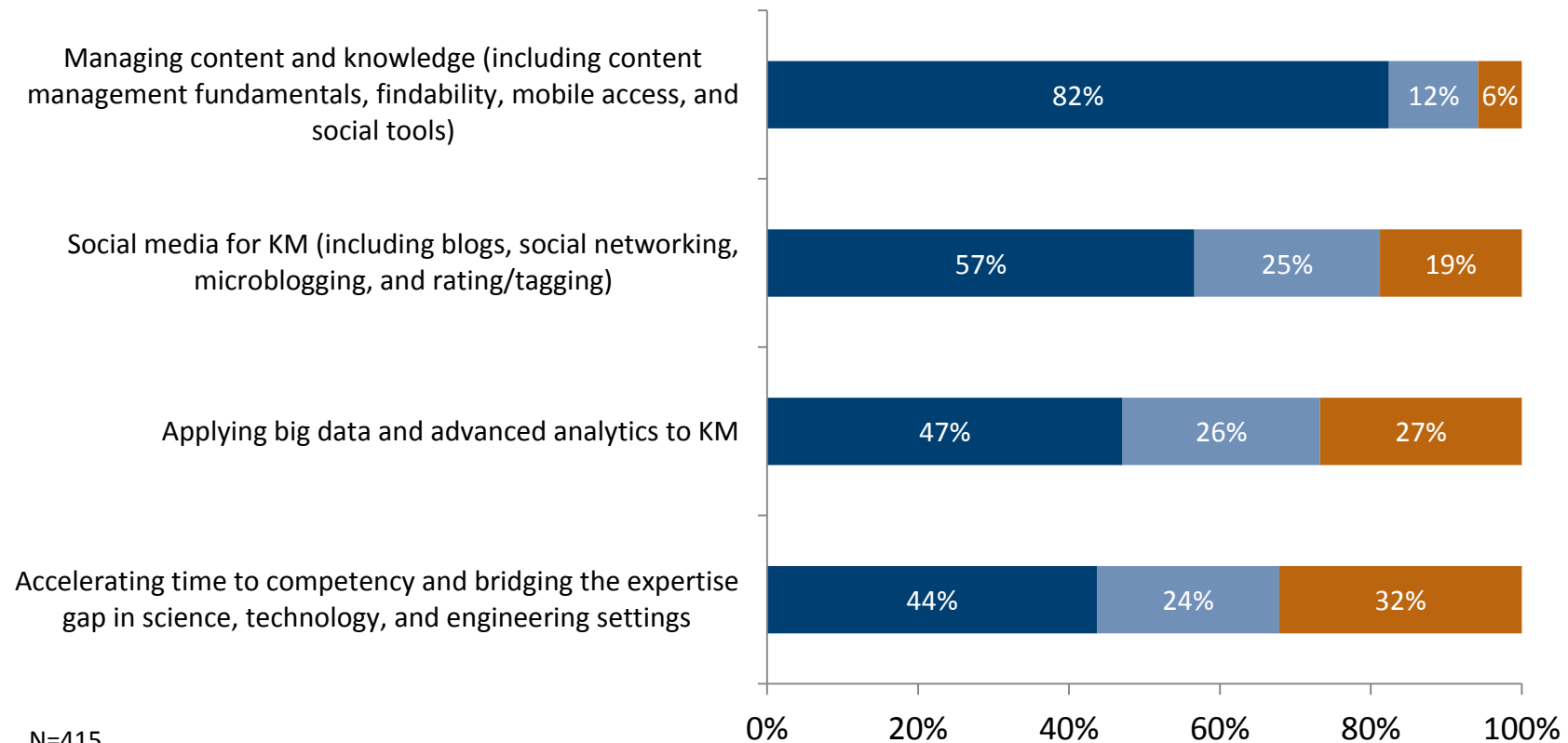
N=412

# Content Management Is Critical

*Among the potential research areas we asked about, respondents felt that content management was the most important. More than half have allocated funds to improvement in this area in 2014.*

## Please rate the importance of this topic to your organization

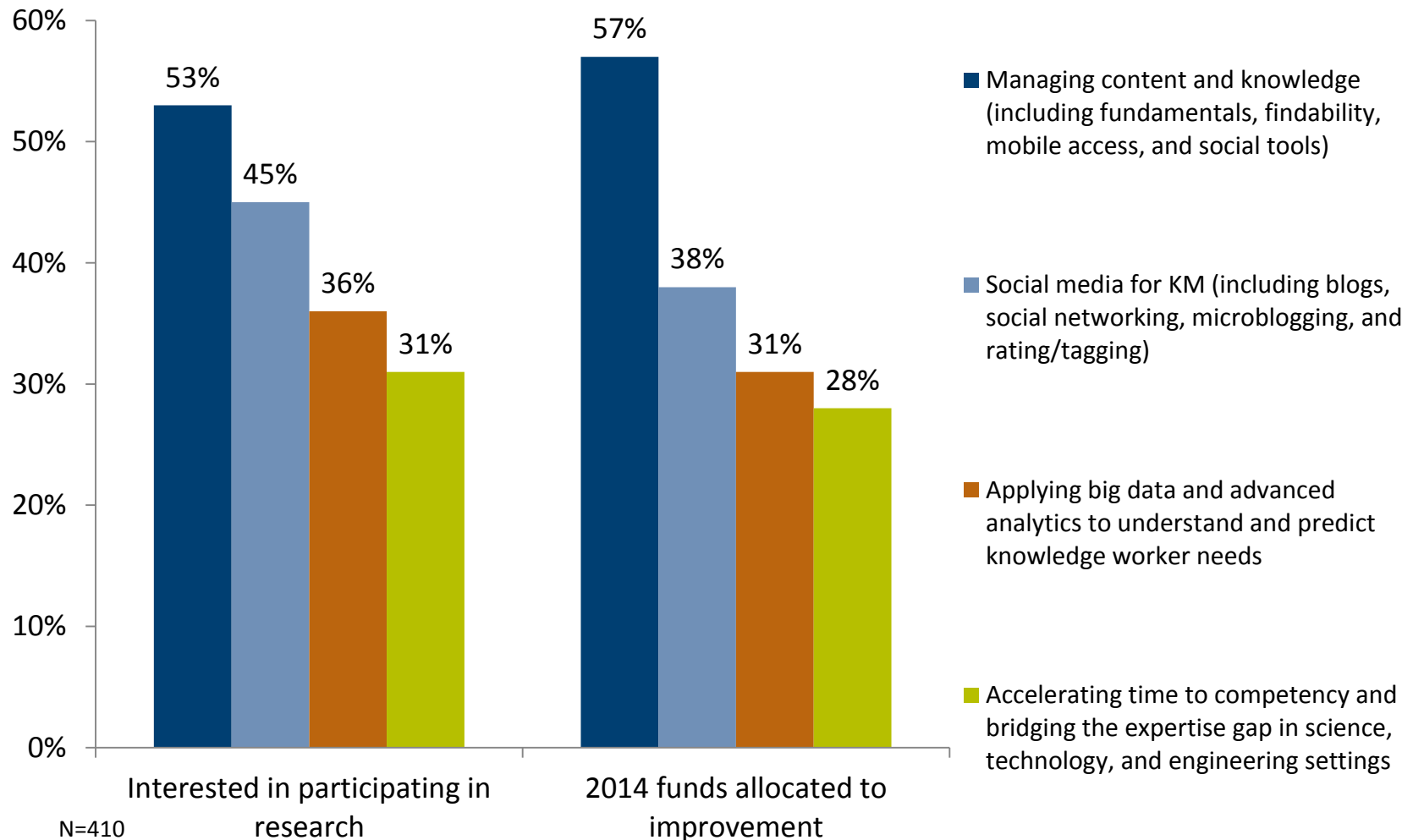
■ Important or extremely important    ■ Somewhat important    ■ Minimally or not at all important



N=415

# Focus and Investment for 2014

Would you be interested in research on the following topics? And is improvement in these areas something to which your organization has allocated funds for 2014?



N=410

APQC®

*Make Best Practices Your Practices<sup>SM</sup>*