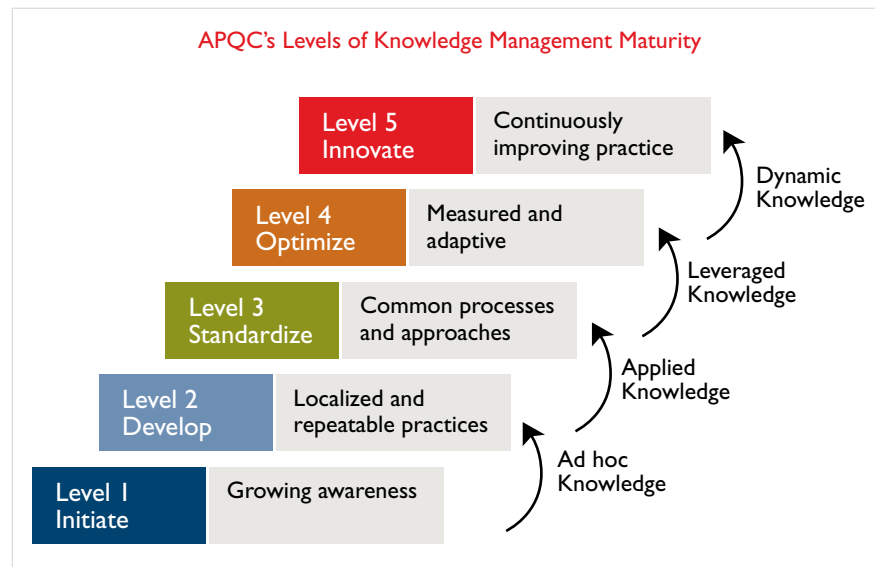


Knowledge Management

Knowledge is every organization's largest asset, yet it can be an overlooked and underutilized resource if not managed effectively. Successful organizations know that knowledge in action gets results—improving sales and selling approaches, avoiding mistakes and rework, linking people to expertise and supporting strategic goals. APQC helps organizations work smarter and faster by providing knowledge management (KM) advisory services, thought leadership, benchmarking, and best practices research.



APQC is the leading source of trusted KM tools and information for both those just starting on their journey to KM excellence and those already advanced in their KM practices. Since launching KM as a key business practice in the early 1990s, APQC has conducted more than 20 major research studies on the topic, ranging from communities of practice to social networking to KM measurement. APQC's president, Dr. Carla O'Dell, is an internationally recognized authority on KM, and APQC has been a multiple-year winner of the MAKE (Most Admired Knowledge Enterprises) award in North America as well as globally.

As an APQC knowledge management member, you have access to targeted KM content and a network of peers and thought leaders to help you:

- develop an effective KM strategy,
- design and implement KM approaches and enablers,
- assess your KM program,
- improve your KM processes, and
- accurately measure results and demonstrate a return on your KM investments.

Expertise to Support Your Knowledge Management Initiatives

“When I send our information desk a query for research on different areas of knowledge management, nine times out of 10 the reports they send me are from APQC.”

—Marcie Zaharee, The MITRE Corporation



Make Best Practices Your PracticesSM

www.apqc.org

APQC Membership—Your Single Source for What Works in Knowledge Management

- **Knowledge Base**

Access exclusive, members-only KM content, including benchmarks, best practices reports, case studies, white papers, diagnostic and process tools, and templates.

- **KM Capability Assessment Tool**

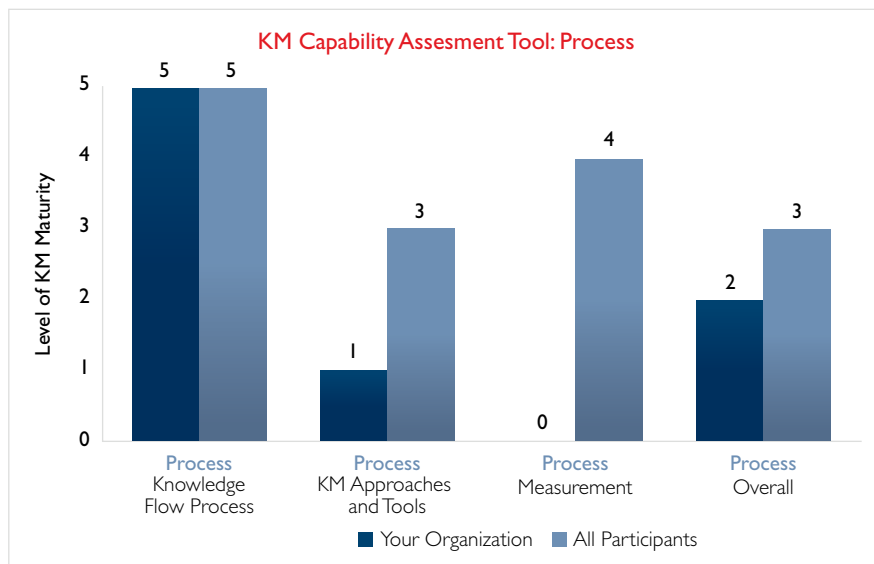
Measure how well you are managing your organization's largest asset. APQC's KM Capability Assessment Tool will give you a clear picture of how your organization is optimizing knowledge. Using APQC's Levels of Knowledge Management Maturity,SM it provides you with information on how you can move from immature, inconsistent KM activities to disciplined ones that support your organization's business imperatives. Your membership includes an annual assessment of your organization's KM maturity, complete with a benchmarking report outlining how you compare with similar organizations.

- **Annual KM Conference and Training**

Network and share innovative ideas with the best and brightest minds in business today. Established in 1995 as the world's first knowledge management conference, this annual event is the place to be for KM professionals.

- **KM Community Calls**

Join APQC's knowledge management experts as well as guest facilitators as they discuss hot topics in KM. The monthly, one-hour calls are interactive—inviting participants to come with questions and their personal KM experiences to share.



Measurement is a key driver for sustaining and expanding a KM program or initiative. APQC has found those organizations that invest the most and measure most rigorously are achieving a financial return on investment of two dollars for every dollar spent per participating employee—a healthy ROI by any standard.

Get Started Today

visit www.apqc.org • call (800) 776-9676 or +1 (713) 681-4020 • e-mail apqcinfo@apqc.org



Make Best Practices Your PracticesSM

www.apqc.org