

Knowledge Sharing to Knowledge Empowerment: An AI-Powered Transformation

Presentation Highlights from APQC's 2026 Conference

Track: Knowledge Management Strategies, Programs, & Approaches

Presenters: Lisa Weber, Jacek Wlodarski - Mercer

Overview

Are you struggling to create simple processes that encourage colleagues to share valuable knowledge and content across your organization? Do you face the challenge of producing meaningful content efficiently in the era of generative AI? This session explored how Mercer's Knowledge Management (KM) team reimagined their KM strategy by redesigning work processes and integrating AI-driven solutions to make knowledge sharing smarter, faster, and more collaborative.

Mercer's approach tackles both tacit (unstructured) and explicit (documented) knowledge by automating content management, streamlining creation workflows, and generating multi-format outputs using generative AI. The team's innovations have unlocked the potential of existing knowledge assets, reduced manual effort, and increased engagement across global teams.

Participants learned techniques to:

- Apply practical skills and strategies—drawn from real Mercer examples—to implement AI-driven KM initiatives, including automation, new content models, and capturing tacit knowledge
- Gather and prioritize stakeholder requirements, build persuasive business cases, and secure leadership buy-in and funding for AI and KM projects.
- Plan and execute high-impact proofs of concept, optimize resources, and measure and communicate value in a fast-changing AI landscape, supported by live demos and practical tips.

Attendees left with real-world strategies for harnessing generative AI to modernize knowledge sharing, improve efficiency, and drive measurable transformation in their own organizations.

Insights and Actions

Session Highlights

The presenters discussed:

- How to create meaningful and impactful business cases and secure buy-in for your key initiatives
- How KM can provide tangible, strategic value to the technology function in an organization
- The challenge of producing meaningful content efficiently in the era of generative AI

Lessons Learned

- How to apply practical skills and strategies—drawn from real Mercer examples—to implement AI-driven KM initiatives, including automation, new content models, and capturing tacit knowledge
- How to gather and prioritize stakeholder requirements, build persuasive business cases, and secure leadership buy-in and funding for AI and KM projects.
- How to plan and execute high-impact proofs of concept, optimize resources, and measure and communicate value in a fast-changing AI landscape, supported by live demos and practical tips.

Next Steps

- Modernize knowledge sharing in your organization with real-world strategies and generative AI.
 - Cultivate meaningful relationships with key business functions.
 - Improve efficiency and drive measurable transformation.

You can view the [presentation slides](#) for this session in the APQC Resource Library.

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