

APQC MEMBER PROFILE:

Global Aerospace Company

This APQC member organization is a leader in the aerospace industry, serving commercial and military customers all over the world.

We asked this aviation company’s senior knowledge management project manager what she finds most valuable about APQC membership.

Member Since:	1998
Industry:	Aerospace
Focus:	Knowledge Management and Process & Performance Mgt
Employees:	> 30,000

WHAT TOOLS, EXPERTISE, SERVICES, OR INFORMATION DO YOU USE MOST?

We utilize APQC as a benchmarking and best practice organization, across disciplines in many different industries. APQC is well-respected in both the knowledge management (KM) and the process and performance management areas, and because we have an organizational membership, there’s no additional cost for anyone in any of our business units to access it.

When I’m preparing a presentation or starting a project, that’s when I access [APQC’s Knowledge Base](#) looking for specific content, best practices, what other companies have done, and what not to do. It’s my go-to when I search, but when I have time, I like to browse around to see what’s out there related to my interest areas and what’s new in research.

For KM topics, APQC is “my Google” if you will. I don’t visit a general search engine to look for KM articles; I head straight to APQC. It narrows my search because I know the research that I find will be credible, professionally prepared, and rigorously reviewed by KM experts.

I’ve also found amazing networking opportunities at the [APQC KM Conference](#). There’s enough time between classes to make meaningful connections, beyond just passing a business card. APQC’s KM Conference is big enough to provide variety, but small enough to make you feel like you’re not one of thousands.

HOW DOES APQC MEMBERSHIP HELP YOU WORK SMARTER, FASTER, AND WITH MORE CONFIDENCE?

APQC is a small organization, so you see familiar faces and names, but that small army is getting a lot of feedback from a very large subset of industries and companies. The research encompasses a big, worldwide segment of many different types of organizations across multiple industries. APQC membership grants you a diverse set of resources – not only online, but in-person resources within the organization.

When we did a reassessment of critical skills and knowledge, I was searching for best practices from others that had documented this information. Not only did I find several articles on the topic at APQC, but I reached out to our APQC Member Success Manager, who introduced us to different companies and coordinated calls with them. We had some great conversations that helped us perform a gut-check on the direction that we were hoping to go and offer some sage, candid advice on our journey.

The level of communication within APQC has been wonderful. When I ask for information, the APQC team always replies with four to six different articles and an offer to help. That’s been a tremendous value as we continue moving faster with our different initiatives.