

KNOWLEDGE MANAGEMENT BENCHMARKS AND METRICS

Research Sponsorship Opportunity

PROJECT OVERVIEW AND SCOPE

Regular benchmarking is critical for knowledge management (KM) initiatives. Benchmarking allows KM teams to identify where they have room for improvement, envision what's possible, and identify concrete steps to get there. This is why KM programs that benchmark are 3.5 times more likely to be aligned with the business vision and strategy and 5.5 times more likely to address barriers to knowledge sharing and use.¹

APQC has provided benchmarking opportunities in KM for more than 20 years, but in 2018 it is releasing its first large-scale quantitative metrics on KM program performance. This project combines carefully validated data from more than 300 KM programs to reveal:

- ♦ the scope and structure of today's enterprise KM efforts,
- ♦ the funds and resources allocated to KM,
- ♦ the tools and approaches in place to enable the flow of knowledge, and
- ♦ how value is measured and communicated.

This ongoing data collection and analysis effort will allow individual organizations to benchmark their KM programs in order to guide future investments and strategic decisions. APQC will also analyze the collective data set to pinpoint drivers of long-term KM program success.

AUDIENCE

- ♦ KM leaders/teams
- ♦ Individuals making a business case for investment or reinvestment in KM
- ♦ Vendors and technology partners interested in how organizations structure, resource, and measure KM and related technologies

RESEARCH QUESTIONS

- ♦ What level of leader is typically responsible for KM, and where does KM report into?
- ♦ How well staffed is the typical central KM team?
- ♦ What roles exist on the KM team and in the business to support KM activities?
- ♦ What does the typical organization spend on KM, and how are those funds allocated?
- ♦ What are the typical sources of funding for KM and supporting technologies?

¹ [Regularly Assess, Benchmark, and Analyze KM Efforts and Trends](#). APQC, February 23, 2016.

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- ◆ How do these trends vary by industry, region, organization size, and KM program tenure?
 - ◆ What measures do organizations use to gauge the health and effectiveness of KM?
 - ◆ What elements of KM program structure, resourcing, technology, and measurement are statistically linked to program adoption, longevity, and leadership support?

RESEARCH METHODS

This research involves collecting and analyzing validated data from the leaders of enterprise knowledge management programs regarding the structure, processes, inputs, and outputs of their programs.

DELIVERABLES

- ◆ Survey summary results report
- ◆ Full research report including sponsor's perspective
- ◆ Research overview
- ◆ Promotions for research deliverables across multiple media platforms
- ◆ Webinar event showcasing research results and sponsor's thought leadership
- ◆ Presentation and recording
- ◆ List of attendees who opt in to share name and organization

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ABOUT APQC

APQC helps organizations work smarter, faster, and with greater confidence. It is the world's foremost authority in benchmarking, best practices, process and performance improvement, and knowledge management. APQC's unique structure as a member-based nonprofit makes it a differentiator in the marketplace. APQC partners with more than 500 member organizations worldwide in all industries. With more than 40 years of experience, APQC remains the world's leader in transforming organizations. Visit us at www.apqc.org, and learn how you can make best practices your practices.