

Engagement and Participation for Knowledge Sharing and Collaboration

An APQC Collaborative Benchmarking Study





Overview of Study Scope and Objectives

Is Your Organization Struggling With...

- Encouraging people to participate in communities of practice or other knowledge-sharing approaches?
- Engaging people to use new applications, such as wikis, social networks, or social tagging? (Behavior change)
- Communicating the value and purpose (or the WIIFM) of participation in knowledge sharing approaches and using social computing?
- Ways to reward and recognize desired behaviors for both contribution and consumption?
- Challenges to participation / engagement resulting from being a global organization, such as time zones, cultures, languages, etc.?
- How to assess the tangible and intangible benefits of engagement and participation?



**What are your
engagement and
participation goals?**

Study Objectives

This study is designed for those seeking to:

- identify best practices to create and sustain engagement and participation in knowledge-sharing approaches and social computing (collaborative) technologies;
- learn how to create an environment that supports engagement and participation by motivating the desired behaviors;
- discover proven practices to enable the infrastructure (people, processes, and technology) necessary for successful engagement; and
- determine how to assess the impact and value of engagement for KM and for the business.

Study Scope (Focus)*

- I. Strategies for Creating Successful Engagement and Participation
- II. Engagement and Participation for the Long Term
- III. Understanding the Impact of Engagement and Participation

*For more details on the study scope, please see the notes section of this slide.

APQC's History in KM

Positioning Communities of Practice for Success: Practitioner Series (2010)

Knowledge Management Measures that Matter (2010)

Sustaining Effective Communities of Practice (2009)

Cutting the Cost of Not Knowing: Lessons Learned Systems People Really Use (2009)

Using Knowledge: Advances in Expertise Location and Social Networking (2008)

The Role of Evolving Technologies: Accelerating Collaboration and Knowledge Transfer (2007)

Retaining Today's Knowledge for Tomorrow's Workforce (2007)

Leveraging Knowledge Across the Value Chain (2006)

Using Communities of Practice to Drive Organizational Performance and Innovation (2005)

Integrating KM and Organizational Learning (2004)

Transfer of Best Practices (2004)

Virtual Collaboration (2003-2004)

Expertise Locator Systems (2003)

Measuring the Impact of Knowledge Management (2003)

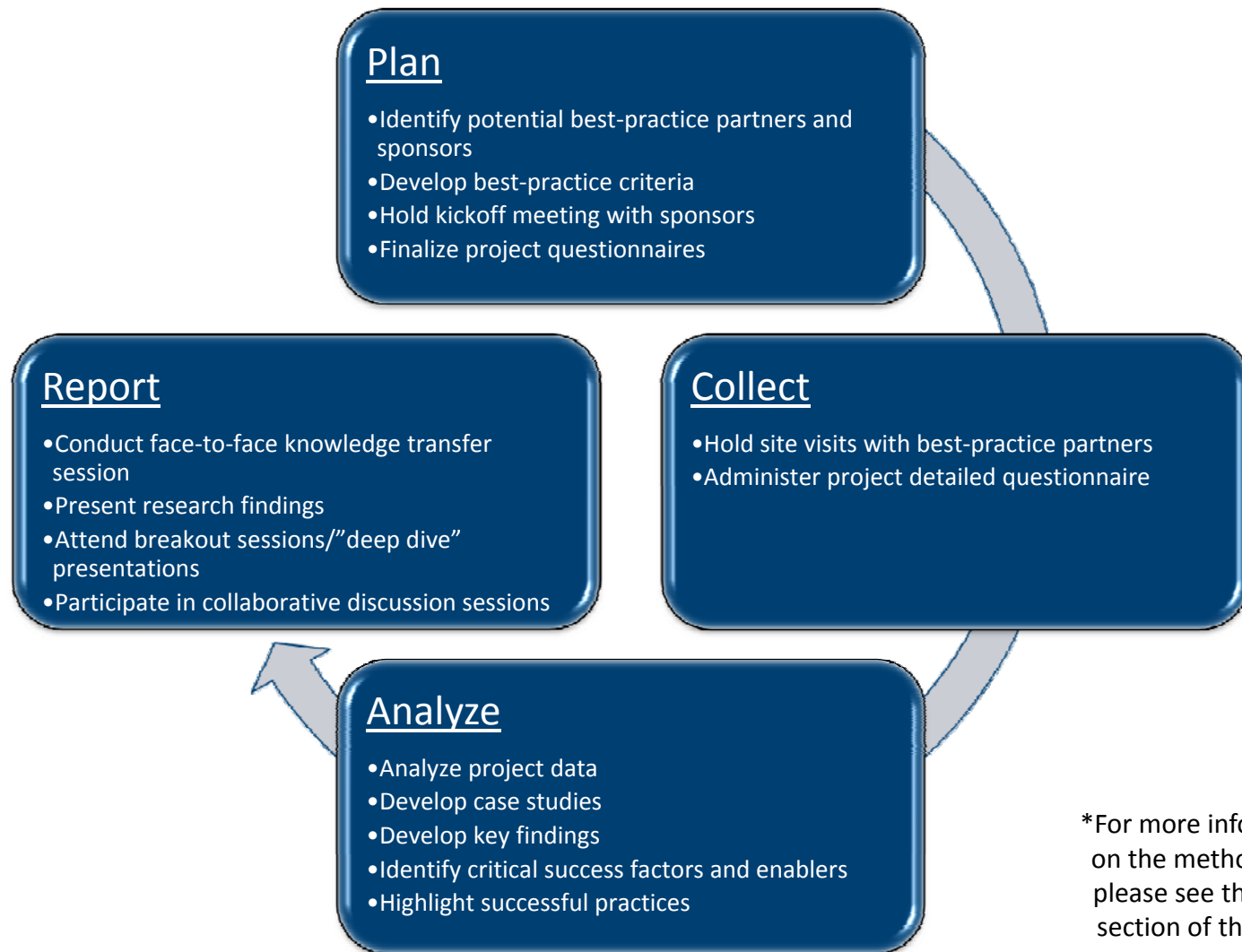
Using Knowledge Management to Drive Innovation (2002)

APQC has studied
more than 400 organizations in 24 KM
collaborative benchmarking
studies.



Study Methodology and Timeline

APQC Benchmarking Methodology*



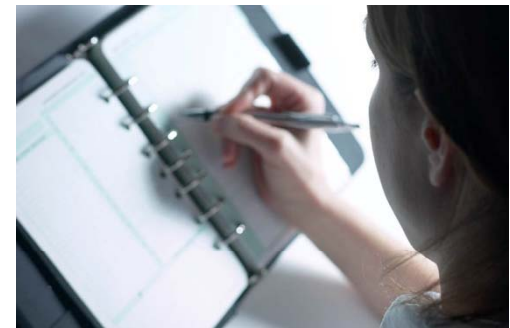
*For more information on the methodology, please see the notes section of this slide.

Sponsor Role and Participation

- Have up to two key points of contact for study updates and information.
- Participate in the virtual kickoff meeting hosted by APQC. As a sponsor, you have up to four access lines (phone and Web access).
- Participate in virtual and face-to-face site visits with the best-practice partners (facilitated by APQC).
- Participate in face-to-face “Knowledge Transfer Session” at the end of the study. As a sponsor, you have four seats at the knowledge transfer session.
- Leverage our collaboration space on ProjectSpaces to share and network with fellow sponsors.
- Adapt and adopt the proven practices learned that can improve your own business practices.

Key Dates

- Kickoff Meeting (Virtual)
 - March 30, 2011
- Site Visits
 - May 2011 through June 2011
- Knowledge Transfer Session (Face-to-Face)
 - August 17-18, 2011





Benefits of Study Participation

Benefits of Sponsorship

- Learn how leading organizations create an environment in which participation and engagement in knowledge sharing and collaboration thrive and result in value to the organization.
- Gather valuable information to enhance engagement and participation in your existing knowledge-sharing approaches and collaborative capabilities based on proven practices and real-world experiences.
 - Achieve desired results sooner.
 - Know what to expect and what pitfalls to avoid.
 - Learn how other innovative organizations have successfully and creatively dealt with barriers to engagement and participation.
 - Get insights into global issues regarding engagement and participation.
- Involve your KM core team and other stakeholders in direct learning experiences.



Study Deliverables

- Four (4) lines at the kickoff meeting (virtual)
- Four (4) seats at the knowledge transfer session (face-to-face)
- Participation in five site visits with best-practice partners
- A final report summarizing the issues and insights uncovered during the study
- Insights from APQC experts and fellow KM practitioners
- Slides and summary profiles of the best-practice partners
- Copies of study interview guides

Study Pricing

- APQC Members: \$18,000*
- APQC Members (Professional services/vendors) \$24,000
- APQC Nonmembers: \$24,000*

*APQC is on the GSA schedule for Federal Government pricing.

APQC's Project Team for This Study

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