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?
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

<table>
<thead>
<tr>
<th>Title</th>
<th>Year</th>
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<tbody>
<tr>
<td>Positioning Communities of Practice for Success: Practitioner Series</td>
<td>2010</td>
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<td>Knowledge Management Measures that Matter</td>
<td>2010</td>
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<td>Sustaining Effective Communities of Practice</td>
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<td>Cutting the Cost of Not Knowing: Lessons Learned Systems People Really Use</td>
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<td>Using Knowledge: Advances in Expertise Location and Social Networking</td>
<td>2008</td>
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<td>The Role of Evolving Technologies: Accelerating Collaboration and Knowledge Transfer</td>
<td>2007</td>
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<td>Retaining Today’s Knowledge for Tomorrow’s Workforce</td>
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<td>Leveraging Knowledge Across the Value Chain</td>
<td>2006</td>
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<td>Using Communities of Practice to Drive Organizational Performance and Innovation</td>
<td>2005</td>
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<td>Integrating KM and Organizational Learning</td>
<td>2004</td>
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<td>Transfer of Best Practices</td>
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<td>Virtual Collaboration</td>
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<td>Expertise Locator Systems</td>
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<td>Measuring the Impact of Knowledge Management</td>
<td>2003</td>
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<td>Using Knowledge Management to Drive Innovation</td>
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APQC has studied more than 400 organizations in 24 KM collaborative benchmarking studies.
Study Methodology and Timeline
APQC Benchmarking Methodology*

**Plan**
- Identify potential best-practice partners and sponsors
- Develop best-practice criteria
- Hold kickoff meeting with sponsors
- Finalize project questionnaires

**Collect**
- Hold site visits with best-practice partners
- Administer project detailed questionnaire

**Report**
- Conduct face-to-face knowledge transfer session
- Present research findings
- Attend breakout sessions/“deep dive” presentations
- Participate in collaborative discussion sessions

**Analyze**
- Analyze project data
- Develop case studies
- Develop key findings
- Identify critical success factors and enablers
- Highlight successful practices

*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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