

# KNOWLEDGE MAPPING IN ACTION

## *Research Sponsorship Opportunity*

APQC defines a knowledge map as a visual representation of an organization's internal and/or external knowledge resources. Organizations use knowledge mapping to think through strategic needs, business processes, job roles, and/or domains of expertise in order to document the composition and flow of critical data, information, and knowledge related the predetermined scope area.

For many years, APQC has provided templates for knowledge mapping and helped guide organizations through mapping activities. This project is designed to identify best practices for applying established mapping techniques in real-world scenarios. The research team will study knowledge mapping "in action" at a range of firms to understand how mapping processes are adapted to fit different scenarios and how the completed maps are used for business benefit.

## AUDIENCE

- ◆ Chief knowledge officers, KM program leaders, directors, and managers
- ◆ Information management leaders and professionals interested in understanding the flow of knowledge in order to improve or automate processes
- ◆ Business or learning representatives interested in documenting knowledge around specific job roles, competency areas, or expertise domains

## RESEARCH QUESTIONS

- ◆ Why do organizations pursue knowledge mapping? What specific business problems and opportunities is knowledge mapping intended to address?
- ◆ How are knowledge mapping initiatives scoped, funded, and supported?
- ◆ What makes an organization decide to launch a new knowledge mapping exercise, and what criteria are used to determine whether a process/role would be a good candidate for mapping? How are opportunities prioritized and selected?
- ◆ How do organizations identify the right stakeholders and convince them to participate in knowledge mapping?
- ◆ What steps are involved in creating a knowledge map? What tools, techniques, and templates support the process?
- ◆ Who leads or facilitates knowledge mapping activities? Do leaders or participants receive any training or preparation?
- ◆ What are the typical outputs of knowledge mapping exercises? Does anyone review, validate, aggregate, format, or coordinate access to the maps?

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- ◆ What decisions or actions are taken based on completed knowledge maps? For example, do the maps prompt the organization to launch new knowledge sharing/transfer activities? Are roles or processes tweaked to improve the flow of knowledge?
  - ◆ How do organizations determine the impact of knowledge mapping and whether mapping activities are worth continued investment?

## METHODS

This research project will be conducted by collecting and analyzing data from multiple sources via interviews and case studies featuring organizations with mature knowledge mapping capabilities.

## DELIVERABLES

- ◆ Best practices 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](http://www.apqc.org), and learn how you can make best practices your practices.