

APQC's KM Community Call

January 21, 2011, 10:30 a.m. CST

Presenters:

Rory Chase, Teleos

MAKE Award Winners

APQC

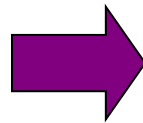


North America

APQC®

Housekeeping

- You may enter your question in the Q&A window at the right of your screen.
 - Type in your question and click “send.”
 - All questions will be answered during the Q&A session at the end.

A screenshot of a web application window titled "Question and Answer". The window has a close button (X) in the top right corner. Below the title bar is a text area labeled "Question and Answer Log". Below that is a text input field with the placeholder text "Enter a question for the staff:". At the bottom of the window is a "Send" button.

Today's Panelist

- Dan Ranta, ConocoPhillips
- Bryant Clevenger, IBM
- Susan Rosenbaum, Schlumberger
- Tara Keithley, Fluor
- John McQuary, Fluor
- Linda Hummel, GE
- Cindy Hubert, APQC, Moderator

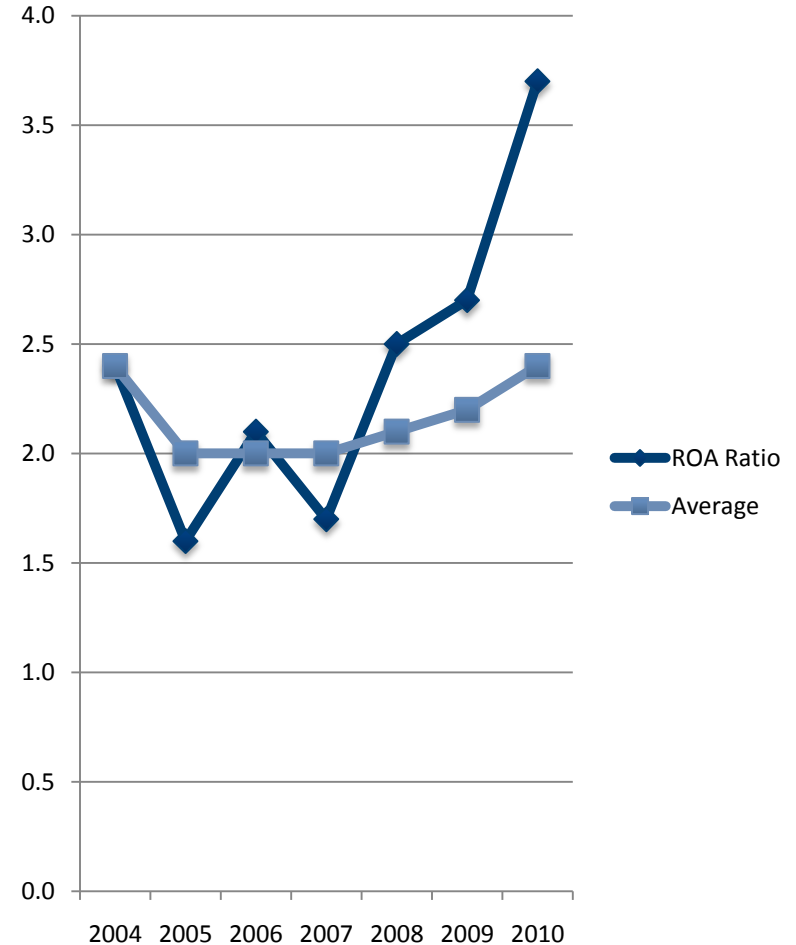
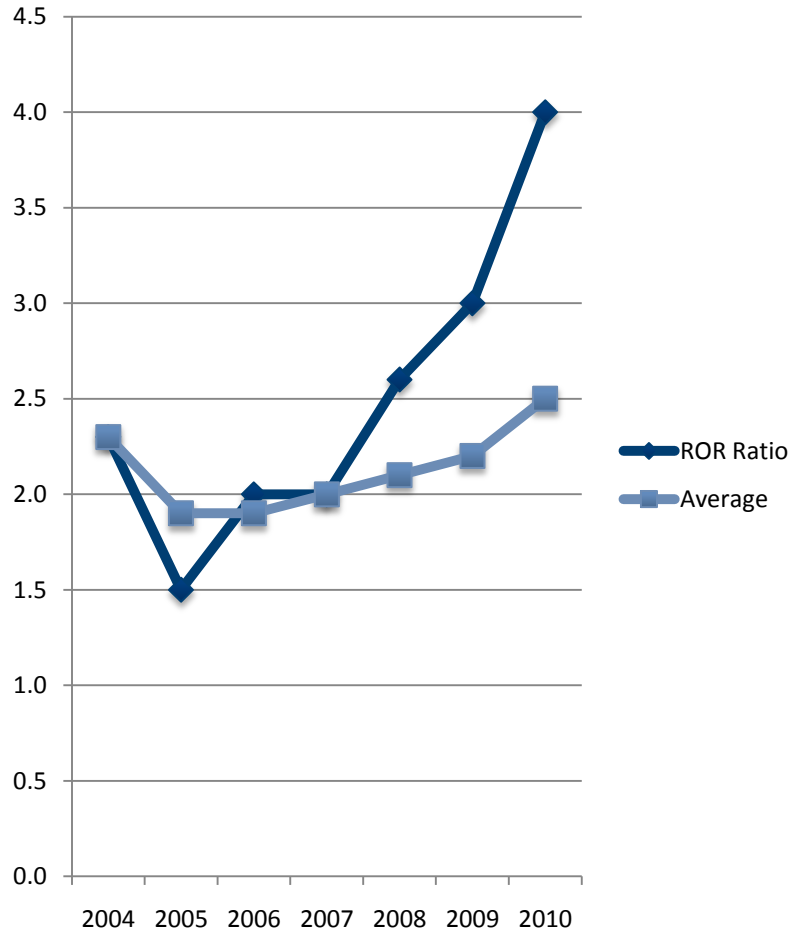
2010 North American MAKE Award

Congratulations to APQC and the rest of the 2010 North American **Most Admired Knowledge Enterprises** award winners!

- Apple
- APQC
- ConocoPhillips*
- Fluor*
- Google
- IBM*
- Mars
- Microsoft*
- Procter & Gamble*
- US Navy*

*APQC member and best practice participants

Return on Revenues and Assets



Average Annual Return on Revenues and Assets for North American MAKE
Winners Compared to Median Return on Revenues for Fortune 500. Copyright
1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Value Creation Performance and Total Return to Shareholders

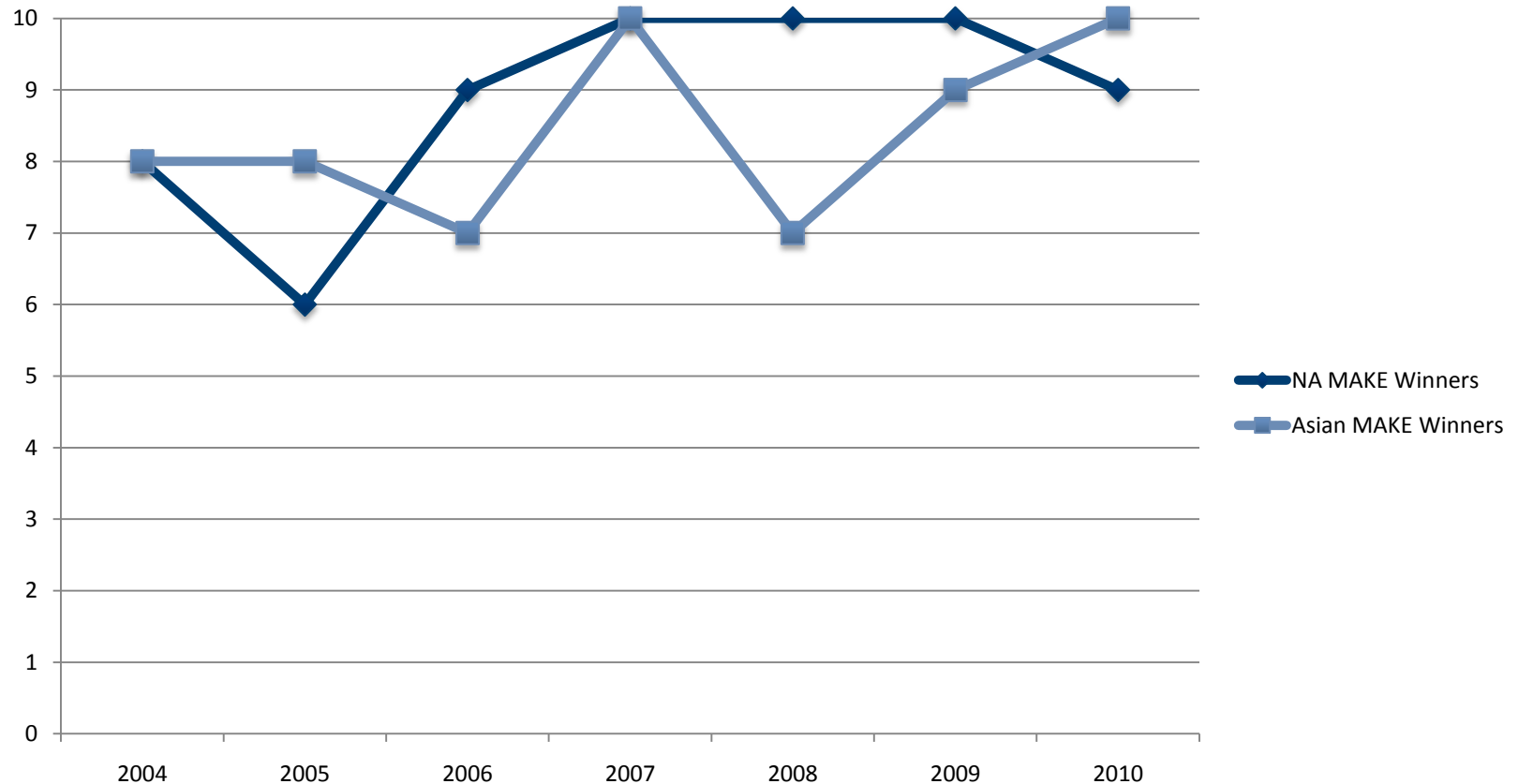


Value Creation Performance and Total Return to Shareholders for North American MAKE Winners Compared to Median Return on Revenues for Fortune 500. Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Polling Question #1

- Which of the following outcomes does your KM Program use most frequently to demonstrate value? *[select one]*
 - Return on Revenues
 - Return on Assets
 - Value Creation Performance
 - Total Return to Shareholders
 - Other
 - None of the Above

Culture

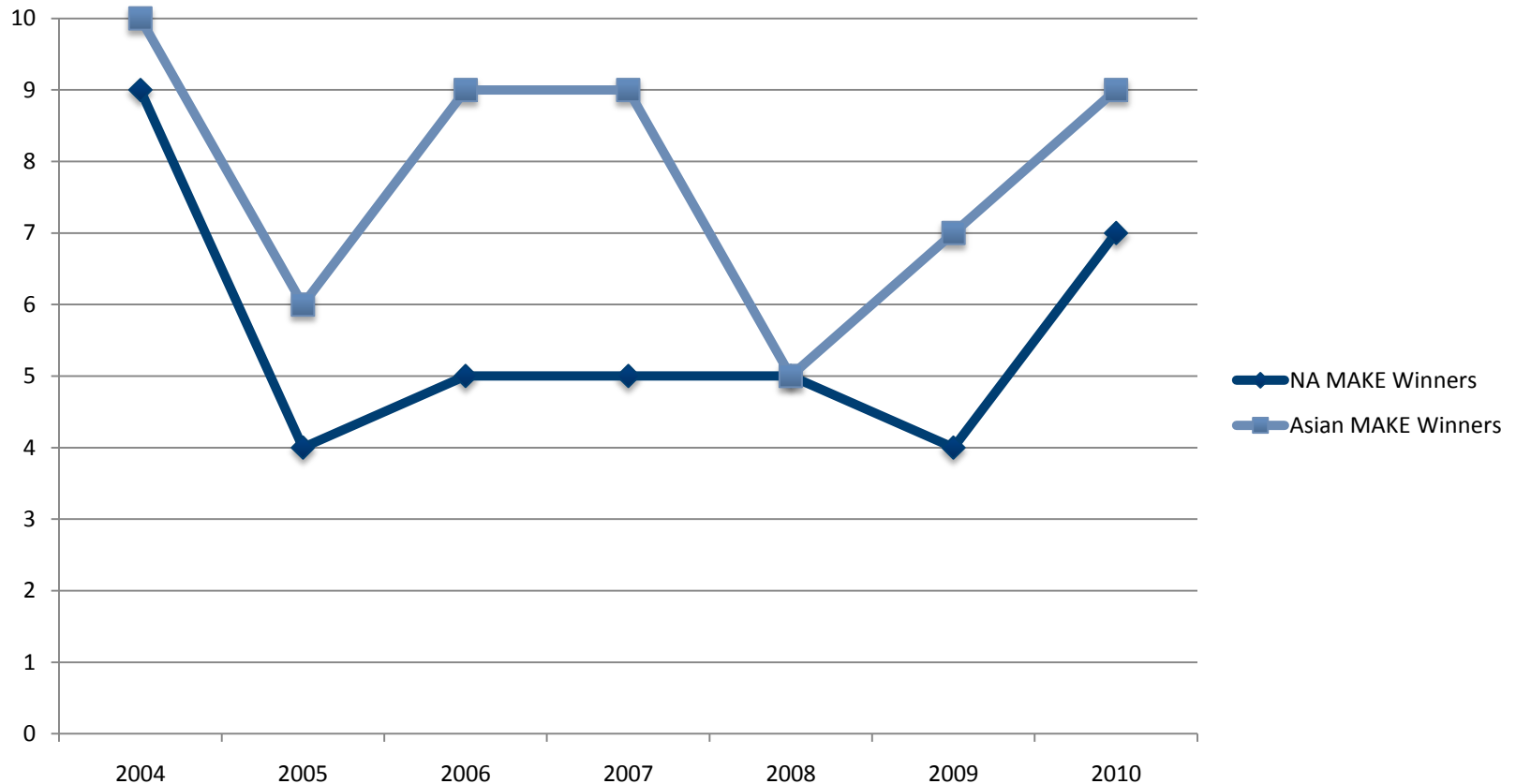


Ability to Create a Knowledge-Driven Organizational Culture for North American MAKE Winners Compared to Asian MAKE Winners. Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Polling Question #2

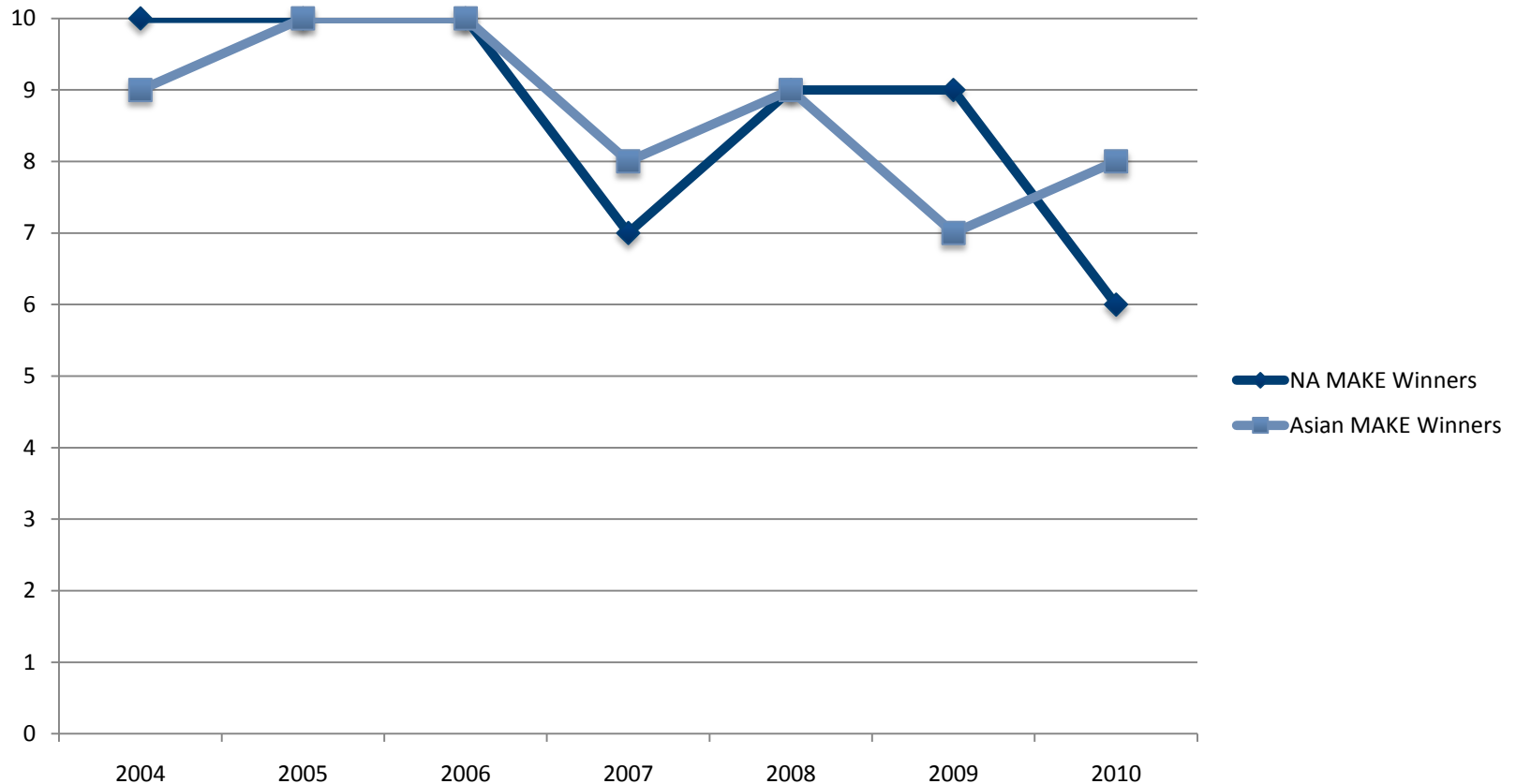
- Do your organization's leaders create the environment for knowledge sharing?
 - Yes
 - No

Leadership



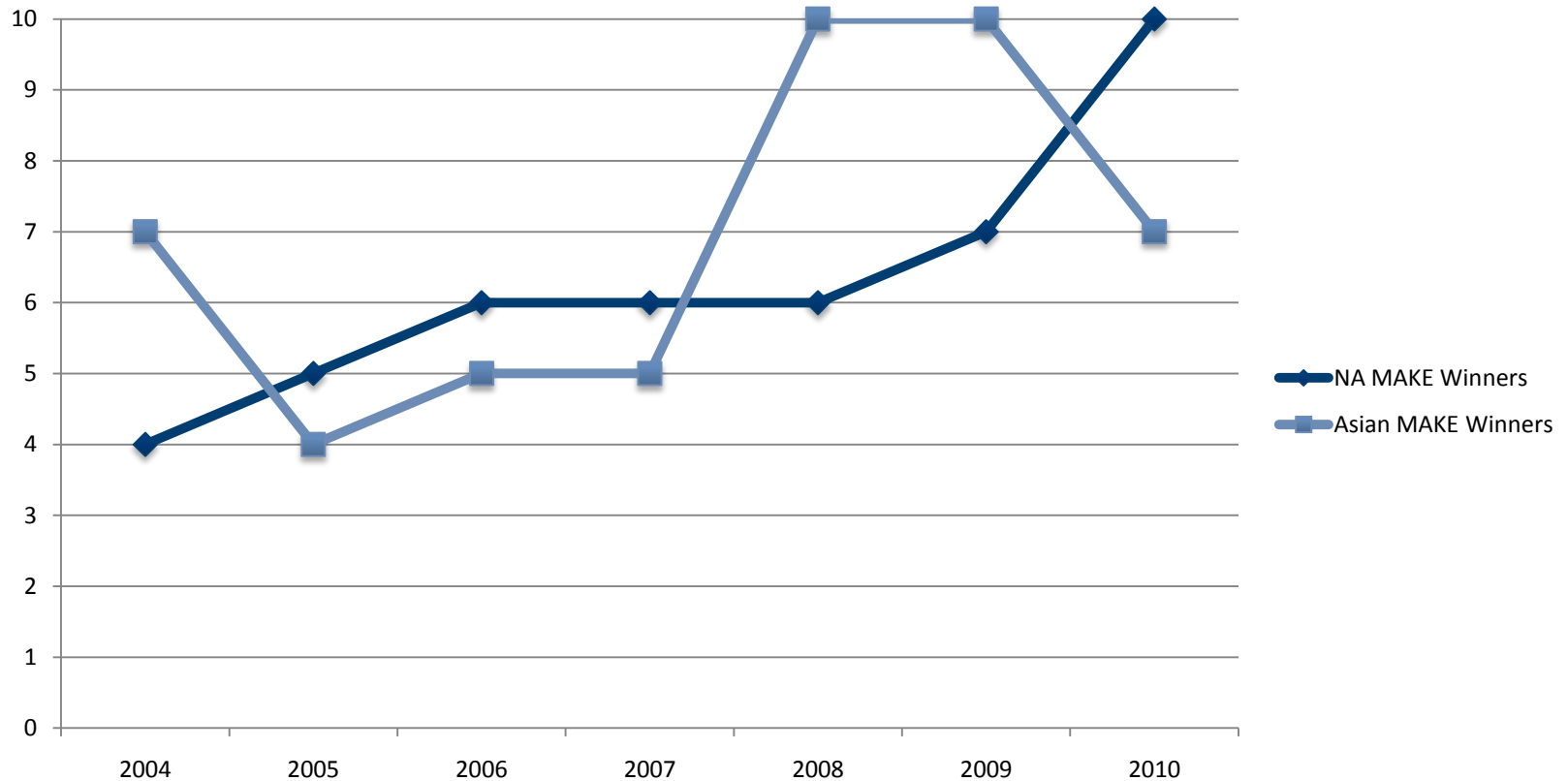
Developing Knowledge Workers through Senior Management Leadership for North American MAKE Winners Compared to Asian MAKE Winners. Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Innovation



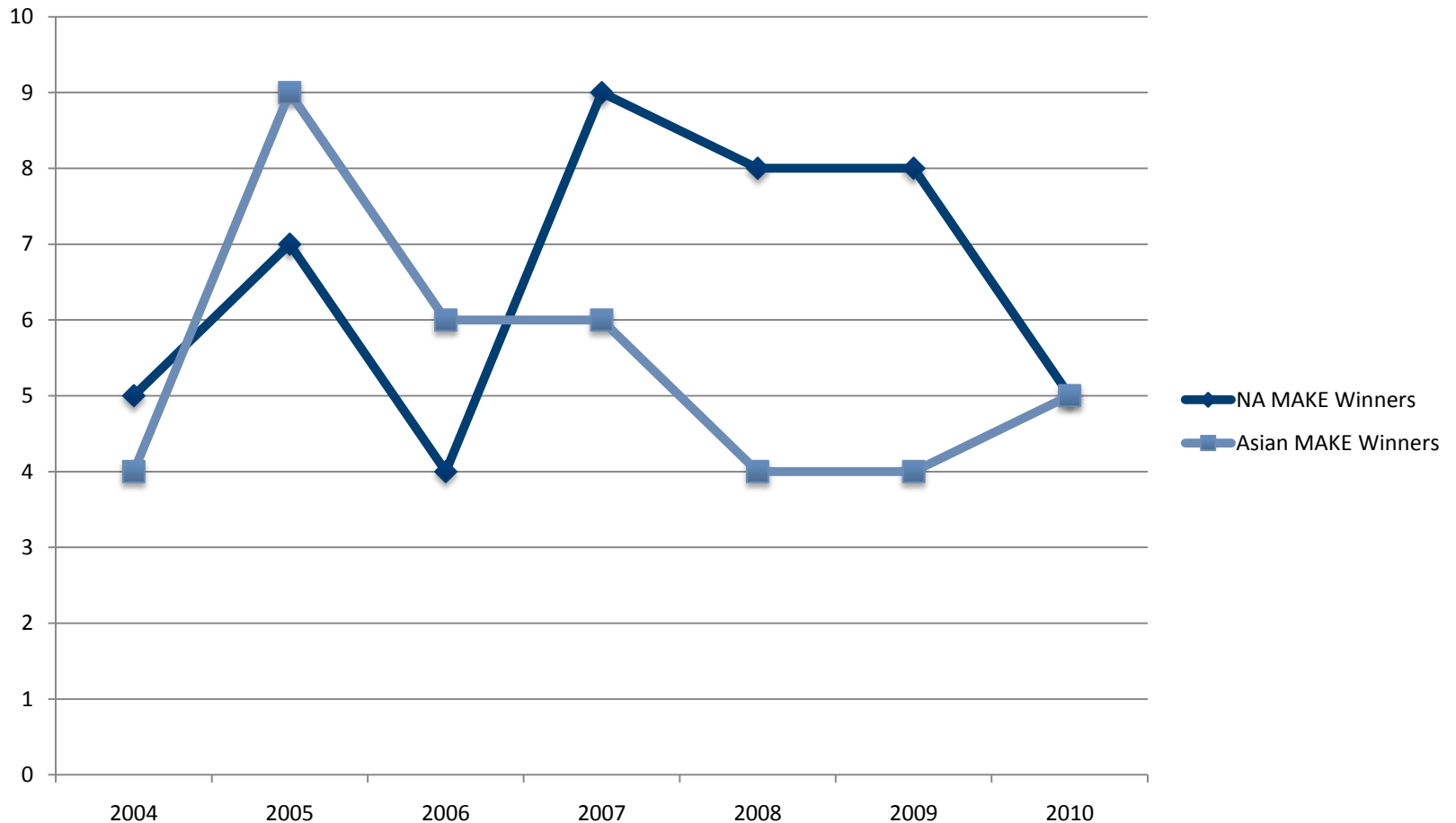
Knowledge-Based Innovation for North American MAKE Winners Compared to Asian MAKE Winners.
Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Intellectual Capital



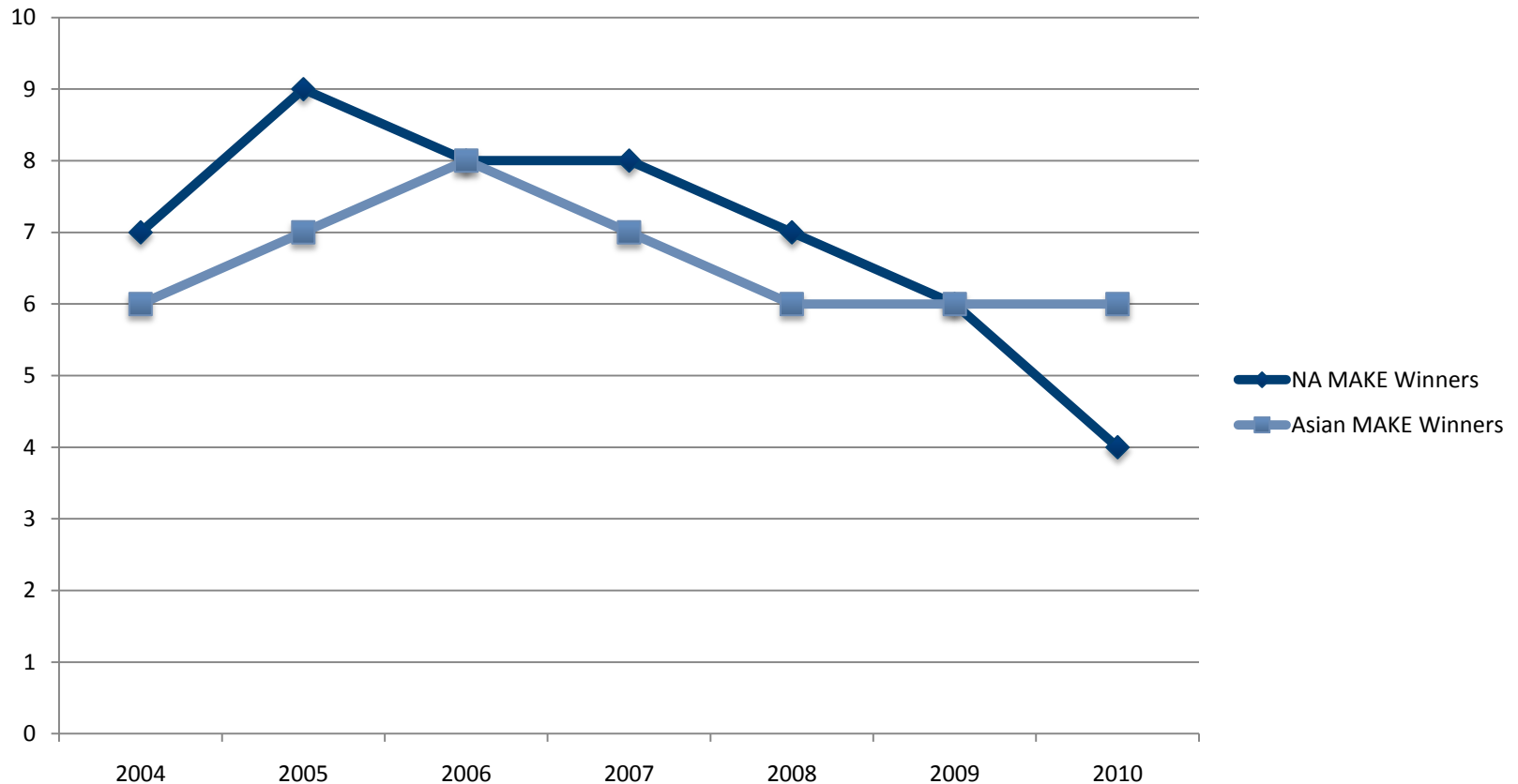
Managing Intellectual Capital for North American MAKE Winners Compared to Asian MAKE Winners.
Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Collaboration



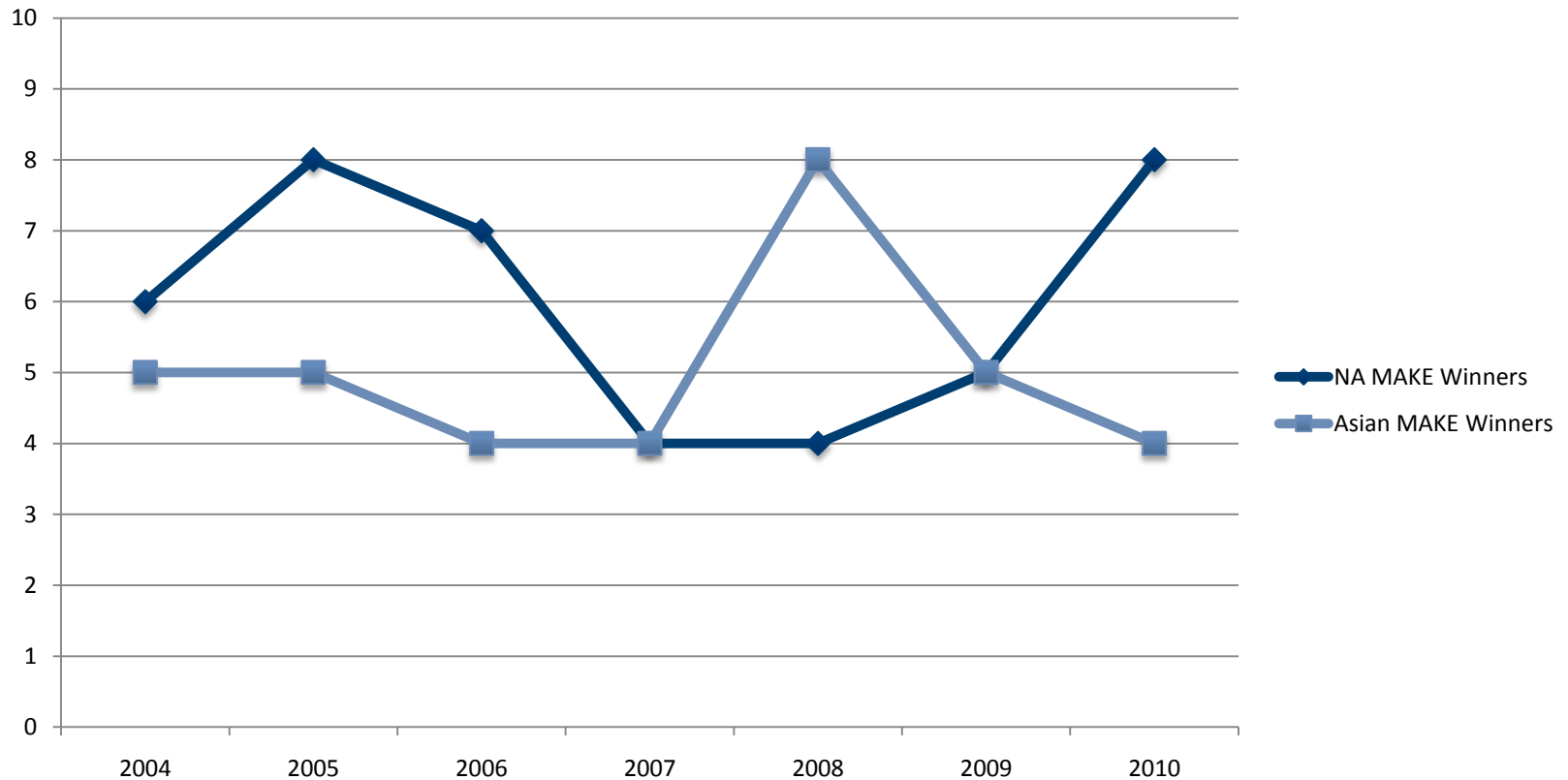
Collaborative Knowledge Sharing for North American MAKE Winners Compared to Asian MAKE Winners. Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Organizational Learning



Organizational Learning for North American MAKE Winners Compared to Asian MAKE Winners. Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Customers



Creating Value from Customer Knowledge for North American MAKE Winners Compared to Asian MAKE Winners. Copyright 1998-2011 Teleos. All Rights Reserved (<http://www.knowledgebusiness.com>)

Polling Question #3

- Will your KM Program focus on customer knowledge in 2011?
 - Yes
 - No

APQC®

Make Best Practices Your PracticesSM