

# *Techworld's Knowledge Challenges and Solutions*

by Progressive Practices and  
[ValuesAlignment.Com](http://ValuesAlignment.Com)

# Knowledge Capture, Sharing and Leveraging

- Techworld's Challenge:
  - Readily and effectively capture staff knowledge and experience
- Techworld's Opportunity:
  - Create value by leveraging Techworld's "Human Capital" into reusable "Knowledge Capital"
- Techworld's Solution:
  - Initiating key building blocks to leveraging knowledge and aligning values

# Solution 1: The Debriefing Process

- Progressive Practices manages a structured Debriefing Process capturing from its staff:
  - Lessons Learned
  - Process Insights and Mapping
  - Particular Successes
  - Areas for Improvement
  - Opportunities for both Techworld and its Customers

# Solution 2:

## Building The Knowledge Base

- Progressive Practices works with Techworld to:
  - Use the ProCarta Knowledge Capture Tool - to systematically capture knowledge to share and leverage
  - Populate Techworld's "Critical Knowledge Database"
  - Enable Techworld to define best use of Debriefing interviews and ProCarta, ensuring maximum ROI

# Solution 3: Values Alignment

- Major causes of failure of KM efforts are:
  - Not understanding the values of Staff, Management and Customers, and
  - Not realigning values for desired corporate outcomes
- The Solution: Three Phases
  - Develop and implement a Values Alignment framework to support Techworld's KM initiative

# Phase 1: Values Alignment - Assessment

- Assess all staff and key clients to indicate alignment compatibility and clashes concerning:
  - Human Capital, Structural Capital and Customer Capital
- Work with senior executives to understand what value variations mean to:
  - Them as leaders
  - The system to change or align those values

# Phase 2: Values Alignment - Internal Capability Gains

- Techworld develops core staff to apply Values Alignment methodology to:
  - Leadership development
  - Key business policies, practices and corporate performance measures (including recruitment and orientation process, recognition and reward practices, performance management, and career development)

# Phase 3: Values Alignment - Profit Center & Product Offering

- Techworld turns its knowledge and values investment into a significant revenue stream and unique product offering
- Techworld migrates its capability into a Values Alignment consulting profit center

# KM Initiative Outcomes

- Grounding Techworld as a values-based, knowledge-based enterprise
- Attracting and retaining staff with congruent values
- Differentiating Techworld as supplier of choice for value-added services
- Orienting leadership and staff to bring key values into alignment and in support of Techworld goals and strategies

# KM Initiative

## Benefits to TekEdge

- By capturing knowledge and aligning values, Techworld:
  - Creates a value-based culture where its people actively share new knowledge
  - Provides world-class level customer intimacy and satisfaction
  - Distinguishes itself in the market by offering a unique set of knowledge-based services

# Contact Information

## Progressive Practices

- Jay Chatzkel, Principal
- Phone: 703-556-4255
- Email: [jchatzkel@progressivepractices.com](mailto:jchatzkel@progressivepractices.com)
- Website: [www.progressivepractices.com](http://www.progressivepractices.com)