

KNOWLEDGE MANAGEMENT IN THE 21st CENTURY



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Principles of KM

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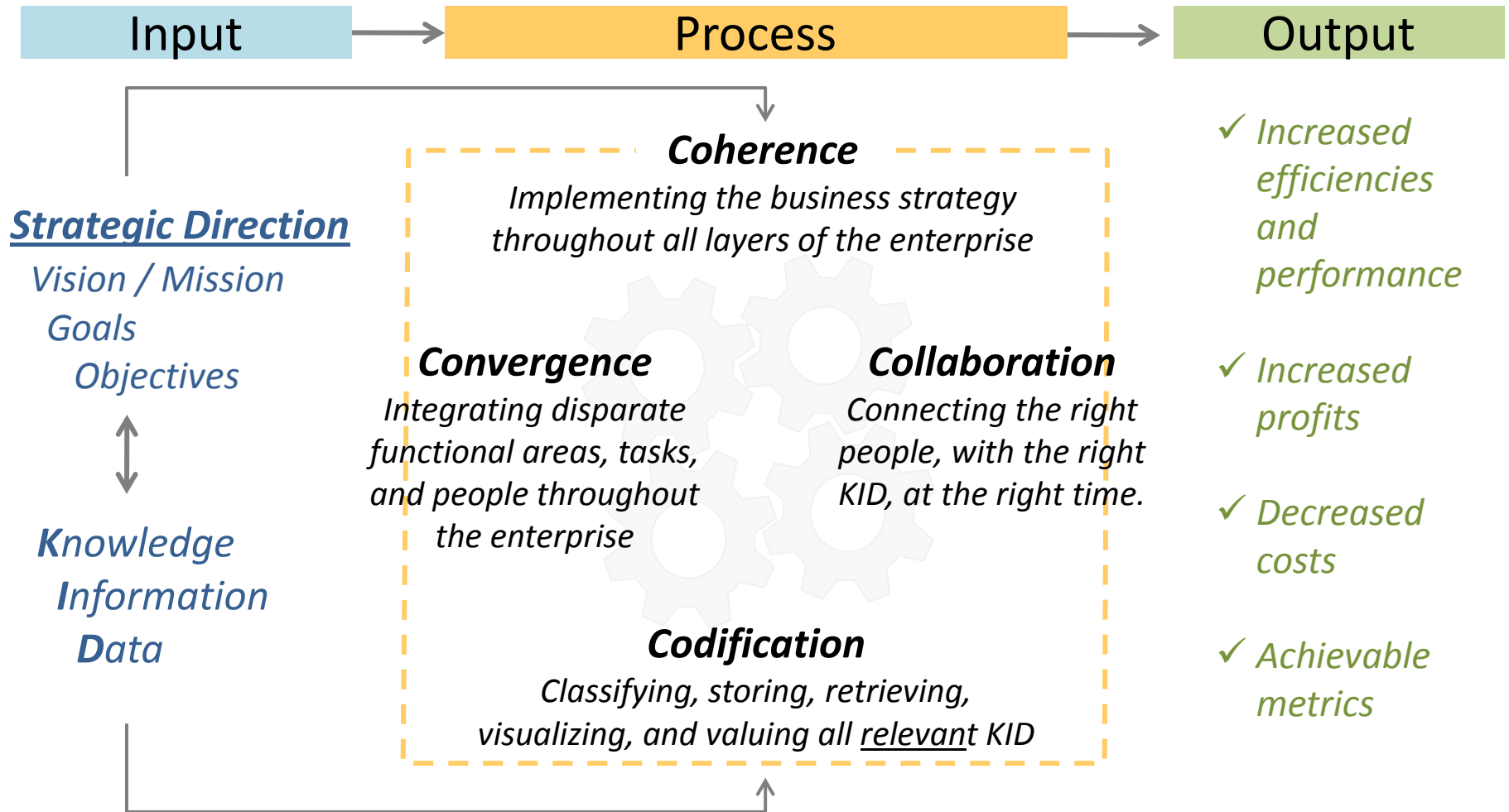
KM:

*Leveraging
relevant
knowledge
resources to
optimize
effectiveness,
efficiency, and
innovation.*



1. Why KM? Knowledge is the raw material for producing goods and services in the 21st century.
2. KM = strategic resource management.
3. Name your knowledge, and it is yours to manage.
4. If you know what and who you know, you can profit from that knowledge.
5. Leverage knowledge by codification & collaboration.
6. Link KM to your work.
7. Use systems approach to engineer a KM initiative—leadership/management, organization, technology, learning.
8. KM behaves differently than its design.
9. Design KM from the top; build from the bottom.
10. There is no “one size” KM initiative.

How to Design a Successful Knowledge Management Initiative



A successful KM initiative requires a systems' design approach to incorporate and integrate the necessary critical elements of codification, collaboration, convergence, and coherence.

Why KM?

... Because that's what it's all about!