

A person wearing a headset is working on a laptop in a call center. The person is wearing a plaid shirt and has their hands on the keyboard. The laptop screen shows a software interface with various windows and text. The background is blurred, showing other people working at their desks.

IGLOO

GUIDE

A Modern Communicator's Guide to Knowledge Management



A lesson in sharing

Knowledge is powerful stuff. It improves productivity and leads to consistent decision making – but it's only useful when it's shared.

If information isn't captured, stored, and shared over and over again, it can go to waste. Yet, few organizations are thinking about how effectively managing knowledge can benefit them. Knowledge management is about gathering and sharing information that would normally sit in people's minds. A modern intranet helps conversation and collaboration thrive to encourage the exchange of knowledge at all levels of your organization.

Come together

The modern workplace is increasingly disjointed, with experts spread across multiple (and, often global) offices. This makes it virtually impossible to know the amount of information available, and where it's all kept.

A successful intranet solution can help you capture, organize, and share content quickly and easily, leaving employees with more time to do meaningful, productive work. In this guide, we'll explore the three key steps to managing knowledge:

1. **Know-who**
2. **Know-what**
3. **Know-how**

We'll look at the role a modern intranet can play in circulating knowledge in your organization, and share some tips and tricks for introducing knowledge-sharing practices.

When you're through, you'll have all the information you need to refresh your intranet strategy and harness the collective knowledge of all your employees.

Let's get started.

TIPS

Treat knowledge as an internal currency

It's important to have guidelines and structures in place to ensure knowledge is used effectively, and you're not losing it along the way.

Don't stop at the top

Information doesn't have to be disseminated from the top down. There are experts sitting in all areas of your organization that can share what they know with others.

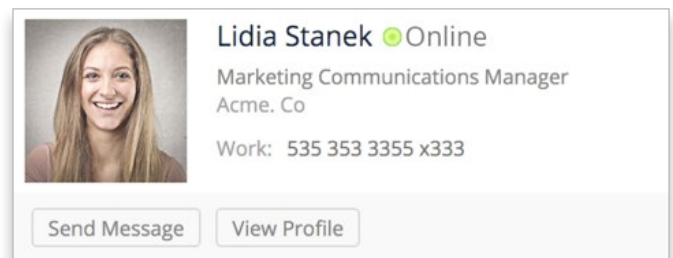


Your experts are within arm's reach

Many organizations are sitting on a wealth of untapped information and resources. A modern intranet empowers people to learn what others already know by connecting them to subject matter experts inside their organization.

Find your experts

A people directory is a great way to find experts in your organization. Think of it like a baseball card collection, where employees are players and profiles are cards. Having a full deck of cards makes it easy to share and 'trade' information and expertise in your organization, while creating meaningful connections between colleagues.



Benefits of a people directory

- Gather subject matter experts from across your organization for a project, initiative, or mentorship opportunity.
- Bring like-minded people together to share tips, tricks, and best practices.
- Foster deep connections between people with similar interests outside of work, like clubs, teams, hobbies, or interests.
- Introduce new employees to the organization by showcasing their profile, interests, and experience.

Put a face to a name

Adding photos to your people directory might seem like a small (and perhaps superficial) task, when in fact it's a helpful ice breaker. It allows people to put a face to a name before they ever meet, making awkward introductions a thing of the past.



Share knowledge through storytelling

Informal chats can help spark ideas and forge connections across teams – but they’re rarely documented. The more we talk (and write) about what we know, the easier it is to get everyone speaking the same language. And, with a modern intranet, you can easily create and share stories people will actually want to read.



Storytelling is an incredibly powerful way to share knowledge. Stories are relatable and memorable, and they help convey complex information in a unique way. People are tired of the daily barrage of messages, they’re drawn to interesting content that stands out.

Uncovering great stories is about knowing where to look

Treat people as experts with a story to tell or a skill to teach, and invite them to share what they know.

Partner with your social team to curate content featuring the company or an employee.

Invite members to author content they find interesting. When they’re encouraged to participate directly, they’ll be more inclined to share their stories.

Ask your influencers – fellow communicators, leaders, or HR partners – to share interesting stories they’ve heard.

Find people with unique jobs and profile them on your corporate news feed.

Nudge your readers by inviting them to share their stories at the bottom of each post.

Remember, no story is off limits. It may seem like a dead-end at first, but if you dig a bit deeper and look for the bright spots, you’ll strike gold where you never would have thought to look in the first place

Make it easy for people to share what they know

Knowledge sharing can be much more structured than a typical watercooler conversation. From a brainstorming session to an employee Q&A session, a forum can offer valuable opportunities for sharing information – especially when people are working through new and complex situations.

Online forums are one of the best ways to bring out knowledge that's trapped in people's heads, and they're also great for problem solving. Forums allow people to see conflict resolution in action, by giving them a place to participate in the conversation to help solve challenges. A modern intranet allows people to post their own content, as well as like, rate, or comment on someone else's post, making tough conversations a whole lot easier.

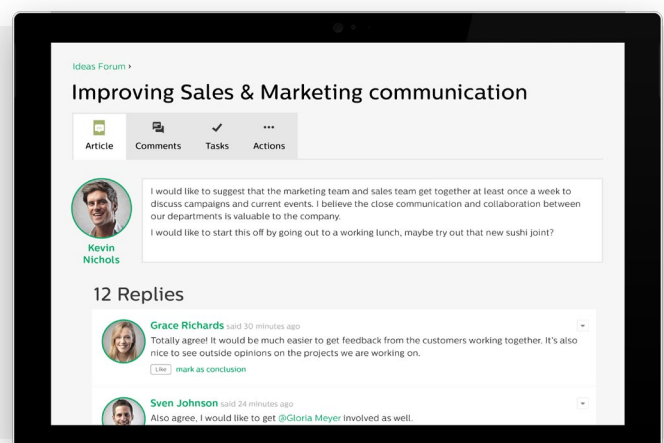
TIPS

A social newsfeed is a great way to test the waters with a topic of discussion. You can gauge interest through 'likes' and comments, and decide whether or not to move ahead with a particular theme.

Re-reading content before posting is a good habit. Make sure posts are appropriate for your company's culture. Tone and sarcasm don't usually translate well in writing.

Forums can help create a sense of community

Nurturing the community and encouraging participation is essential in making employees feel welcome and comfortable attaching their name to topics or answers. For example, engineers may feel comfortable discussing and sharing knowledge around a specific technical challenge with their peers, but may be reluctant to post to a public forum that's visible to the entire organization, including the CEO.





Set your brilliance free

The explosion in the use of cloud apps has dramatically changed the way we access information. Knowledge is no longer stored somewhere in particular – it's stored everywhere. The most important information in your company typically lives in documents and data locked up in hard drives, content stores, or file-sharing apps.

This poses a few problems:

- Only a small group of people have access to it
- Files and folders become harder to organize
- Information becomes stagnant because it's not moving forward or open for collaboration

A strong knowledge base (KB) is not just a collection of documents and data – knowledge can be captured in the form of rules and workflows too. A modern intranet supports the creation of many different types of knowledge bases using a variety of methods and tools. You can improve any KB by integrating with third-party apps and by setting up rules, guidelines, and ownership. The key is to make sure the overall structure makes sense to your employees, and fits the way they already work.

Many organizations use wikis to build these directories as they eliminate the need to manage files. The purpose of wikis is to document and share knowledge, promote collaboration, and enhance employee learning and awareness in your organization. All of the content that would normally appear in documents stored on drives can live on pages that are easy to search, organize, and update.

Each KB in your intranet should have a dedicated knowledge manager responsible for adding, editing, and refreshing content. They should answer questions, and promote news and updates to community members.

The benefits of a knowledge base

A well-defined, properly structured KB can help improve:

Consistency in your marketing efforts, by providing quick access to brand assets and guidelines in one location.

Speed and quality of responses, by creating a single source of truth around customer stories and product data.

Productivity, by reducing the amount of time spent searching for information like HR forms, IT requests and corporate templates.

TIPS

Make it easy for people to find what they're looking for. Information within a KB should be searchable and display results based on permissions – if they don't need to see it, it shouldn't show.

Look for the parts of a process you tend to repeat most. A modern intranet can help you standardize repetitive tasks, like standard operating procedures, technical documentation, and best practices.

Know-it-all

Capturing and sharing knowledge requires a deliberate and systematic effort, one that differs based on your business strategy and team.

Why is knowledge management important to communicators?
To use analogies loosely, it prevents wheels from being re-created and guards against the unlikely ‘employee wins the lottery and quits’ syndrome.

A modern intranet is uniquely designed to reign in your company’s knowledge. It gives you the tools you need to easily capture, organize, and share information in ways you never thought possible. And, by creating streamlined processes and workflows, a modern intranet can improve the way people work, ultimately making your company operate better.

About Igloo

Igloo is a leading provider of digital workplace solutions, helping companies build inspiring digital destinations where employees can access the information, tools, and expertise they need to do their best work, from wherever they are. The Igloo platform provides a seamless work experience that brings together content and conversation for a more productive and engaged workforce.

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