



Implementation of a Successful Knowledge Management Platform

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(9:30 – 10:15)



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of learning
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Introducing

Who I am

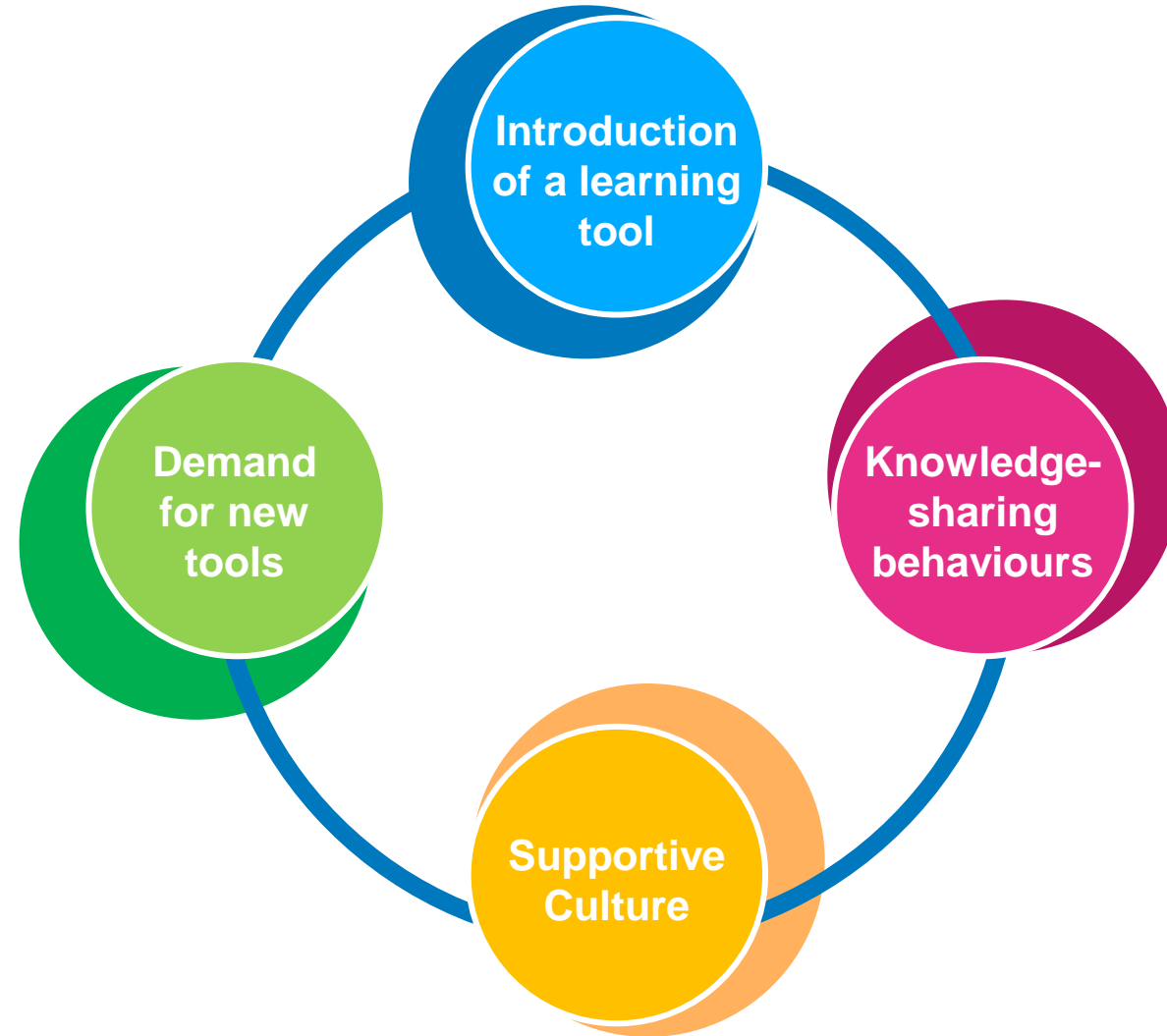


James Heritage:

- Knowledge Manager for the Central Business Development department, in ENGIE UK Business Unit
- Seven years of Knowledge Management experience
- Expert in the creation and role-out of Knowledge Management Platforms
- Winner of the Fiona Flowers Knowledge Management Award, from the Association of Proposals Management Professionals (APMP) in 2014 & Runner-up in 2017
- I am very passionate about Knowledge Management and enjoy sharing my experiences.



Reinforce the culture of learning and sharing





Introduction of a learning tool



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Introduction of a learning tool

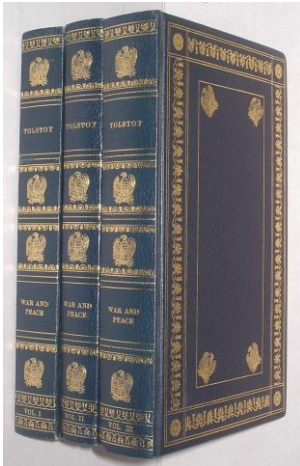


- Why is the tool required / What is its purpose?
- Choose the correct application
- A language / taxonomy / iconography that your customer can relate to
- Does the tool already exist in your business? How can it be better?
- Include the customer in the conversation – what do they want?
- How do we serve different types of customers / audiences?
- Once the customers are using the platform, how do you keep them there and happy?

Understanding Customer



**Customer
Aptitude**

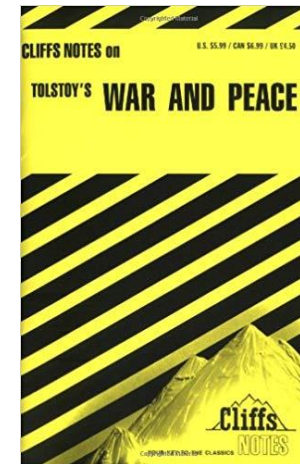


**Knowledge
Platform**

**Customer
Expectation**



**Customer
Appetite**



Example of a learning tool





Knowledge Sharing Behaviours

A graphic for the BDP logo consisting of three overlapping circles in blue, pink, and green, with a white circle in the center.

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Knowledge Sharing Behaviours

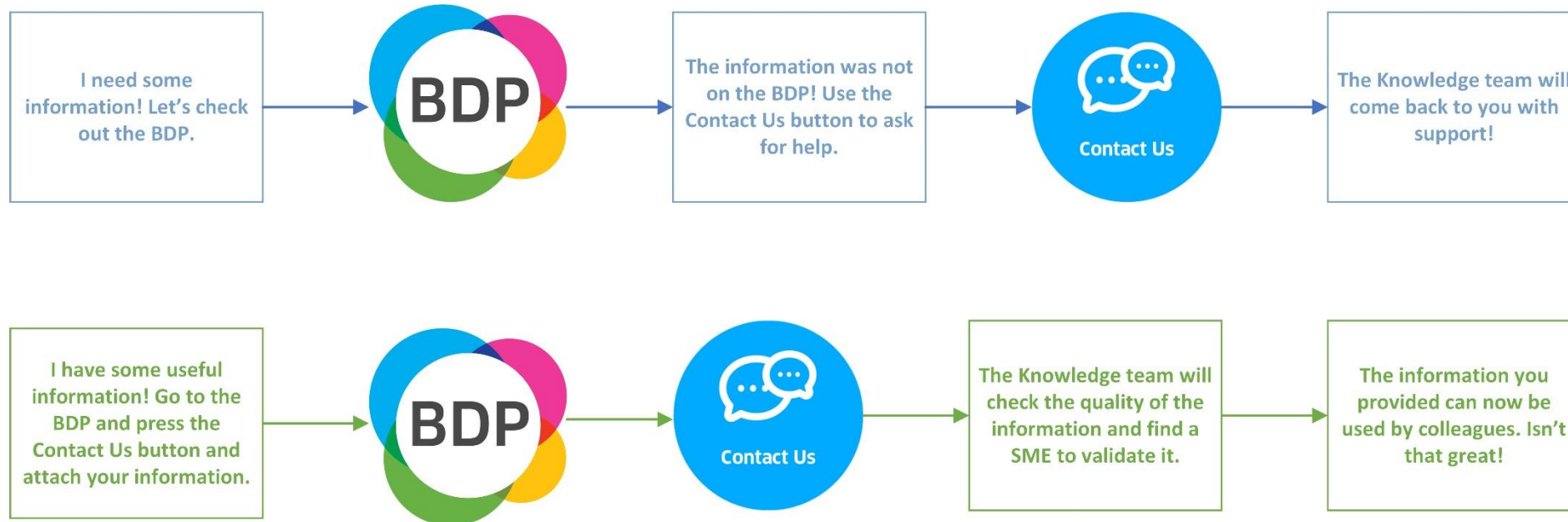


- Driven by a core team or an administrator – a Knowledge Team (Police)
- Ensuring platform is up to date and not a “dumping ground” or “dusty bucket”
- Ownership of documentation on the platform
- Development of Subject Matter Experts (SMEs)
- Support from the core team in the shape of an information request service – this is built into the role of the core team
- Regular contact with customers
 - Updates to ensure they are bought-in
 - Platform analytics
- Identification of gaps in the platform.

Information Request Service



The process maps below show how to request and submit information from and to the BDP. Supplying information to BPD helps colleagues by providing information they can use to support their work, thus building a collaborative community.





Supportive Culture



Supportive Culture



- Communities of practice – colleagues who have knowledge in their heads
- Knowledge Forums
- Get Stakeholders and SMEs to talk about your platform
- Use social media platforms – *Yammer!*
- Trust your colleagues, give them opportunities to create
- Ask colleagues to create content, give them rewards for doing so
- Open door policy, lend a helping hand to tasks outside of your remit.

Supportive Culture





Demand for New Tools

The background of the slide features a close-up of a hand pointing at a tablet screen. The screen displays a complex financial chart with multiple data series, including a prominent white line with a series of peaks and valleys, and several other lines in blue, green, and red. The chart is overlaid with a grid and various numerical values. In the bottom right corner, there is a large, semi-transparent white circle containing the text "BDP".

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Demand for New Tools

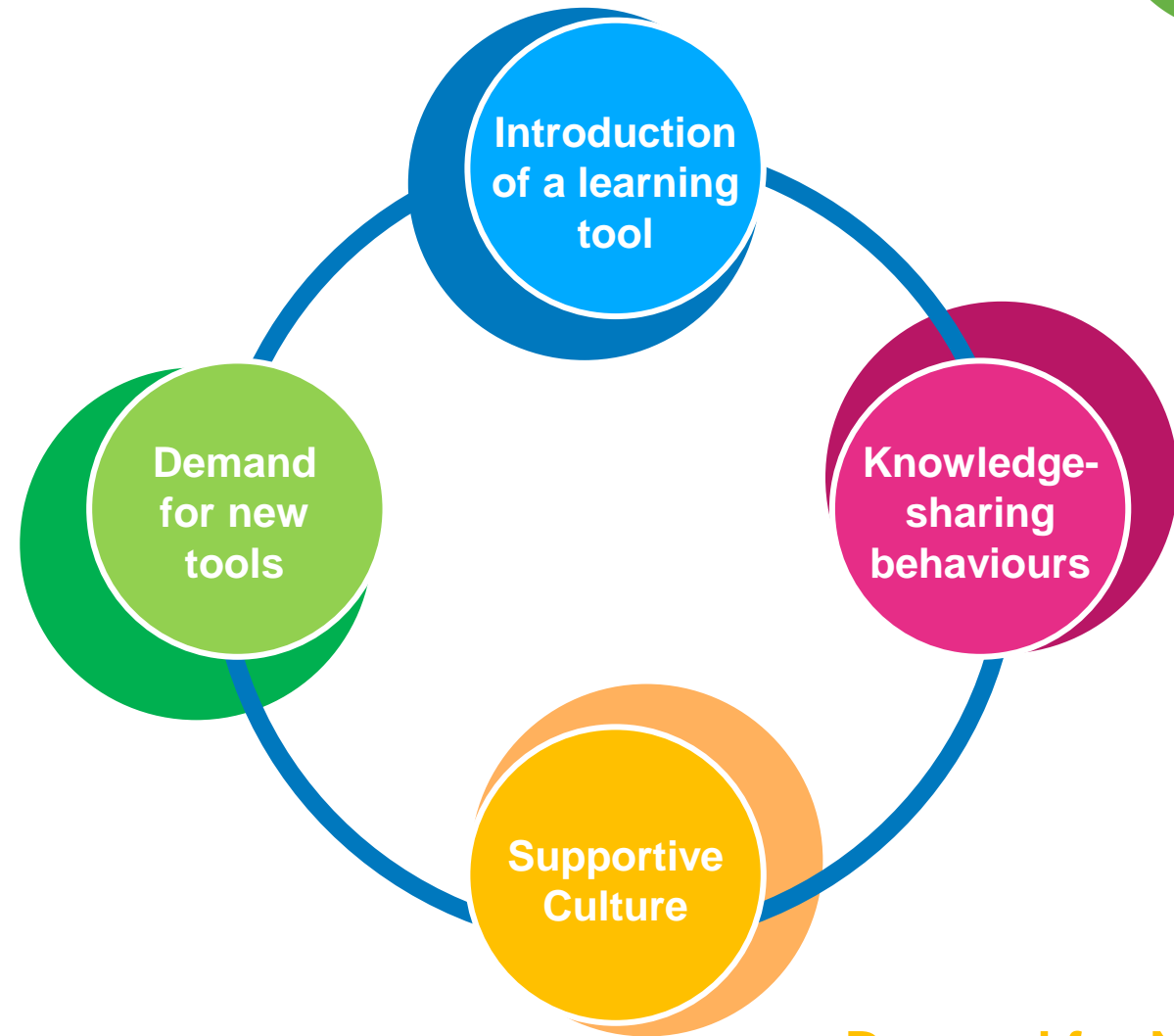


- Established the base Platform, customers will ask you for more – be sympathetic to their needs
- New features of the platform
- Keep customers hungry, so they coming back for more
- From a strategic perspective, a demand for new tools can influence the size of your team and the budget you may be given.



In Summary

- Understand the purpose of your knowledge platform
- Understand your customer
 - Their aptitude, appetite and expectations
- Knowledge sharing behaviours, enforce them
- A supportive culture from your colleagues
- There will always be a demand for new tools
 - Think outside the box!





Thank You

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The BDP logo is located in the bottom right corner. It consists of a large white circle with the letters "BDP" in a bold, dark grey, sans-serif font. To the left of the white circle is a blue semi-circle, and to the right is a pink semi-circle. The background of the entire slide is a colorful, abstract pattern of vertical and diagonal stripes in various shades of blue, green, orange, and purple.

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