Designing a Successful KM Strategy

New Book is a Step-by-Step Guide to Creating a Strategic Knowledge Management Framework Aligned With Business Strategy


According to Barnes and Milton, when a firm’s knowledge management (KM) program isn’t aligned with organizational strategy, its success can be no more than a happy accident—if it succeeds at all. In Designing a Successful KM Strategy, the authors have drawn on 20 plus years of professional KM experience to outline a step-by-step approach to crafting a KM strategy that supports an organization’s unique needs and goals. The new book will equip KM pros to:

• Connect KM strategy to business strategy
• Identify the business drivers that KM will support
• Identify the firm’s strategic knowledge areas
• Understand and engage key stakeholders
• Incorporate sound change management principles
• Design pilots that kick-start successful KM rollouts

Stephanie Barnes has more than 20 years of experience in KM and accounting in the high-technology, healthcare, and public accounting sectors. She is currently a knowledge management consultant at Missing Puzzle Piece Consulting. Dr. Nick Milton is director and co-founder of Knoco Ltd. With more than 21 years working in knowledge management, Milton has helped develop KM strategies, implementation programs, and services for a wide range of organizations around the globe.

Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional (224 pp/softbound/$59.50/ISBN 978-1-57387-510-3) is published by Information Today, Inc. (ITI) and is available wherever quality books and ebooks are sold. For more information, call (800) 300-9868; fax (609) 654-4309; email custserv(at)infotoday(dot)com; or visit the ITI website at infotoday.com.
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