

Why won't they share their know-how?

How to keep or activate your knowledge assets

Know-how can give you competitive edge, but you can ...

- ★ spend thousands on IT without making Knowledge Management effective, and
- ★ pay dearly when leavers take their knowledge with them.

With the SO approach you can

- ★ **extend your influence**
by getting an enriched and independent view of your situation
- ★ **put your message across more effectively**
to promote the benefits of knowledge sharing
- ★ **get systems lined up with your knowledge sharing objectives**
and weed out all those un-noticed disincentives
- ★ **make it stick**
with an HR approach that secures your knowledge workers' trust

... and open the door to organisational learning and agility

more...



So... we're here to help you do it

Strategic consulting on human & organisational factors: key to successful change and best use of technology

London – Milton Keynes – Oxfordshire – Buckinghamshire – Hertfordshire – Bedfordshire – Thames Valley

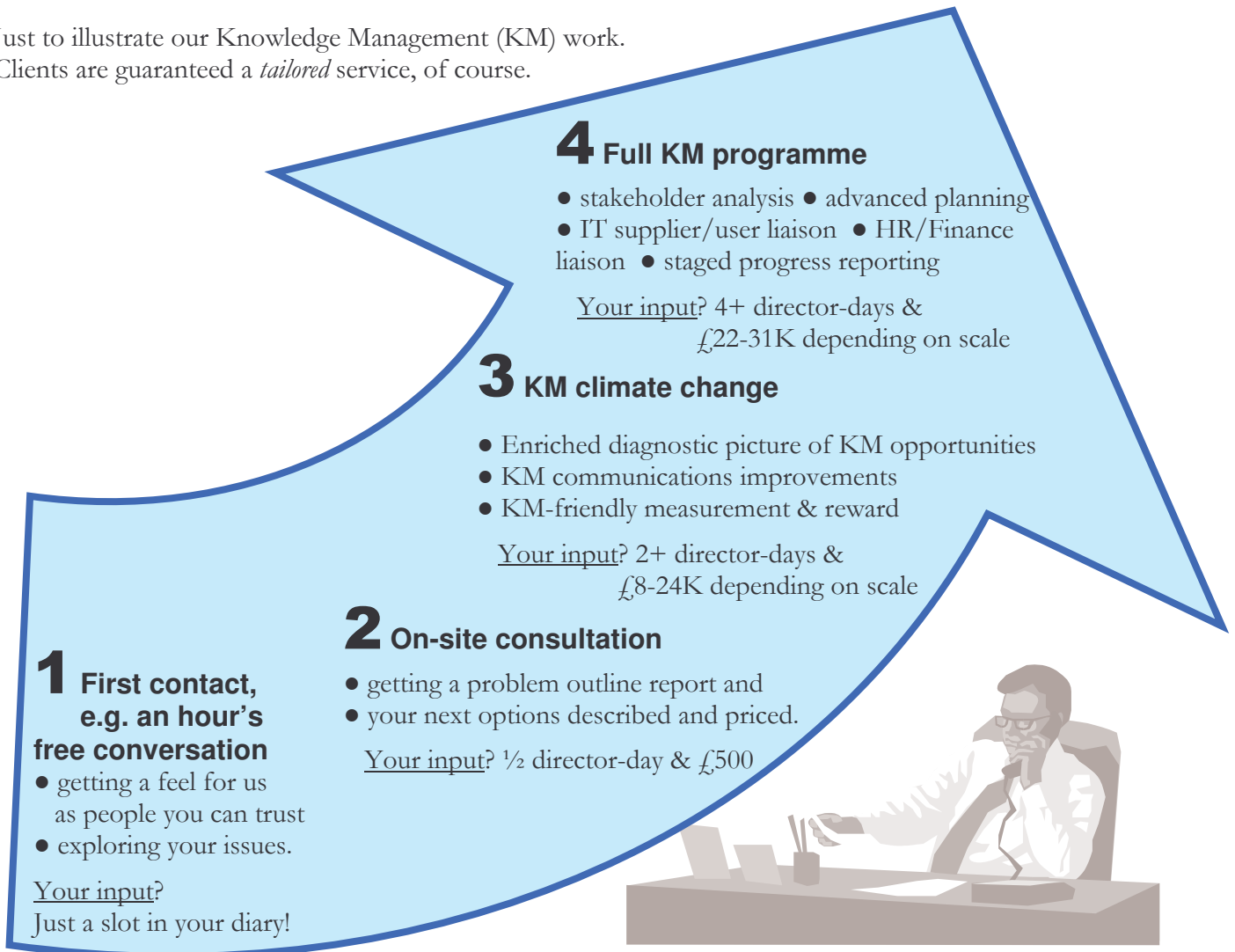
Feel free to call me, Roger Martin, on

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Four steps to sustainable value

Just to illustrate our Knowledge Management (KM) work.
Clients are guaranteed a *tailored* service, of course.



Why not call us in?

Track record The MD's personal track record includes researching the human & organisational factors of Knowledge Management for BT plc, for whom his last discussion paper was "Software with a message: subtle prompts to recognise and share", Journal of the IBTE, 3(1), 2002.

Enthusiasm You get someone who loves your kind of challenge, and enjoys helping others join in.

Integrity You can rely on professional service that will always be ethical and trustworthy.

Proximity We are probably only an hour or two away from you.

Rarity You get a unique combination of *People+Systems* skills – ideal for KM projects.



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