



Knowl^oedge

noun /'nāləj/

facts, information, and skills acquired by a person through experience or education; the theoretical or practical understanding of a subject.

"She exhibits a thirst for knowledge."



Leverage knowledge to gain advantage.

Your organization is nothing without its knowledge.

Knowledge resides in the heads of people, codified in processes, captured in documents and represented in systems.

Knowledge is fundamental to your organization's success, yet many organizations don't spend the time or money to make their knowledge easily discoverable. They don't teach people how to collaborate well. They don't develop learning organizations.

Serious Insights has been on the leading edge of knowledge management since the 1990s.

Fortune 500 companies lose roughly "\$31.5 billion a year by failing to share knowledge" (Babcock, 2004, p. 46).

Isn't it time to put your organization's knowledge to work and start gaining an advantage?

Knowledge Management

Don't just know. Act on what you know.



CAPTURE KNOWLEDGE



ENCOURAGE LEARNING



DRIVE INNOVATION



MAKE SENSE OF DATA



UNDERSTAND CUSTOMERS

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