Become a knowledge-sharing organisation in 5 steps

1. Capture it where it lives

Knowledge is being shared every day, your job is to track down where and observe how it happens.

From Slack to Teams and communities to social media, we need to nurture these natural behaviours and introduce ways to capture the gold shared.

Tip: Look for repeat questions and capture the answers.

This will cut down the time to find answers and quickly show the value in a knowledge-capturing culture.

2. Create a central place for it

55% of employees named finding and sharing knowledge as a challenge at work (source: Beezy)

And the trouble is, they're searching in moments of need - when there's a problem to solve - so not finding useful knowledge limits performance.

Tip: Map out all the places resources and documents are currently scattered.

Then work out if there are ways to bring them into one single place, either through migrating content or tech integrations.

3. Empower your internal experts to create content

These are people with contextual knowledge, built on the job, and driving real impact.

This prevents L&D teams from having to create all content and becoming a bottleneck.

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4. Show where it had impact

If we can connect knowledge sharing to performance and show where it had an impact, we can increase buy-in.

Human stories around how shared knowledge allowed someone to build a new skill or perform to a higher-level offer social validation about its power. For example...

Content from internal sales expert A directly helped reps B, C, and D close more deals.

5. Create a conversational culture

People will often experience shared problems or be facing similar challenges at the same time.

The more we create an open culture and habit of knowledge sharing, the more likely it is we'll empower people to crowdsource solutions to their problems.

Tip: Remember to capture the stories and impact of these encounters.

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