

# Blogs - a knowledge enablement strategy

## Engagement

Answer the 'why?' question...

- Lack of comms causing biz/project problems, failure
- Can't currently find stuff, knowledge in heads, contractor turnover

Key question to explain to team + stakeholders:

- Why should I listen, how will I benefit, what do I do?

## Benefits

Retain skills, insight; the 'institutional memory' of the organisation

- collective knowledge of staff - particularly contractors.

Track current projects status

- leverage date based
- build a category with calendar display?
- linking via keywords to other activities..?

Morale Boost

- Team members get a voice through personal blog(s)
- Meeting notes, observations, 'why do we...?' questions keep people on track

Effective, live, up-to-date documentation environment

- single point of reference
- document retain context (from a blog post) and support comments

Leadership/Vision communication

- Dept. head blogs
- A recent Melcrum report:
  - 'Employee Engagement: how to build a high-performance workforce4', highlighted that 70% of surveyed respondents cited "communicating a clear vision of the future" as a key task of leaders. Additionally, 59% said that "creating a climate of open communication" was the most important element in engagement-building.

Collaboration

- comments as valuable as the original post

No special software



## Features

### 'Live' documentation

- collaborative FAQs
- collaborative process steps
- use comment approval for basic workflow?

### Project status tracking

- leverage date based
- build a category with calendar display?
- linking via keywords to other activities..?

### Personal blog(s)

- meeting notes, observations, 'why do we...?' questions

### Project blog(s)

- meeting notes
- files
- status
- conversations

### Info dashboards

- Pull in industry news, expert opinions into dashboards
- Combined with internal blog posts to create 'knowledge cloud'
- Capture bookmarks and sites of interest feeds

### RSS enclosures push files automatically

- perfect for project updates - latest version - look in the RSS feed!

### Map to levels

- focus on people dev/org involvement



# Implementation strategy

## NOW - Lead by example

- Immediate team eyes only
- Chosen Evangelist
  - blogs on team activities, meeting notes
  - team focus only
  - meeting notes and ppts etc.
  - blogs on personal views on business best practice etc.
- push full entries (meeting notes etc.) by email - slow change

## 2 weeks time - Nurture

- identify enthusiastic team members - give them personal blogs
- Find a specific project to blog about
  - lessons learned?
- Make it clear that blog is now only place to find certain info
  - meeting notes, thought leadership, rants

## 4 weeks time - Show and encourage

- Decide on a 'blog look & feel'
- Open up the blog to project stakeholders
  - encourage comments
- Reveal the blog(s) in meetings
- Meeting notes public from 'big' meetings
  - make meeting notes and invite comments from business community
- kick start dept. managers (the big mouths) to start blogging
- assign team members to blog specific projects
  - backups...

## 6 weeks time - Innovate

- Build on emergent knowledge enablement aspects
- aggregate blogs into a knowledge enablement 'cloud'

## 8 weeks time - Sell

- Exec blogs
- Project blogs
- get newsgator plugin installed for key business stakeholders
- keep track of specific projects

