

Knowledge Management Fundamentals



- Define knowledge management across operations, training, and ownership



- Reduce repeat questions and speed up onboarding



- Lower operational risk with trustworthy knowledge



- Apply practical skills to build a reliable knowledge base

Why This Matters Now

- Knowledge workers spend large portions of the week searching, not using information
- Outdated knowledge causes slow onboarding, repeated work, and inconsistent answers
- In 2026, knowledge management underpins reliable AI-assisted support
- The goal is trustworthy knowledge people actually use, not more documentation



What Knowledge Management Is and Is Not



IS



- A practice of capturing, organizing, sharing, maintaining, and using knowledge
- Success means the right answer reaches the right person at the right time



IS NOT



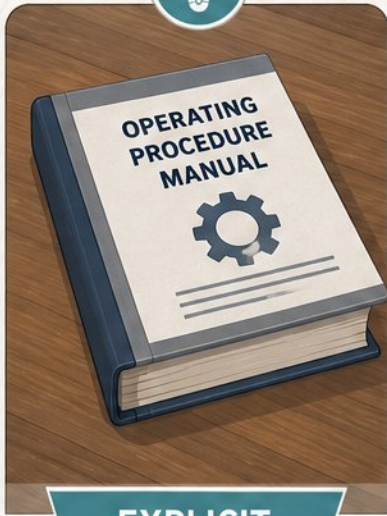
- Not just document storage, an intranet, a wiki, or training
- A shared drive without ownership and upkeep becomes a digital graveyard



Knowledge management thrives with **curation**, **ownership**, and **ongoing maintenance**.

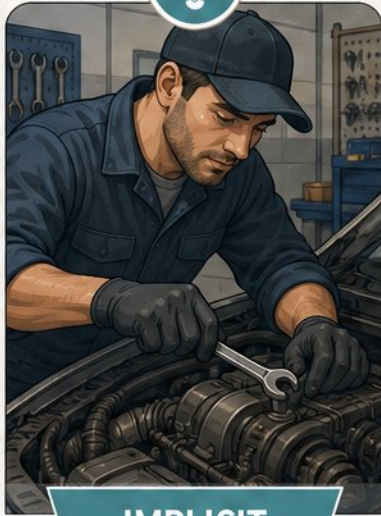


Three Types of Knowledge



EXPLICIT

Documented, easy to share, such as SOPs and manuals



IMPLICIT

Know-how that could be captured but usually is not



TACIT

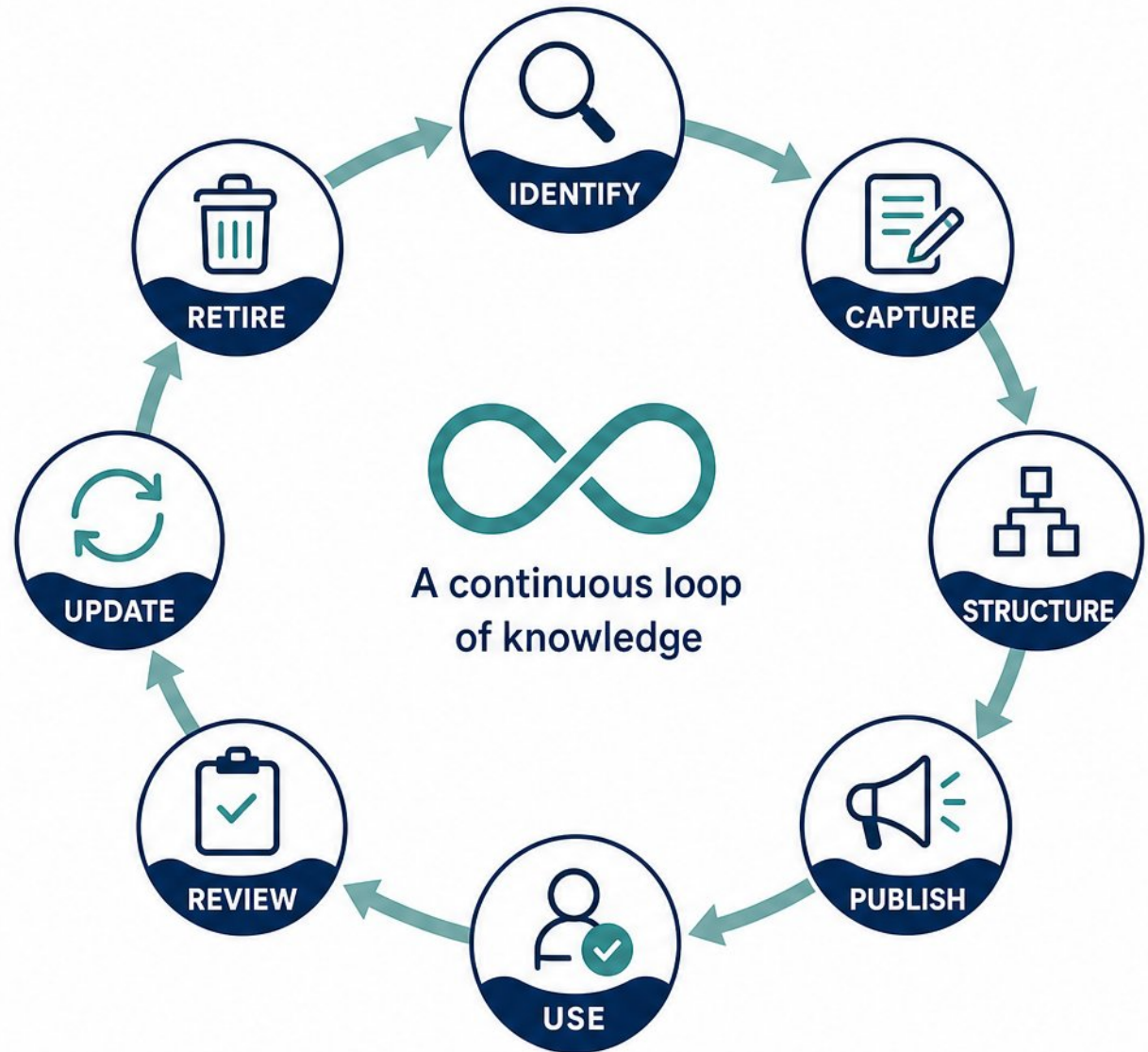
Judgment, intuition, and pattern recognition from experience

- Explicit: documented, easy to share, such as SOPs and manuals
- Implicit: know-how that could be captured but usually is not
- Tacit: judgment, intuition, and pattern recognition from experience
- Most organizational knowledge is unwritten; practical KM must address all three

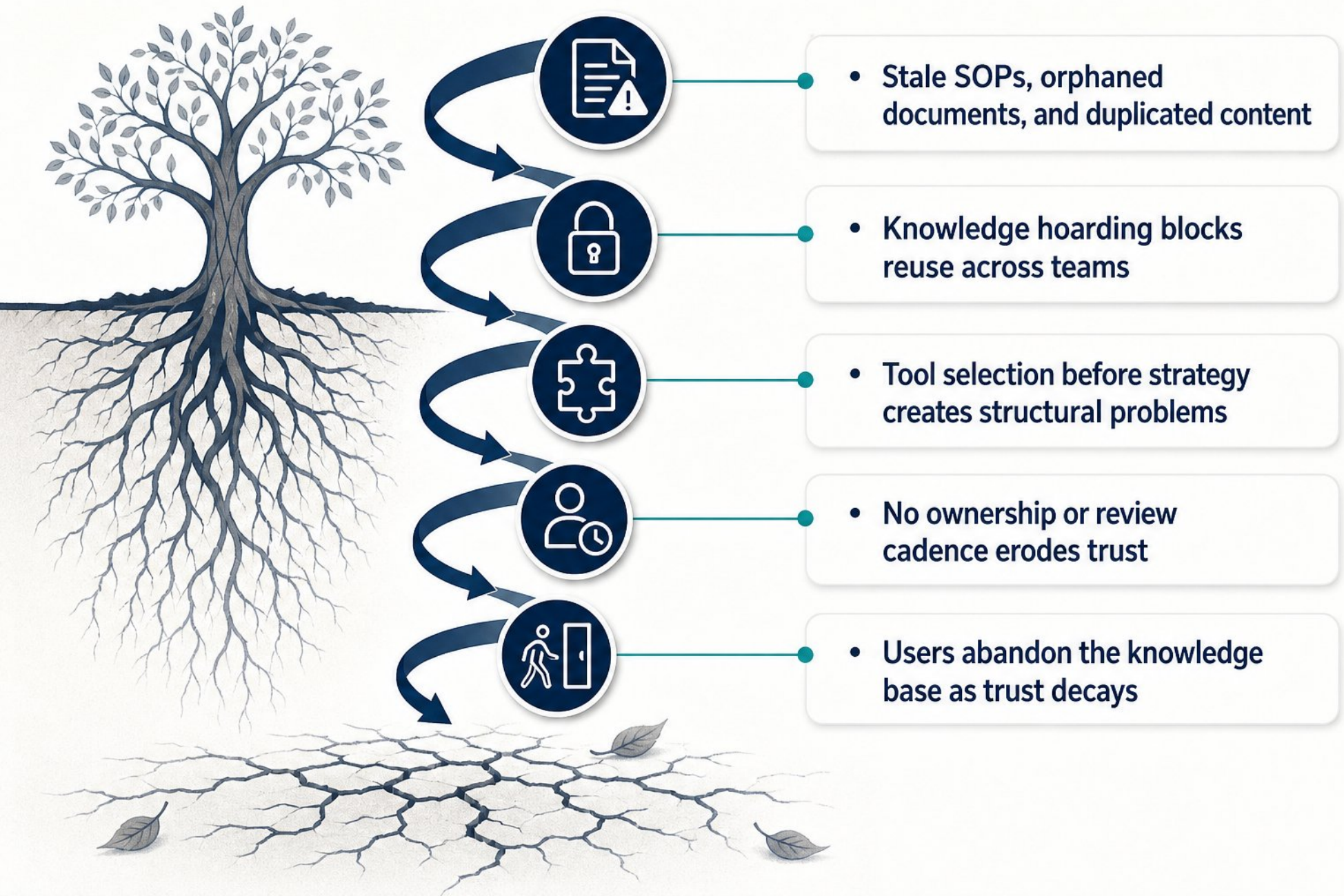


The Knowledge Lifecycle

- Knowledge moves through stages: identify, capture, structure, publish, use, review, update, retire
- Every article or process needs a clear owner and defined next step
- Outdated knowledge destroys trust, so retirement is as important as creation
- The lifecycle is a continuous loop, not a project with a finish line



Why Knowledge Management Fails



Core Concepts and Shared Language



- **Knowledge base:**
repository where structured knowledge lives



- **Single source of truth:**
authoritative location for specific information



- **Content lifecycle:**
draft to review, publication, maintenance, retirement



- **Ownership:**
accountability for accuracy and upkeep



Roles and Responsibilities

- Core roles: owner, contributor, author, reviewer, and consumer
- Managers assign owners and follow up without bottlenecking reviews
- L&D builds onboarding and contribution habits that stick
- Central team owns standards and governance
- Domain experts own content accuracy and upkeep



Capturing and Structuring Knowledge



- Capture knowledge in tickets, decisions, reviews, and meeting notes



- Organize by tasks, processes, and common questions, not just departments



- Prioritize content that prevents recurring issues or supports decisions



- Use lightweight formats: templates, checklists, decision records, short SOPs



Maintaining Trustworthy Knowledge



Accuracy



Currency



Clarity



Usability

- Accurate, current, clear, and usable by the intended audience
- Named owners and risk-based review cycles keep content fresh
- Change triggers: product releases, policy updates, incidents
- Merge, update, archive, or retire outdated and conflicting content
- Feedback loops let users flag issues and see corrections happen



Choosing Useful Tools



- Evaluate findability, maintenance effort, workflow fit, and existing system compatibility
- Options: wikis, shared docs, ticketing systems, dedicated knowledge bases, AI search
- Design processes and ownership before selecting any platform
- Prefer tools that surface answers where people already work



WIKI



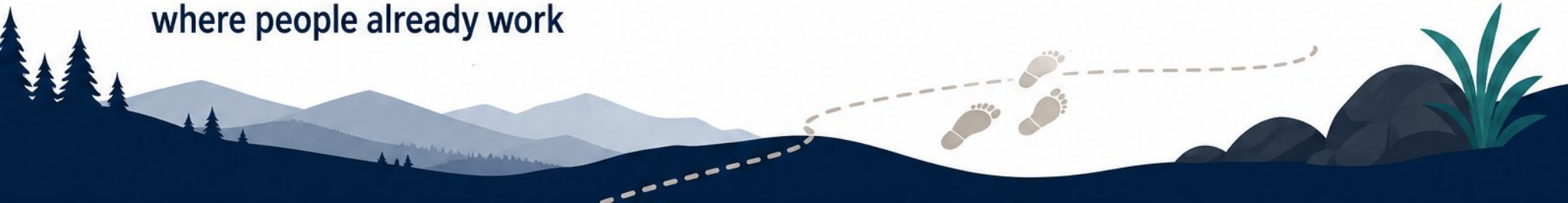
TICKETING SYSTEMS



SHARED DOCS



AI SEARCH



Metrics That Guide Improvement

- Leading indicators: search success, zero-result searches, contribution rate, freshness
- Lagging outcomes: time-to-answer, ticket deflection, onboarding time, fewer escalations
- Page views and article count are context, not proof of value
- Use metrics to decide what to create, fix, update, or retire

KEY KNOWLEDGE HEALTH DRIVERS



SEARCH SUCCESS



ZERO-RESULT
SEARCHES



CONTRIBUTION RATE



FRESHNESS

Building Sustainable Knowledge Habits



- Document during the work, not after a project ends



- Review and update key content after incidents and changes



- Embed knowledge access in Slack, Teams, and ticketing tools

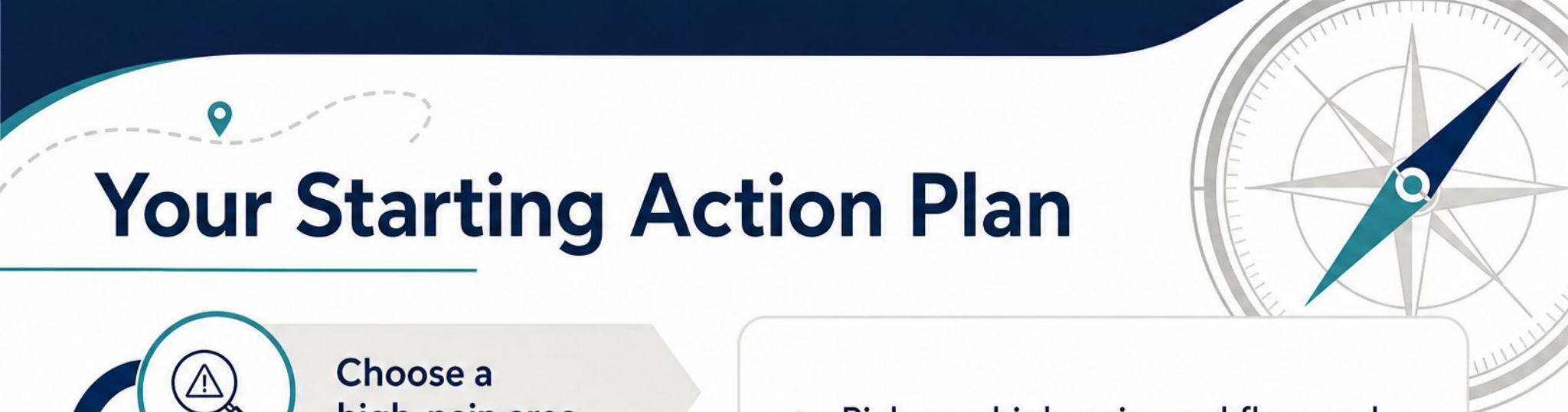


- Keep governance lightweight with owners, cadence, and triggers



- Reinforce habits through expectations, recognition, and short-term wins





Your Starting Action Plan



- Pick one high-pain workflow and define success
- Assign an owner and select two or three simple formats
- Publish a small set of trustworthy, current content first
- Set a simple review cadence in the first 30 days
- Use feedback and search gaps to plan the next area

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