

# Word Up Too!

## Buzzwords: Knowledge Management

You've heard it mentioned in your organization: knowledge management. But what exactly does it mean — leveraging existing company knowledge? Using technology to develop portals, databases, or off-the-shelf applications to maintain information? Capturing explicit and tacit knowledge? In a word, yes: knowledge management means all of this because it's a strategic business process. Organizations that recognize the importance of knowledge management know that this information is crucial to maintaining a competitive advantage and consider it mission-critical.

Has your company accepted the knowledge management challenge of ensuring intellectual capital is captured, stored, and shared? Not sure? Talk about the following questions with a few of your colleagues:

- What unwritten business processes do you perform?
- Who else knows how to do them?
- What are the three most important skills you regularly draw on to do your job?
- How did you learn to do your job?

If your discussion reveals some surprising results about knowledge management (or the lack thereof) in your organization, then it's time to take a long, hard look at the value placed on intellectual assets as well as physical assets. Knowledge is intellectual capital, but it can also walk out the door. ■



Like what you see? Have any suggestions?

Send your feedback to [info@210comm.net](mailto:info@210comm.net).

## 210's Bookshelf

*A Perfect Mess*

Eric Abrahamson & David H. Freedman

*Finally*—a book for those of us who can't seem to (or don't want to) tame the stacks and piles that make our desks and offices an obstacle course. Through countless examples from business, education, and government, Abrahamson and Freedman demonstrate that the advantages of neatness, organization, and formal planning are overrated and sometimes even "illusory." It's no wonder that this book met with criticism from professional organizers and office supply stores. If time management isn't your strongest skill, there's the liberating *Seven Highly Overrated Habits of Time Management*. Learn to recognize the types of neat and messy people: who knew there were so many? There's the mess terrorist, the order terrorist, the order phony, the mess phony, the order pervert (the manager who demands vacation requests be submitted three months in advance), or the mess pervert (the manager who believes that the massive clutter in his office confirms how busy and important he is), to name a few. The real fun begins when people with different mess tolerances work or live together. This is a fast read that will leave the order fanatics steamed and the messmasters cheering.

*Rating:* Wait for the Paperback