



# Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional

By Stephanie Barnes, Nick Milton

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## Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional By Stephanie Barnes, Nick Milton

When a firm's Knowledge Management program isn't aligned with organizational strategy, its success can be no more than a happy accident—if it succeeds at all. In *Designing a Successful KM Strategy*, Stephanie Barnes and Nick Milton present a practical, step-by-step guide to crafting a KM strategy that supports your organization's unique needs and goals.

Based on more than 20 years of experience, this insightful book equips KM pros to accomplish these and other objectives en route to creating your successful Knowledge Management strategy:

- Connect KM strategy to business strategy
- Identify the business drivers KM will support
- Identify your strategic knowledge areas
- Understand and engage key stakeholders
- Incorporate sound change management principles
- Design pilot projects that kick-start successful KM roll-outs

Whether you need to retool your current Knowledge Management strategy or build an effective KM program from the ground up, *Designing a Successful KM Strategy* is the comprehensive, no-nonsense guide you're looking for.

"Undoubtedly one of the best books available for anyone undertaking to do something interesting and useful with knowledge in their organization."  
—Larry Prusak, co-author, *Working Knowledge*

"A comprehensive and practical guide to Knowledge Management that covers something most other books don't—how to actually make it work in your organization."  
—Ian Thorpe, Chief of Knowledge Exchange, United Nations Children's Fund

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