• What are KM champions?
• Why do you need them?
• The role of KM champions in KM efforts
• How to capture and develop your champions
• Methods for continued mentorship used to retain KM champions
• Practical examples
• Tips

Overview
No thanks!

We are too busy
What are KM Champions?

VOICE OF SUPPORT (CHEERLEADER)
CHANGE DRIVERS
KM REPRESENTATIVE WITHIN THE BUSINESS
EMBODIMENT OF KM WITHIN THE BUSINESS
DEMONSTRATED BUSINESS OF VALUE OF KM
SUPPORT BUILDERS AND IMPLEMENTATION DRIVERS
THEY CAN MAKE OR BREAK KM’S SUCCESS

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Why do you need them?

KM champions can **make or break the long-term success** of KM implementations.

They are a **voice of reason** for folks that don’t want to listen to an outside tell them why or how to do something.

They are **demonstrative representation of the value** of KM.

They can help **demonstrate to leadership why KM is necessary, its value, and overall impact**.
How to capture your champions

• **Identify your target champions...consider two groups:**
  1) “in-the-know” folks
  2) reluctant folks

• **Reel them in by empowering them in KM efforts**
  • Enable them by assigning tasks of value
  • Charge them with leading components of the effort
  • Associate them to the efforts (instead of yourself), making them the face of KM
  • Reward them through fun recognition programs (knowledge champion awards, call-outs in newsletters, direct communication to leadership, etc)

• **Continue to keep them engaged by giving them a reason to keep voicing support for KM**
  • Listen to and consider their perspective
How to develop your champions

- Educate them!
- Encourage & empower
- Support them
- Increase their involvement
The role of KM Champions in KM efforts

KM champions ultimately become part of your indirect team

They serve as a representative of their units

Champions help to drive KM forward

- Must take them seriously
- Must empower them
- Must support them

Learning more about KM helps them speak more informedly about the efforts, helping to reshape any possible reluctance to participate

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Methods for continued mentorship used to retain KM champions

- Education
- Empowerment
- Recognition

- Increase their responsibilities
- Partner with those who are reluctant – find ways to learn from them
- Ask questions of them

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Practical Examples
<table>
<thead>
<tr>
<th>Tips</th>
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<tbody>
<tr>
<td></td>
<td>Start small, but have foresight into bigger picture</td>
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<td>Smaller efforts should contribute to your big-picture strategy</td>
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<td>Identify ways to engage your champions without causing distraction from their BAU/day-to-day</td>
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<td>Look for areas of cost- or revenue-improvement, or other tangible (and easily demonstrable) improvements to engage the champions initially</td>
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<td>Educate, educate, educate</td>
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<td>Don’t quit. Even when you feel ‘ahead’.</td>
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Elisabeth R. Brackman, CKM, ECM

Elisabeth is a Certified Knowledge Management and Enterprise Content Management professional with experience in developing functional and successful knowledge management strategies for leading organizations in International Development, Telecommunications, Biosciences and more recently the government sector. She is skilled in working with a variety of diverse stakeholders to develop and execute appropriate strategic programs for the enrichment of knowledge-sharing and collaboration experiences. Elisabeth is accomplished in designing and delivering targeted KM training and KM strategies to a wide-variety of audiences, including C-levels, leading to increased understanding, interest and engagement in, and support for knowledge management initiatives.

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