

The Four Business Focus Areas for Knowledge Management

Operational Excellence

Improving internal processes through application of knowledge

Best practice development
Process innovation
Communities of practice

Customer Knowledge

Building a better understanding of customers' wants and needs and how to satisfy them

Customer knowledge
Market knowledge
Product knowledge

Innovation

Creating new and better products

Knowledge acquisition
Knowledge development
Reducing cycle time for new products

Growth and Change

Replicating existing success in new markets or with new staff

Defining and deploying good practice
Bringing new staff up to speed quickly