

# Expert Knowledge Capture

## Using the Power of Storytelling and Multimedia for the Retention of Critical Expertise



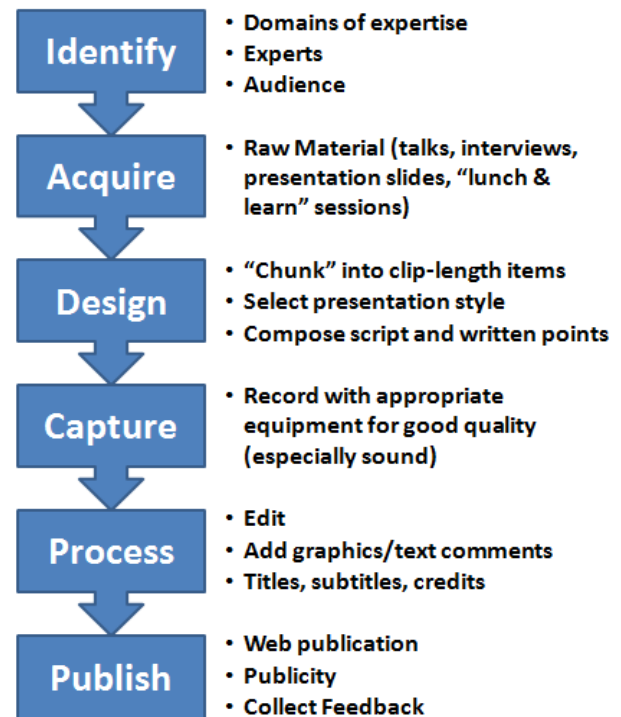
Experts in any field, technical or managerial, are a precious resource. Sooner or later, they will become unavailable – they may switch companies, they may have an accident or become sick – and if not, they will retire. How do you make sure that your next generation of employees does not have to reinvent all the knowledge that sits in their brain – and that they do not have to make the mistakes that their senior colleagues learned to avoid the hard way? Think of the time and money lost each day because someone has to reinvent that undocumented wheel?

The traditional approach, constrained by the tools and the methods we know in an office environment, is to ask experts to write memos, prepare and give presentations. Let's face it: your best experts aren't always good writers, they don't always create compelling presentations, they are bored to death by those exercises, and the end product is often "shelfware" that no one looks at.

Multimedia, and the associated concept of "storytelling" as a way to capture someone's knowledge, are clearly superior ways to capture and deliver knowledge, because the "YouTube generation" is ready to absorb information in that manner, and because talking, as opposed to writing a report or composing slides, is a much more natural way for an expert to describe what she knows. But very few people know how to prepare, record, process, and publish audiovisual clips with the appropriate annotations.

**cébé IT & Knowledge Management** proposes a systematic process to understand your needs, plan and prepare the knowledge capture, and deliver a high-quality product that can be streamed to your organization (and your clients, when appropriate) worldwide.

Our methodology combines the customization required by your organization, the ease of sharing that will elicit the cooperation of the experts, and the quality of results that will make the novices absorb the material. A typical process (remember that it will be adapted to the specifics of each client) unfolds as follows:



This process can be applied fairly quickly (a few weeks from start to finish) when there is an urgent need to capture the expertise of someone who will leave soon. Of course, we recommend (and assist you with) a more proactive approach to systematically capture the critical knowledge of your experts before it becomes an emergency.

