

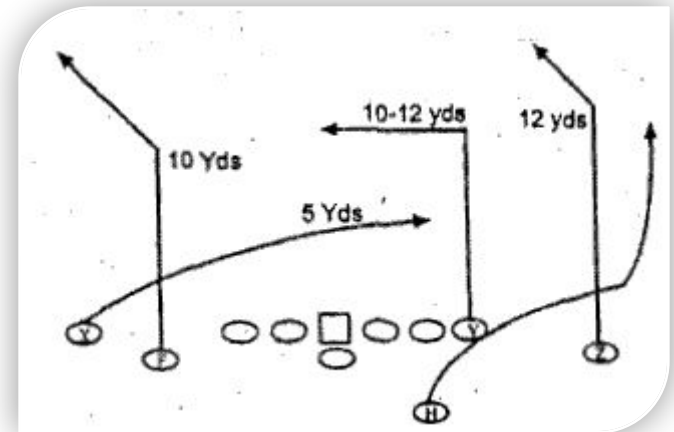
Developing a Knowledge Center

Playbook for Success
Southern Company
Energy Innovation Center

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Overview

- Analyze Needs
- Identify Stakeholders
- Assess Information
- Evaluate Tools
- Establish the Framework
- Implement KB
- Maintain KB



Analyze Needs

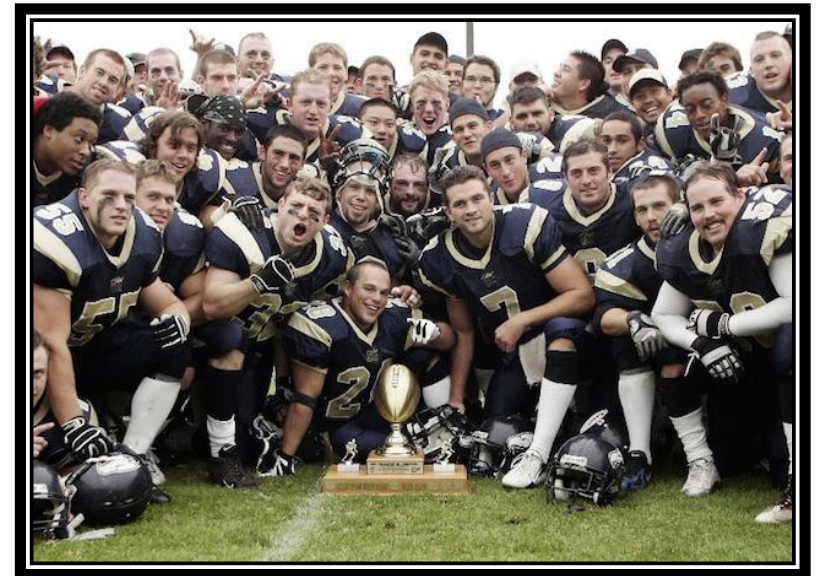
- SWOT Analysis
- Pain Points
- Information Gathering
- FAQs
- Priorities



Identify Stakeholders

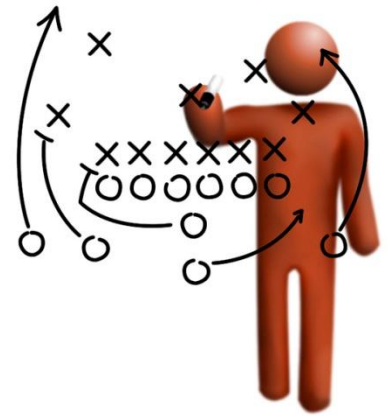
- SMEs
- Strategic Partners
 - Research & Development
 - Product Management
 - IT
 - Sales
 - Marketing
 - Customer Experience
 - Training

- Information Flow
- Value Proposition
- Collaboration



Assess Information

- Informal vs. Formal
- Unstructured vs. Structured
- Taxonomy
- Metadata
- Findability
- Decision Points
- Reporting



Evaluate Tools

- Leveraging Existing
- Adding New Tools
- Enterprise Search Solution
- Ease of Implementation
- Unified User Assistance



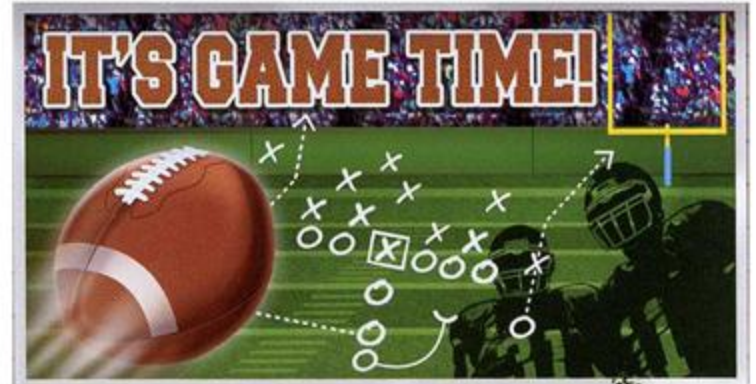
Establish the Framework

- Tools
- Data
- Content
- Structure
- Format
- Behavior



Implement KB

- Test and Revise
 - Alpha
 - Beta
- Promote/Evangelize
- Capture Usage Stats



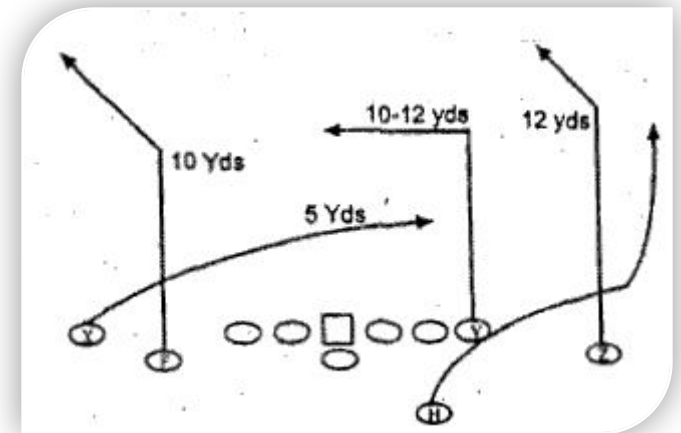
Maintain KB

- Analyze Usage Stats
- Keep KB Trusted
 - Deletions
 - Updates
 - Additions
- Feedback Loops
- User Community



Knowledge Center Summary

- Analyze Needs
- Identify Stakeholders
- Assess Information
- Evaluate Tools
- Establish the Framework
- Implement KB
- Maintain KB



Thank You

- Questions for the KM Coach?

