



**SONATA
LEARNING**

SOLUTIONS OVERVIEW

Knowledge Management

Bringing together people, process and
technology to transform knowledge
into strategic impact



Supply the Demand for Knowledge in Your Organization

Effective knowledge management (KM) ensures that everything an organization does and/or creates reflects the full expertise of its people, from your core services / products to support functions and external communications.

Sonata Learning takes a pragmatic, “market-driven” approach to supplying the demand for information throughout your organization, at a sustainable cost with measurable ROI.



Our Approach



Key Insight #1:

A “knowledge resource” is more than just raw information

- Gathering documents and data is just one step. Making information “find-able” (via tagging, search and navigation) and useful (by providing context) requires additional work.
- It is often better to define workflows to quickly capture and package knowledge on a “just in time” basis than attempt to catalog every last resource “just in case”.
- We can help you find the right balance between effort and value for managing assets.



Key Insight #2:

KM is about information markets, and suppliers in markets need incentives

- Knowledge is an asset with real value (in terms of money, competitive advantage, job security) and packaging it in a way that is useful to others takes time and effort.
- Some people might share knowledge altruistically some of the time, but ensuring reliable access to critical information requires suppliers be incentivized.
- We can help define sustainable incentives to ensure consistent engagement.



Key Insight #3:

While technology plays a critical role, KM is ultimately a human process

- Most information sharing within and around organizations happens through informal social networks, but this may exclude many key members of your team.
- Providing documents and databases is not enough: human expertise needs to be identified and catalogued, so anyone with a question can quickly find the right person to ask.
- We can help map knowledge networks, identify gaps and develop appropriate interventions.

Areas of Focus

We divide KM activities into four major areas:



Creation/Capture/Curation - Ensuring useful information is documented in a format that can be readily shared

- Embed KM activities into existing workflows
- Define new processes
- Inventory existing assets, expertise and data



Asset Management - Storing and indexing digital assets to maximize “find-ability”

- Design information architecture
- Platform implementation / configuration / development
- Develop policies



Markets & Networks - Mapping the “organic” flow of information through an organization, and taking action to address gaps

- Conduct surveys and interviews with key stakeholders
- Define KM related roles, responsibilities and incentives
- Establish communities of practice / interest



Acquisition (Learning) - Formal training and coaching/mentorship programs

- Training staff on KM skills
- Change management communications
- Integrate KM & learning strategy

The Right Solution, The Right Technology

As the enterprise software experts at Gartner pointed out, the range of activities that comprise knowledge management are too varied to be addressed by any one software application. While there are certain technology stacks we recommend over others, we are more concerned with helping clients select, procure and implement the best products for their needs (or better leverage the products they already have).

"[We define] Knowledge Management as a 'discipline that enables effective action through relevant intellectual assets (including what is known but not necessarily documented)'... While there are products and vendors out there that call their products Knowledge Management, what we see is an array of technologies and capabilities that can foster a variety of knowledge related use cases. Some are purposed focused tools for a particular business activity (e.g., CRM or ITSM), others focus on the organization and findability of verified content sources, while others track knowledge resources and make accessing them more user-friendly (e.g., natural language querying, VPAs)... Bottom line, there is no single product category that we define as Knowledge Management."

Gartner

"Knowledge management is not a market" 21 Feb. 2018

Our team can develop solutions with...



...and many more.

Case Studies



Comprehensive KM Framework for an International Public Health NGO

We worked with PSI to improve sharing of research data and best practices across 50+ countries by establishing a comprehensive KM model including SOPs/policies, roles and responsibilities, coordinated taxonomies and a more standardized SharePoint architecture.



Global Database of Livestock Feed Data for Food Security Initiative

Prior to engaging with Sonata Learning, CGIAR was collecting data on local livestock feed resources in spreadsheets. We upgraded the system to a user-friendly set of forms with more extensive input validations, allowing data to be aggregated into a central database for reporting on a global level.



Unified Global Learning Platform for an International Finance Institution

We worked with FINCA International to streamline the org structure of its global learning function and unify 12 different learning platforms across 23 countries into a single system, allowing for centralized reporting and content management with language localization and access portals for countries customized for local needs.



Activity Tracking Maternal, Newborn and Child Health Initiative

We created a database and document repository to allow local and regional level workshop facilitators to upload reports, presentations and CRM data on attendees (e.g., donors, government ministry staff, partners), all with a lightweight, mobile-friendly UI.

Knowledge Management with Tangible Results

Knowledge management is like breathing. The highest performing organizations, like elite athletes, are constantly aware of it. The rest of us tend to ignore it until it becomes a problem.

Whether you're looking to optimize your organization's existing platforms and processes or just beginning to get your knowledge assets in order, Sonata Learning can help you design and implement solutions that work for knowledge suppliers and consumers alike.

Our approach is human and pragmatic. While technology is important, KM is ultimately about people sharing information to accomplish a goal. Technology needs to integrate comfortably into the day-to-day work of your team. Sonata Learning has helped leading organizations solve this challenge, and we will help coordinate your people, platforms and processes for sustainable, successful Knowledge Management.



Sincerely,

A handwritten signature in black ink, appearing to read 'E. Heidkamp', written over a light blue horizontal line.

Emil M. Heidkamp
Founder, Sonata Learning

“The result was more than we expected. We wholeheartedly recommend Sonata Learning.”

– Barbara King-Searles, US Navy

“Working with Sonata Learning was a strategic move that paid off big time.”

– Elizabeth Robinson, FINCA International

Contact Us

To discuss your training and coaching needs, or a specific project, email info@sonatalearning.com or visit our website at www.sonatalearning.com for case studies, work samples, and more.

