



# BBJspin

**BBJ Services, Products and Information**

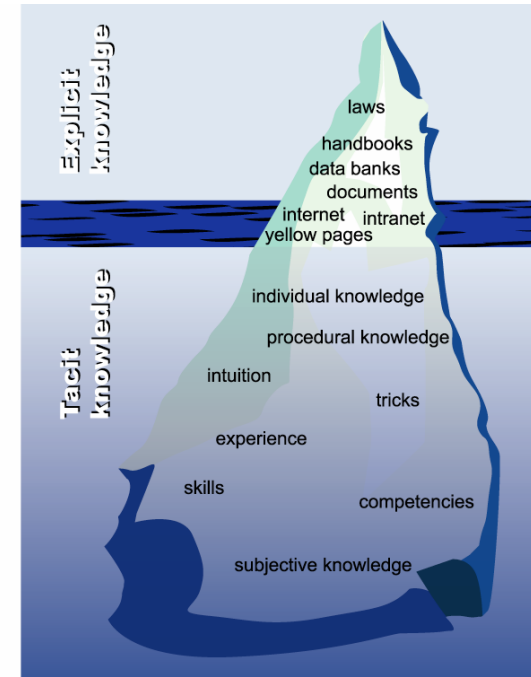
Knowledge Management -  
exemplary illustration of  
implementation in BBJ

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## Knowledge Management – Corporate Consulting

### Introduction to the Knowledge Management System



„Do not settle for the tip of the iceberg –let your knowledge melt.  
We offer support in structuring of your intellectual assets.

# How companies deal with the asset „knowledge“?



## Surveys in companies show:

**What is the average of tacit knowledge in companies?**

*80 %*

**How much time is spent on searching for documents on the average?**

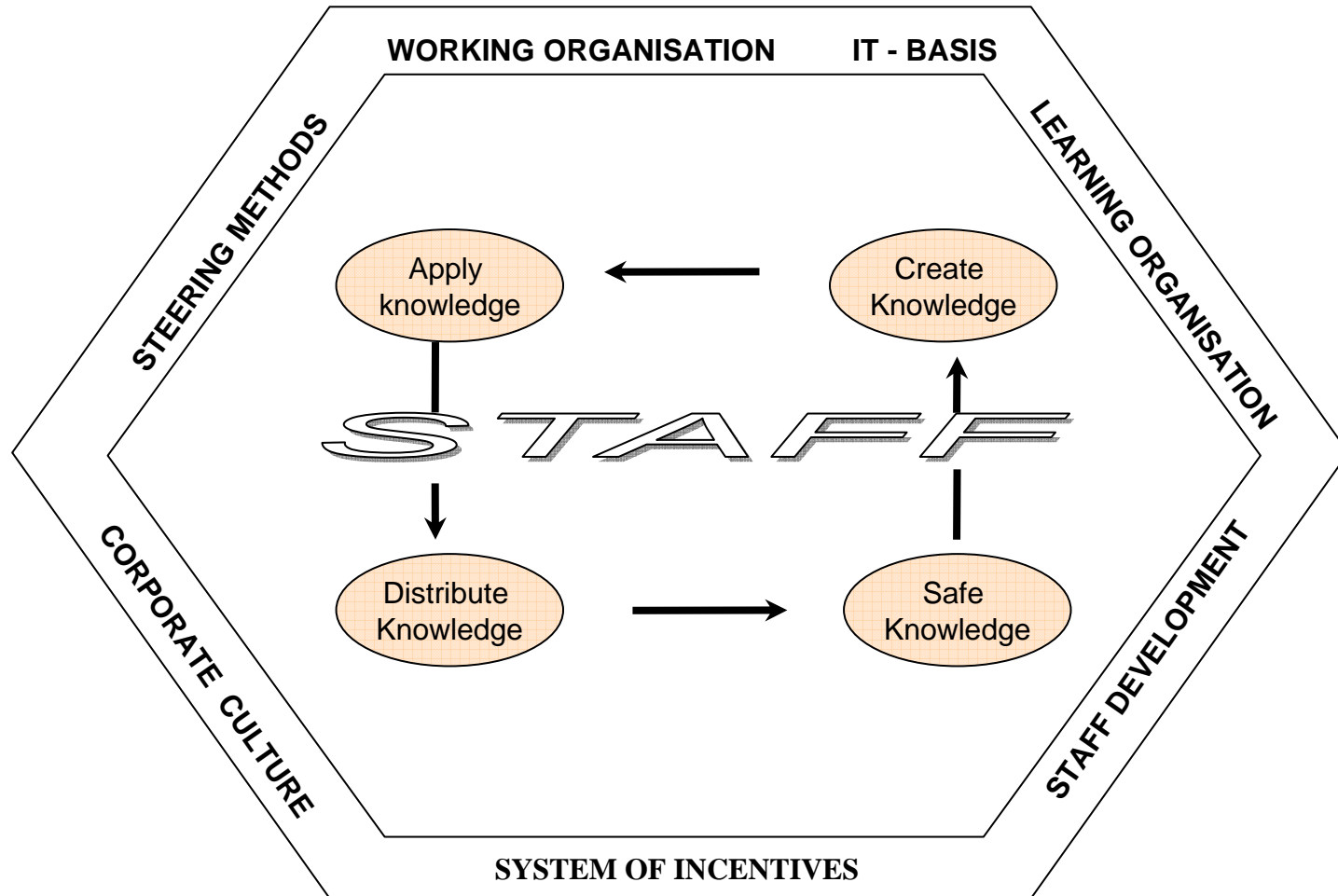
*Ø 2,5 hours per week*

**How many documents get lost on the average?**

*Ø 3% - 5%*

# Definition Knowledge Management

Knowledge Management comprises all personal, organisational and technical measures for the assessment and efficient use of the corporate asset „knowledge“



# Why Knowledge Management

**The introduction and implementation of the KM needs to be in line with the corporate strategic goals.**

The aim of the KM can be as follows:

- **Increasing of work efficiency:**
  - Improvement of working procedures
  - Cost reduction
  - Promotion of communication (et al.)
- **Improvement of innovative ability and competitiveness:**
  - (Further) development of products
  - Innovative potentials through knowledge networks (et al.)
- **Staff motivation, participation and further education:**
  - Assessment of potentials
  - Staff qualification
  - Corporate culture (et al.)

# Introduction to the Knowledge Management System



## Steps for development and introduction of the Knowledge Management system in companies:

- Objectives of the KM
- Analysis of the knowledge resources
- Development of the KM system
- Implementation of the KM system
- Quality assurance for the KM

**In this process, the staff participation is the most vital precondition for a successful implementation of the KM system.**

## Different approaches to KM



### Priority approaches for the development of KM:

- IT – oriented approach
- operational approach (*e.g. for improvement of stockkeeping, for reduction of costs*)
- Approach re. organisational learning
- integrated approach (*applied in BBJ*)

*The following slides contain the exemplary illustration of the development and introduction of the KM in BBJ.*

## BBJ – Approach



- **holistic** – bringing together of individual KM elements with special attention to „Learning“
- **participatory** – development of KM system (KMS) by the staff members from different business units, transparency and involvement as motivational factor
- **company overlapping** – no structural barriers and hierarchies in development of KMS
- **management supported** – the KM enjoys support of the management, use of specific management methods (agreements on objectives, benchmarking)
- **quality assured** – certification of the working process Knowledge Management according to ISO 9001:2000 (under preparation: there were internal audits implemented in this framework already)

# Objectives of Knowledge Management in BBJ

**Background:** BBJ Managing Board decision: setting up of the Project Group KM and Working and Financial plan of the PG KM



## **Knowledge goals in the broader sense:**

- Efficient fulfillment of objectives and improvement of working procedures
- Product development
- Enhancement of staff motivation
- Establishment of knowledge based corporate culture

## **Knowledge goals in the narrow sense:**

- Identification, assessment, structuring, evaluation, securing and updating of the knowledge base
- Prompt preparation of knowledge
- Use of knowledge
- Development of new products and business areas

**Target group:** Staff members of the BBJ Company Group

# BBJ procedural steps in developing and introducing of KM system, part I



- **Setting up of the Project Group Knowledge Management**  
(staff members from different business units, appointment of knowledge workers throughout BBJ offices)
  
- **Thematic focus**
  - Knowledge  
Assessment and systemising of knowledge assets and knowledge needs, saving and provision of required knowledge
  
  - Learning  
Learning organisation, creation of learning forms corresponding to the knowledge contents
  
  - Steering of the KM-process  
Management method based on agreements on objective – BBJ related adaption of the „Open Method of Coordination (OMC)“
  
- **Methodic procedure (slide 11)**

# BBJ procedural steps in developing and introducing of KM system, part II



## Methodic procedure

Acquire basics (external inputs) + personal working experience

Development of BBJ related concepts + verification via BBJ projects

BBJ models/solutions + procedures and instruments

Verification and ongoing development, transparency and company wide discussion

Step by step development of BBJ specific KM system

*All steps done in relation to the company objectives and resources.*



# Procedural example: core element „Knowledge“



Step 1: internal definition and understanding of „Knowledge“

Step 2: transferring of insights onto the knowledge contents of BBJ (knowledge assets and needs)

## Ongoing BBJ projects:

- Definition of knowledge inputs and outputs
- Development of procedures and instruments for knowledge assessment and updating
- Verification of project results with the project staff
- Knowledge assessment and further development of procedures; ongoing

## Sum of BBJ knowledge contents:

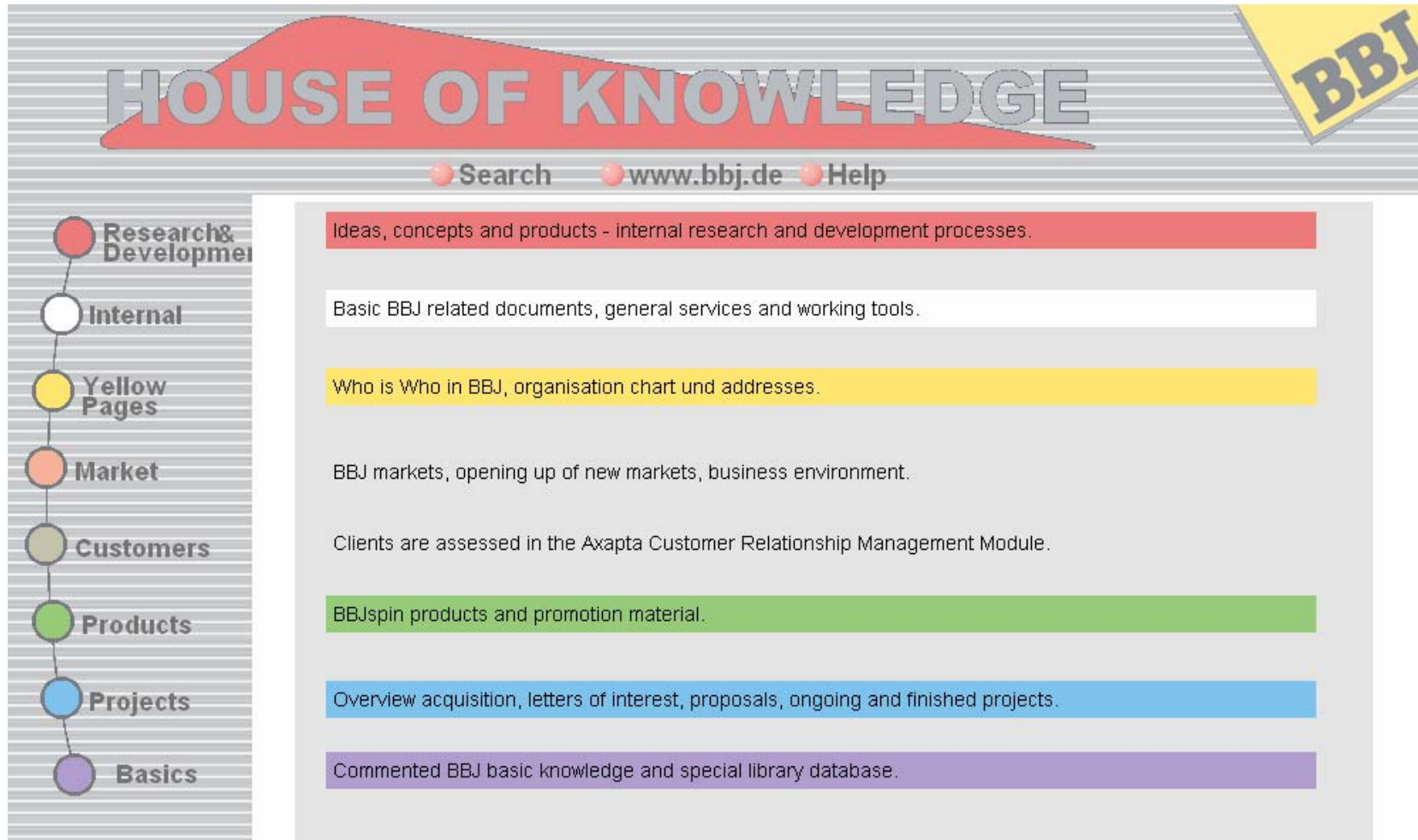
- BBJ knowledge contents (knowledge assets and needs) defined and systematised
- Methods and procedures for assessment and evaluation (debriefing et al.)
- Tools for storing and distribution of knowledge contents
- Usage by all staff members plus motivation
- Adoption and updating of contents, procedures and instruments

## Results:

- System of knowledge assessment, storage and distribution (Knowledge management house, procedures, insitutionalising of KM)
- Development of the new product line BBJspin



# BBJ House of Knowledge





## BBJspin product line

BBJ knowledge collected over the past 20 years in the fields of consulting and management of European projects and programmes has been systematised and developed as the new trademarked product line „BBJ Services, Products and Information“ (BBJspin) – with an option to expand the modules.

Module (M)	Component (B)
<b>Module 1</b> Manual EC Structural Funds	Manual
<b>Module 2</b> BBJ Newsletter EU-INFORMATION	BBJ Newsletter
<b>Module 3</b> EU Tenders Service and Project Development	Component 1: EU Tenders Service Component 2: Manual "EU Tenders and Grants" Component 3: Seminars "EU Tenders and Grants" Component 4: Seminars on EU Funding Programmes Component 5: Complete Service upon Commission Component 6: Seminars on Competition Legislation and Procurement Regulations
<b>Module 4</b> Project Management	Component 1: Manual "International Project Management" Component 2: Seminar "International Project Management" Component 3: Complete Service upon Commission
<b>Module 5</b> BBJspin IT-Managementsystems	Component 1: Monitoring Component 2: Project Management
<b>Module 6</b> Standardised Projects	Component 1: Networking Component 2: EuropeAgency
<b>Module 7</b> Other Services	Component 1: Simulation Games Component 2: Research and Studies Component 3: Internship Placement Services Component 4: Organisation of Study Visits Component 5: Membership of the Club Corbeau Component 6: Seminar and Conference Management
<b>Module 8</b> Knowledge Management	Consultancy and Training

# Quality assurance of the Knowledge Management in BBJ



## Tasks:

- Securing the preparation of the required knowledge contents
- Facilitate the usage of staff members
- Supervision of the implementation of the KM-process
- Keeping KM system transparent
- Progress control by means of measurable results

## Instruments:

- Checklists and procedures for quality control
- Certification (e.g. DIN ISO 9001:2000) incl. standardised processes and internal audits
- System of incentives

## Implementation of Knowledge Management - Summary



### **KM operation requires:**

- Knowledge management needs to be anchored in the strategic objectives of the company and in the management methods.
- Selection and structuring of knowledge necessary.
- Personal and technical infrastructure need to be secured (e.g. project group, intranet).
- Ongoing staff motivation and involvement necessary, forums for feedback and criticism need to be available.
- Transparency of procedures and interfaces with other business processes need to be clearly defined.
- High standards for the KM system need to be set and applied.

# Thank you for your attention!

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