



ADD VALUE AND CONTINUITY TO YOUR ORGANISATION.

Knowledge is the crown jewel equivalent for any business or organisation.

It is costly to acquire, takes time to build up and becomes increasingly valuable over time.

So valuable in fact, that for most organisations, hard won proprietary knowledge is their single most valuable asset; And not just high level knowledge like formulae, patents and trade secrets which are normally well documented and protected. We are talking about how you do things, standard operating procedures, work instructions - the things that make your organisation function.

Machinery, plant, buildings and staff can, and are replaced from time to time - it is usually just a matter of necessity and cost. Proprietary knowledge on the other hand, cannot be simply or easily regained if it is lost or becomes obsolete. At times it is not possible to re-establish a knowledge base for a price tag that a business can afford!

So how do organisations manage and protect their knowledge asset?

Do they secure it as intellectual property? Do they insure and store it in a safe place? With the exception of patents and copyrights, the answer for most organisations is - **they don't!**

Knowledge is not listed in the asset register - yet it is more valuable than most items on the list. As a rule an organisation's knowledge assets are stored within key individuals; People that can resign, get fired, retire, win Lotto or just walk away.

And when they do walk out the gate, they take a sizable chunk of your knowledge assets with them. If enough people leave at any one time, this knowledge drain will cause real difficulties. The resulting knowledge gap can be critical for an organisation already struggling to deliver products and services at the levels demanded by their customers.

So what can be done about it?

There are no silver bullets; but with smart, robust systems, hard work, training and the drive to succeed, your corporate knowledge asset can be captured, secured and future-proofed.

Paper Tiger Software Ltd and Catspaw Communications Ltd (a document specialist and Paper Tiger partner) have more than fifteen years experience in setting-up and implementing these types of systems.

The drive to succeed has to come from within your organisation but

- We will assist your people to capture your organisation's knowledge.
- We will mentor and support your staff in documenting your organisation's knowledge base.
- We will provide the systems to manage, distribute and ensure the knowledge stays up to date.
- We will train your people on how to get the most out of their new systems.
- We will assist you in applying that knowledge to improve the performance of your staff.

Our systems ensure that changes and developments are secured, tracked, distributed and implemented in training throughout your organisation. The latest feedback, developments and innovations are captured, managed and maintained. The net result is an assurance that your hard won knowledge assets are documented in a live system that is continually updated. Your valuable proprietary knowledge is on hand for instant retrieval, use and development.

So if your key personnel do not turn up one bright Monday morning - it is not a disaster but more of an inconvenience - the knowledge assets are retained within your organisation.

All this provides continuity and adds tangible value to your business. If capturing knowledge is an issue in your organisation – contact us and we'd be pleased to arrange a time to discuss what we can do together to correct the problem and add value to your organisation.