



Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional

Stephanie Barnes, Nick Milton

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Here is a practical, step-by-step guide to crafting a Knowledge Management strategy that aligns with your organization's larger business strategy. The Barnes-Milton approach prepares KM professionals to identify strategic knowledge areas, define program scope and vision, obtain stakeholder input and buy-in, select winning pilots, apply change management principles, build a sound Knowledge Management framework, manage content and technology, assemble and lead an implementation team, and most importantly connect KM strategy to business realities.

Whether you are looking to reinvigorate your current KM program or build an effective program from the ground up, *Designing a Successful KM Strategy* is the comprehensive guide that will help you get it right.



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