# Knowledge
## *Maturity Model*

| | 😢 **Without Guru** | 🤓 **Creation and Maintenance** | 🥳 **Continuous Improvement + Learning** | 😍 **Knowledge-Driven Culture** |
|---|---|---|---|---|
| **Culture** | • Unclear ownership and lack of recognition of the broader impact of knowledge creation<br>• No self-motivation and defaulting direct questions to individuals<br>• Knowledge hoarding | • Leadership can explicitly articulate the need for KM and the business consequences of not fulfilling it<br>• Commitment to the ongoing accuracy of captured knowledge, understanding that most knowledge changes over time | • Leadership supports company-wide program<br>• KM program supports strategic business outcomes<br>• A work culture that places a value on learning to be better | • Leaders actively contribute in sharing their knowledge with their teams as well as broadly across the organization<br>• Knowledge is explicitly stated in team goals/values<br>• Knowledge program delivery clear value delivery through increased productivity and cut costs |
| **People** | • Knowledge sharing not incentivized or part of team and individual goals<br>• Knowledge is siloed, leading to team silos and inter-team animosity | Knowledge is documented and sharing of information becomes prioritized in roles | • DRI defined<br>• Internal and external KPIs positively impacted<br>• Collaboration becomes standardized | • SMEs are acknowledged and incentivized to capture and verify knowledge<br>• High employee satisfaction<br>• Dedicated knowledge managers employed |
| **Process** | • No formal processes for knowledge creation and distribution<br>• Knowledge untracked for usage | • Processes established for the capture and publishing of knowledge<br>• Feedback loops are created | • Program is being designed for scale<br>• Governance standards defined<br>• Knowledge shared across teams and designed for different learning styles | • Internal interactions and workflows are designed to capture information in a way that is searchable, digestible, and repeatable<br>• Teams work in partnerships, recognizing the critical relationship between seekers of knowledge and SMEs |
| **Tech** | Knowledge lives in multiple locations and is not organized | • Knowledge is created with consumption in mind<br>• Templates leveraged for consistency<br>• There is an informal commitment to maintenance | • Analytics leveraged to inform knowledge strategy<br>• Knowledge available within multiple workflows | • Single source of truth that integrates across platforms<br>• Designed to be accessible and actionable to those who need it, when they need it |