

Building a Business Case for Knowledge Management

AASHTO Committee on Knowledge Management

Webinar – August 12, 2020 – 2:00-3:30 p.m. (ET)

Registration Required: <https://register.gotowebinar.com/register/8813890124455231758>

Overview & learning outcome:

A crisis is building within the nation's departments of transportation; the importance of collaboration and sharing of knowledge grows each day as the nature of work changes. Given the current circumstances regarding remote work, churning workforce, outdated government systems – knowledge – is in danger of being left to chance. Many DOTs face a challenge in aligning organizational knowledge, data, applications, technology, and staff with organizational goals and objectives necessary to drive and improve organizational agility. A more intentional and coordinated approach to data, content, and information management would improve efficiency, resulting in improved information at a lower total cost and better support a digital workforce.

Effective knowledge management (KM) is integral to a DOT's sustainability and readiness for whatever opportunities or challenges come its way. When DOTs intentionally plan their knowledge management efforts in conjunction with their business and human capital strategies, they place the organization in the best position for ongoing success. When KM is left to chance, agencies suffer from institutional knowledge loss, ineffective business processes and an excess of duplicative, unnecessary work. Building a business case for a KM strategy can help articulate the risks to the agency and the return on investment for implementing a KM system.

During this webinar, CKM members from Washington and Utah DOTs will share their experiences building a business case for KM within their agencies. They will also provide how-to information and tools to help you build your case for KM.

Presenters:

Leni Oman, Knowledge Strategist, Washington DOT
Lorri Economy, Chief Learning Officer, Utah DOT
Alana Spendlove, Process Improvement Manager, Utah DOT
Sandy Cook, MBA student, Utah Valley University

Agenda:

- Welcome, webinar overview & presenter introduction - Jez Arroway (5 mins)
- KM Business Case Journey - Utah's experience - Lorri Economy & Sandy Cook (time for Q/A) (20 mins)
- How to build a business case for KM - Washington's experience - Leni Oman (poll questions) (60 mins)
- Open Q/A Discussion