TECHNOLOGY-ENABLED KNOWLEDGE SHARING:

A SYMPHONY FOR SUCCESS

The proof is undeniable. New research shows that organizations with technology-enabled knowledge sharing — *Sharing Achievers* — benefit from:

2.3x **reduction in staff turnover**

1.5x **increase in productivity**

1.6x **improvement in customer satisfaction**

(Compared with companies that have not implemented knowledge sharing through technology — *Sharing Non-achievers.*)

The study: The *2016-17 Towards Maturity Benchmark,* from Towards Maturity's report, *Unlocking Potential.* The study included more than 600 learning professionals from 55 countries.

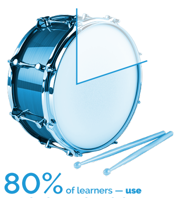
Technology-enabled Knowledge Sharing Boosts Critical Success Skills

Compared with their counterparts that have not implemented technology-enabled best practices for knowledge sharing, *Sharing Achievers* report greater soft skills that lead to business success:

- Increased organizational ability to solve problems
- Improved talent strategies to retain top performers
- Greater business innovation

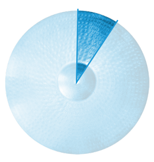
8 TIPS FOR IMPROVING KNOWLEDGE TRANSFER

1 **Provide permission** to share and reflect



80% of learners — **use technology to share their knowledge** to help others learn

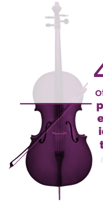
11% — simply **don't have time** to share their knowledge



9% — would **feel uncomfortable** sharing their knowledge

Source: A sample of more than 4,700 learners who participated in a 2016 Talent Maturity Learning Landscape survey

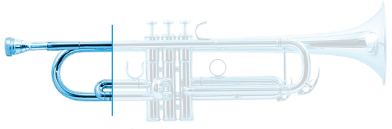
2 Provide a safe place to share and learn



45%
of *Sharing Achievers* **provide a safe environment to share ideas and allow people to work out loud**
(35% of Sharing Non-achievers)

58%
of *Sharing Achievers* **allow learners to choose convenient places to learn**
(31% of Sharing Non-achievers)

3 Help managers to lead by example



29% of managers among *Sharing Achievers* **encourage and make time for social and informal learning**
(7% of Sharing Non-achievers)

4 Draw out hidden knowledge

61%
of learners are **motivated by using technology that allows them to network and learn with others**

Source: A sample of more than 4,700 learners who participated in a 2016 Talent Maturity Learning Landscape survey

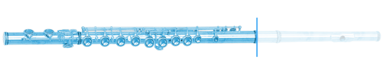
5 Encourage new experiences and reflection

52%
of *Sharing Achievers* **actively encourage staff to take on new work experiences** as an opportunity to learn
(34% of Sharing Non-achievers)

39%
of *Sharing Achievers* **explore the behaviours of high-performing individuals** when designing learning
(20% of Sharing Non-achievers)

6 Prioritize new skills for your L&D team

32% of *Sharing Achievers* **have facilitation skills in-house**
(21% of Sharing Non-achievers)

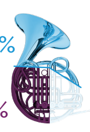


67% of *Sharing Achievers* set up **internal interest groups for L&D to share learning**
(50% of Sharing Non-achievers)

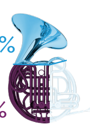
55% of *Sharing Achievers* L&D **spend time in operational areas of the business**
(38% of Sharing Non-achievers)

7 Use video to capture, share and curate

LEGEND
🟦 Sharing Achievers
🟪 Non-achievers

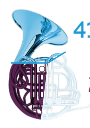


58%
26%
User-generated content



46%
25%
Blogs by tutors or learners

43%
22%
In-house wikis



41%
23%
Podcasting

54%
73%
In-house video content

8 Reward sharing of good practices

32%
of *Sharing Achievers* **support learners in gaining business-related certification**
(20% of Sharing Non-achievers)

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