

Knowledge Management with...

SAMANTHA FOWLDS

PRINCIPAL, COPIOUS BOOM

BIO Samantha is specialized in optimizing organisational knowledge assets (people, processes, information, and technology) by applying the science of applied positive psychology to employee experiences, in combination with solid knowledge management, change management, and organisational learning strategy. Over the last 20 years, Samantha has worked in Professional Services at some of the top firms in the world serving Senior Executives in the tech industry, financial services industry, aviation, government, and healthcare. She currently uses her M.Sc in Knowledge Management and Consultancy to optimize knowledge transfer in these organisations through her company Copious Boom. Reach out to Samantha on [LinkedIn](#), or at www.samanthafowlds.com.

What does KM mean to you?

Knowledge Management is about getting to the essence of the knowledge that's important to share in order to add greater value: value to the individual getting their work done faster, to the team under less pressure from leadership to have all the answers for the junior folks - they're empowered to help themselves, and to the organization because you now you have a bird's eye view of all the ways to access people and information in an organization. Rather than relying on finding a previous email you received, or remembering a particular conversation you had, or referencing a database, it's a wider spectrum of coordinating all the players and assets involved in getting you what you need to do your work.

What are the most important elements of a KM Solution?

The tech has to work. The User Interface has to be friendly. The search function needs to work and bring back meaningful results. It should have a clear design. Key contacts should be incorporated so that users can connect the knowledge within the database to the people within the organisation. For example, if a knowledge article has good info but you want to know more, it should link to who manages the content so you can carry the conversation further. And collaboration is a big part of a KMS. When answers come from different people, you get multiple perspectives. Not necessarily the wrong answer, just different answers. A flagging system would alert a knowledge champion of a contribution so it can be reviewed.

Knowledge Transfer is another important aspect of your work. What does it mean?

Individuals share willingly, information is organised and accessible, a learning culture is encouraged, and positive mindset coaching, mentoring, and collaboration are part of the Leadership toolkit.

How does the tech side of KM work with the people side of KM?

Technology is there to serve and enable people. The right Knowledge Management platform enables all knowledge assets - people, processes, information, and technology - to collaborate.



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What specialized employee knowledge can a KM Solution capture?

Knowledge is know-how. It's how you apply it that makes it valuable and turns it into knowledge. Employees capture the corporate memory of how things get done. A CEO may not know the day-to-day of the frontline manager and what they do to keep things running.

Research has shown that employee engagement is higher in companies with a KM Solution. What are your thoughts on that?

It's the psychology of relationships: people like to feel included and collaboration is a big part of that. A collaborative KM platform helps employees to feel like they're adding value. It's not just you at your desk in isolation. You're in a public space where people can respond and engage. Giving and getting feedback makes you feel fulfilled and part of a team. In nature, you want to be part of a team. If you're part

of a team in nature, then you thrive and survive. The longest running research study on happiness out of Yale showed that the happiest people are not (necessarily) those with the greatest wealth, it's those with the closest relationships.

Where is the future of Knowledge Management headed?

It's about ease. Voice search. It's easier to push a button and get an answer. To access info by voice would be optimal. COVID will finally get people onboard. Working remotely, you need access to the right resources. You need to be able to do more independently; a good KM can enable you to do that.

What's your final thought on KM?

Optimizing knowledge transfer is a really important investment. 🧠



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