



Knowledge Community

CROSSKNOWLEDGE 



“ Our managers are expected to carry out the changes we want to see. How can we give them an active role in the change process? ”

Knowledge Community gets people involved in strategic challenges!

Over a period of 10 years spent working with HR departments in large organisations, CrossKnowledge has come to understand that, in addition to skills development, training is often used to bring teams into line with corporate strategy and to organise communities and networks.

Participants themselves are also aware of the benefits of projects involving training, communication and sharing, which means there is a genuine demand for them. But these projects tend to be difficult to implement because of the inherent limitations of classroom learning: slow startup speed, high overheads, and the fact that it's impossible to include everyone.

With this in mind, CrossKnowledge has developed a solution that enables organisations to achieve their aims while bringing participants the benefits they aspire to: a solution that carries forward the company's strategy, focuses teams on key messages and advocates networking and sharing, while keeping both costs and timings to a minimum. This is the main purpose of Knowledge Community.



Knowledge Community: a range of content, services and training tools for successful implementation of your HR initiatives.

Knowledge Communities represent a new generation of community portals dedicated either to strategic themes or key populations. Using the best Web 2.0 technology and featuring a carefully selected suite of distance learning solutions, they provide the support you need for your strategic initiatives, involving an unlimited number of staff members.

1

THE VERY BEST OF DISTANCE LEARNING

A Knowledge Community allows you to develop the skills of your target audience thanks to an attractive selection of training modules from the CrossKnowledge catalogue, chosen to suit your particular goals. Knowledge Communities are 'multiformat', including interactive sessions (e-learning), videocasts by experts and world-class

business leaders, features on intelligence gathering and best practices, quick-reference summaries, and instantly usable practical applications; this means you can cater for all learning styles at all levels in your organisation. All the training material is built into integrated training paths, and can also be consulted individually.

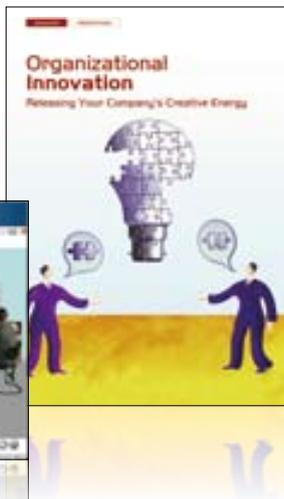
INSPIRING CHANGE

CrossKnowledge Videocasts



BROADENING YOUR SCOPE

CrossKnowledge Business Reviews



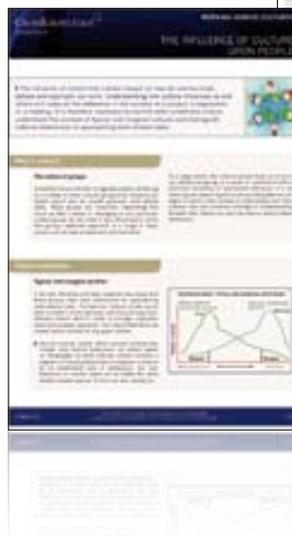
HELPING WITH PRACTICAL APPLICATIONS

CrossKnowledge Action Tips



CONSOLIDATING KNOWLEDGE

CrossKnowledge Essentials



TRAINING CONCEPTS AND METHODS

CrossKnowledge Sessions

“I’ve got to push the group’s message of diversity and get results. This involves getting people on board and permanently changing mindsets.”

Diversity manager, large international pharmaceutical group



2

USER-FRIENDLY DESIGN AND STRONG MARKETING ENSURE MAXIMUM TAKE-UP

The learning system and interfaces used in CrossKnowledge Knowledge Communities have been designed to ensure intensive use. Content is refreshed automatically on the home page, and updates are announced in a newsletter that encourages users to find out more about new material that becomes available. Knowledge Communities are launched using an ambitious marketing drive:

- Teasers
- User guide
- Posters
- Launch newsletter
- Deployment toolkit
- Goodies

CrossKnowledge provides a range of dedicated services to help you roll out the system successfully:

- Planning and coordination of the entire project
- Site customisation (your corporate identity, logo, etc.) and integration of specific content (editorial material, tools)
- User subscriptions, site hosting and coordination with your technical team
- Launch assistance
- Regular site updates
- Maintaining buzz via user community newsletters and calls for contributions
- Regular results analysis
- User tutoring and help with any technical issues

Additional services are also available including creation of bespoke content (e-learning sessions, videocasts, quick-reference summaries) and integration with your own systems.



“ We’re developing like crazy in this department. Our engineers are having to embrace a real customer-focused culture. ”

Director of a Business Unit
in an industrial supplies firm

3

THE BEST OF WEB 2.0 TO KEEP YOUR COMMUNITIES BUZZING

The Knowledge Community solution puts the most widely used Web 2.0 features within easy reach of participants:

- Giving feedback, rating content, writing comments, sharing impressions
- Making suggestions, voting, talking to experts
- Sharing best practices with peers

These new forms of interactivity and online sharing are now part and parcel of top-down training systems. They give participants a voice, promote a sense of ownership of corporate challenges and durably consolidate new approaches.



With CrossKnowledge Dialogues 2.0, you can offer people:

- The opportunity to contribute to the implementation of a new strategy, process, or organisation by sharing suggestions and accessing those of their colleagues
- The opportunity to interact with experts and coaches by prioritising questions the community wants to ask
- The opportunity to share best practices within the community

CrossKnowledge provides ongoing assistance throughout the life of the project, helping you choose your training method, supporting you through launch campaigns and managing feedback to the community.



WITH KNOWLEDGE COMMUNITY,

COMMUNICATE

A single medium for channelling information on strategic issues.



TRAIN

Develop skills wherever your people are, free from the constraints of classroom learning.

SHARE

Contributions and online sharing keep the process active in the medium term and facilitate appropriation.

Over 20 Knowledge Communities available

Strategic themes



VALUE CREATION

Finance, strategy and operational control.

- teaching the fundamentals of value creation
- getting teams moving on key challenges
- sharing experience and best practices

DEVELOPING TALENTS

Talent management and team motivation

- teaching skills development and motivation techniques
- highlighting the importance of skills development and retention
- encouraging dialogue to elicit best practices

FROM STRATEGY TO IMPLEMENTATION

Implementing your strategy effectively

- getting people on board for key business challenges
- providing the right tools for effective strategic implementation
- encouraging dialogue on strategic goals

WORK-LIFE BALANCE

Stress management, emotional and interpersonal intelligence

- helping people measure and manage stress and achieve work-life balance
- helping people achieve a sense of fulfilment at work
- encouraging people to share their experiences and share best practices

TEAM PERFORMANCE

Developing individual performance and organisational efficiency

- optimising team organisation and performance
- getting people to give their best
- promoting widespread adoption of effective methods and approaches

MERGERS AND ACQUISITIONS

Strategic and financial challenges; organisational and human challenges

- getting people to share your vision for change
- providing the right tools for implementing change
- talking managers through the transitional phase

LEARNING FOR DEVELOPMENT

Networking skills and best practices

- leveraging learning
- advocating ongoing intelligence gathering
- promoting sharing of knowledge and skills

CLIENT ORIENTATION

Positioning the client at the heart of corporate culture

- putting customers at the heart of the business strategy
- promoting awareness of the importance of customer care
- helping improve customer service procedures

PERFORMANCE SALES

Negotiation and selling

- training people in sales and negotiation techniques
- constantly advising the sales force on how to improve customer service
- creating a customer service dynamic that benefits the company

Key target groups



SALES FORCE

- training people in sales and negotiation techniques
- constantly advising the sales force on how to improve customer service
- creating a customer service dynamic that benefits the company

FIRST-TIME MANAGERS

- providing first-time managers with the keys to success
- highlighting key success factors and pitfalls
- getting first-time managers to provide mutual support

OPERATIONAL MANAGERS

- providing operational managers with the keys to effective management
- helping the choose the most appropriate managerial approach
- fostering dialogue to make everyone aware of strategic challenges

DIVERSITY

Difference: an asset for corporate development

- highlighting the importance of respecting diversity
- helping people change their approach
- encouraging dialogue in order to leverage diversity

PERSONAL PERFORMANCE

Mindset and methods for optimising performance

- helping people improve their performance
- providing tools to help people organise themselves and improve performance
- capitalising on experience and encouraging people to share best practices

ENTREPRENEURSHIP

Risk-taking and innovation

- introducing an enterprise culture into your company
- highlighting the importance of risk-taking and innovation
- encouraging initiative and a sense of project ownership

RESPONSIBLE BUSINESS

Social responsibility, sustainable development and ethics

- highlighting corporate responsibilities
- bringing sustainable development and ethics into the workplace
- using dialogue to promote responsible attitudes

INNOVATION

How to elicit and foster new ideas

- encouraging a culture of progress and innovation
- fostering and implementing new ideas
- launching a collective creativity drive

INTERCULTURAL ISSUES

Optimising cooperation in an international context

- fostering positive relationships between group entities worldwide
- optimising communication between people from different cultures
- making cultural diversity into an asset

LEADERSHIP AND CHANGE

Developing leadership, sharing vision and organising change

- highlighting what leadership and vision mean
- giving people the means to develop their leadership and communication skills
- facilitating the implementation of major changes

MANAGEMENT IN TIMES OF CRISIS

Managing tough situations and controlling your budget while remaining innovative

- preparing to deal with critical situations
- getting people working together to find solutions
- sharing innovative ideas on how to deal with a crisis

MANAGEMENT AND BUSINESS CULTURE

All CrossKnowledge content

- sharing best management practices company-wide
- developing skills: management fundamentals, techniques, personal skills
- talking to others and sharing information

Build your own Knowledge Community

If you wish, you can build your own Knowledge Community, choosing the content you require, integrating other specific e-learning content and where necessary defining your own site architecture.

HIGH POTENTIALS

- preparing this strategic group to face key challenges
- inspiring them and enhancing their awareness of what their job entails
- creating a dynamic and developing a community based on shared values

TEAM MANAGEMENT

- helping leaders define corporate vision and strategy
- providing them with the right tools
- enabling them to share ideas and experiences with their peers

Examples of how Knowledge Communities can be used

Rolling out a policy of diversity, first at HR level, then at managerial level

A leading international service company uses a Knowledge Community to deploy a policy of diversity.



- **JAN.** Using the Diversity Knowledge Community, integration of the Diversity charter and video material featuring the manager in charge of the Diversity programme.
- **FEB.** Pre-launch to HR community via meetings and presentational webinars.
- **MARCH** Launch of suggestion campaign within HR community to gather ideas on how to roll out the system at management level.
- **MAY** End of campaign; development of action plan.
- **JUNE** Extension to managers. Teasers and goodies create 'viral marketing' effect.
- **SEPT.** Promotion of distance learning path on diversity, tutored by line managers with the support of local HR managers.
- **OCT.** Creation and integration of specific video content with managers explaining the value of the Diversity policy for them.
- **FEB.** Launch of campaign among managers to gather the best pro-diversity action plans.

Running a 'high potentials' community

A petroleum company uses a Knowledge Community to run a community of high potentials.



- **MARCH** High Potentials Knowledge Community integrates message from the CEO.
- **APRIL** Launch at a seminar for high potentials; online launch in parallel.
- **MAY** Articles on the subject of change put online; request for feedback on all related content.
- **JUNE** Articles on value creation put online; request for feedback on all related content.
- **SEPT.** Communication campaign with company leaders on the subject of strategy. Several managers agree to respond within 24 hours to questions rated most highly by participants.
- **JAN.** Sharing of best practices focusing on the themes of 'proactiveness' and 'commitment'.

