

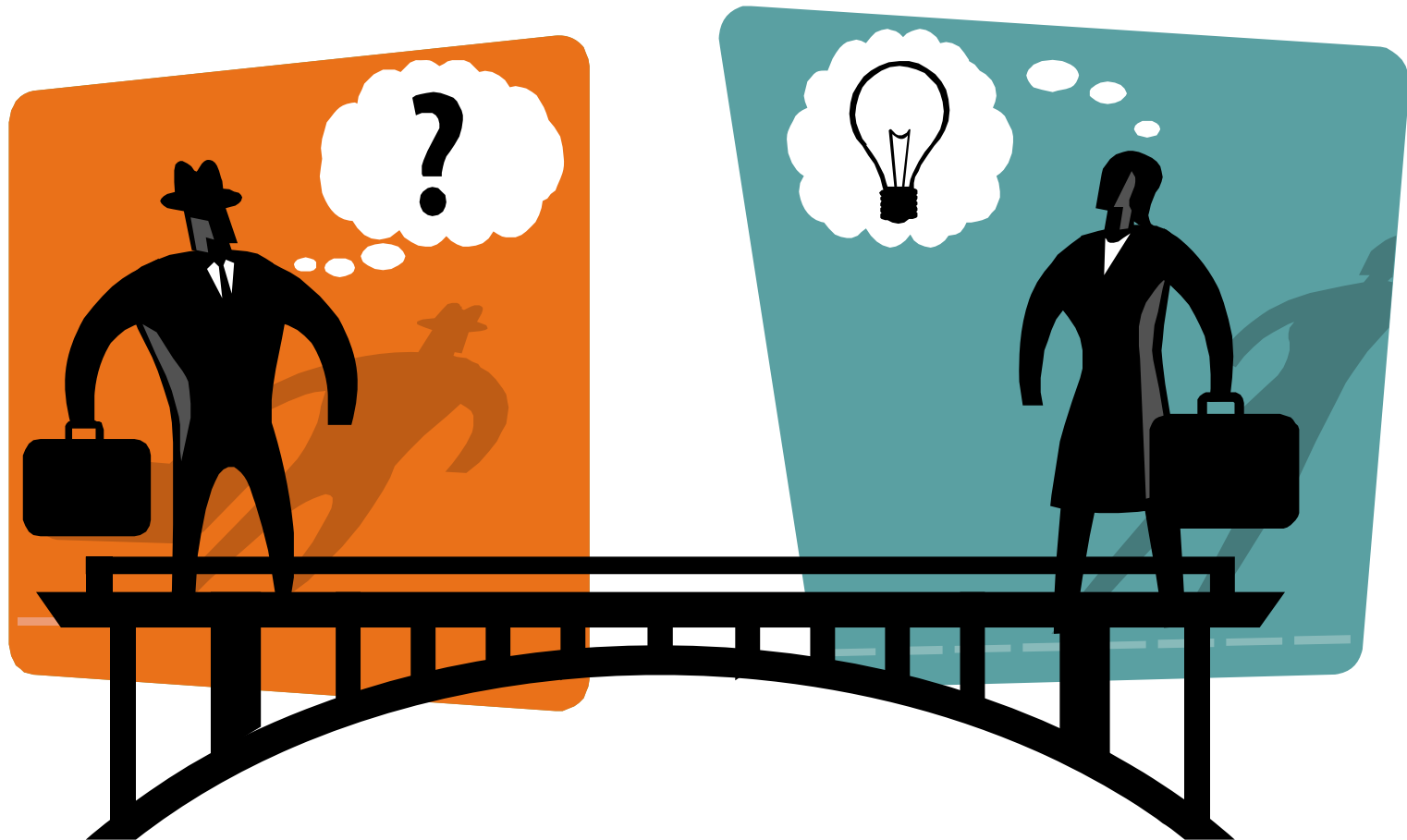


Leveraging Knowledge –  
Finding Experts  
October 19, 2006

# What is “Expert Location?”



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## Why is finding experts so important today?

- IDC: \$30,000 per employee per year – cost of knowledge workers not finding information they need to do their jobs
- Changing nature and role of knowledge
- Increasing ability to leverage knowledge



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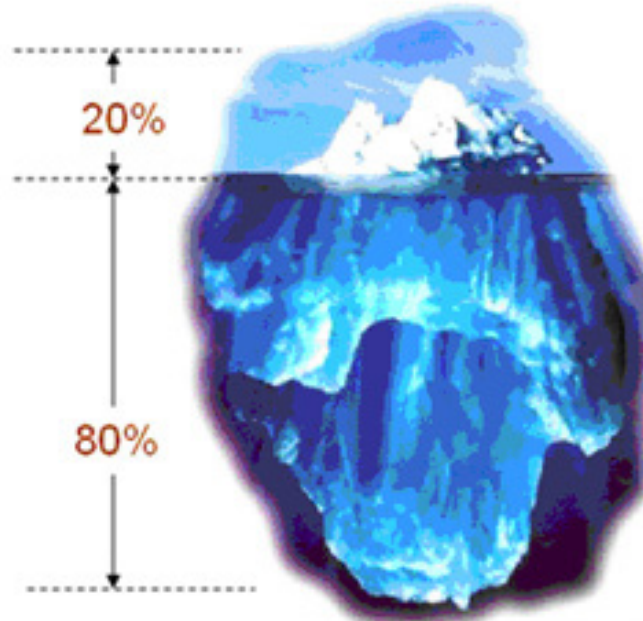
## People are the Key

- **Documented Knowledge**

- Documents
- Procedures
- Processes
- Databases

- **Undocumented Knowledge**

- Employee Knowledge
- Judgment
- Skills
- Experience
- Context



**"Less than 20% of corporate knowledge is documented. Over 80% is stored inside employees' minds"**  
- Delphi Group

# Why is finding experts so important today?

The basic economic resource – the means of production – is no longer capital, nor natural resources, nor labor. It is and will be knowledge.

*Peter Drucker*

Innovation comes only from readily and seamlessly sharing information rather than hoarding it.

*Tom Peters*

The best single lesson I ever learned was to maximize the intellect of the company. You need to gather the knowledge of individuals, share and celebrate the sharing. That, in the end, is how a company becomes great.

*Jack Welch*



## Why is finding experts so important today?

**In the emerging economy, a firm's only advantage is its ability to leverage and utilize its knowledge.**

***Larry Prusak***

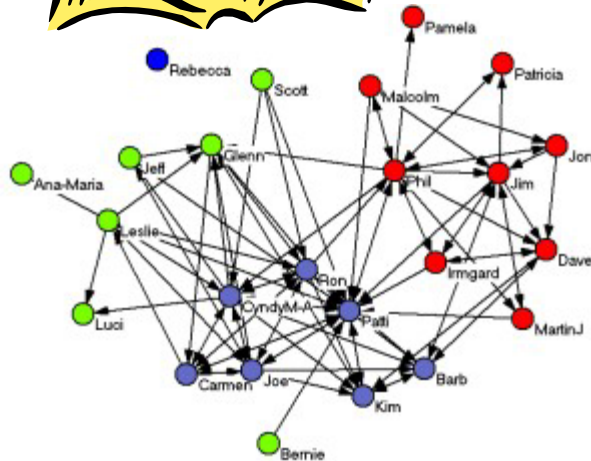
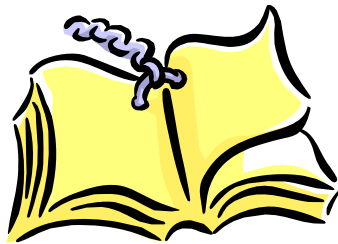


# How do we locate experts?





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**What are the major issues and challenges,  
and how can we overcome them?**

