



Knowledge Management in SBCC

March 14, 2023



Bangladesh
Center for
Communication
Programs



Knowledge





Types of Knowledge

Explicit Knowledge: Tangible – can expressed in words or numbers

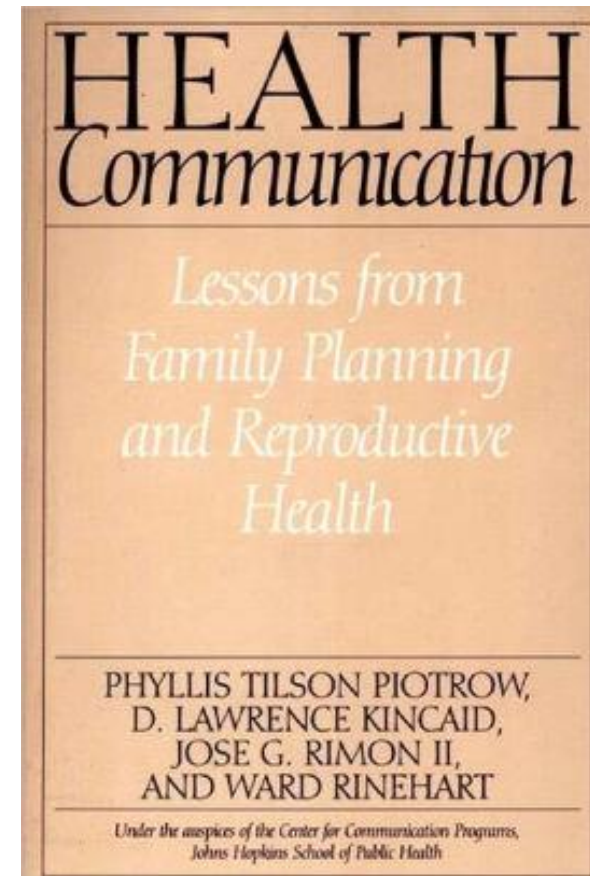
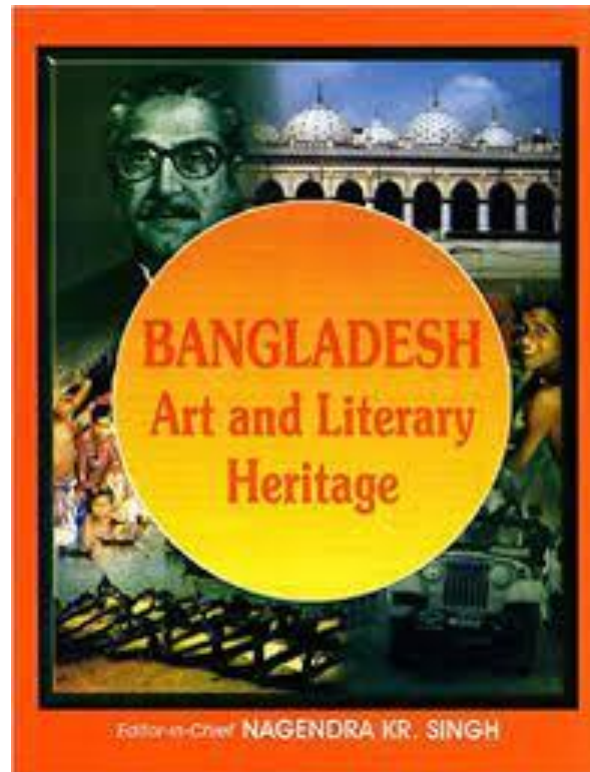
Shared through intentional & thoughtful ways: trainings, workshops, written documents, manuals or databases, etc.





Types of Knowledge: Explicit Knowledge

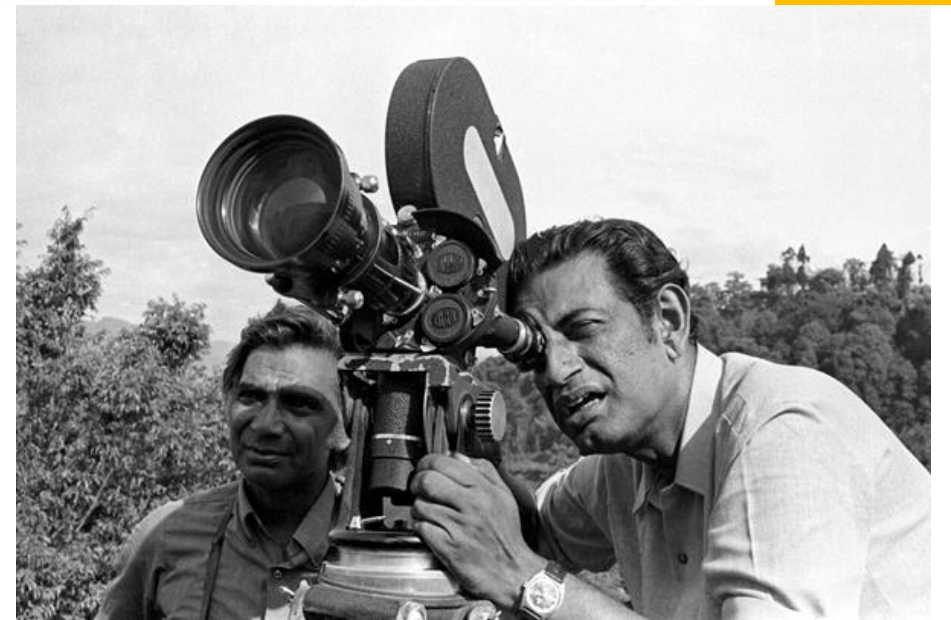
More formal & public



Types of Knowledge

Tacit Knowledge

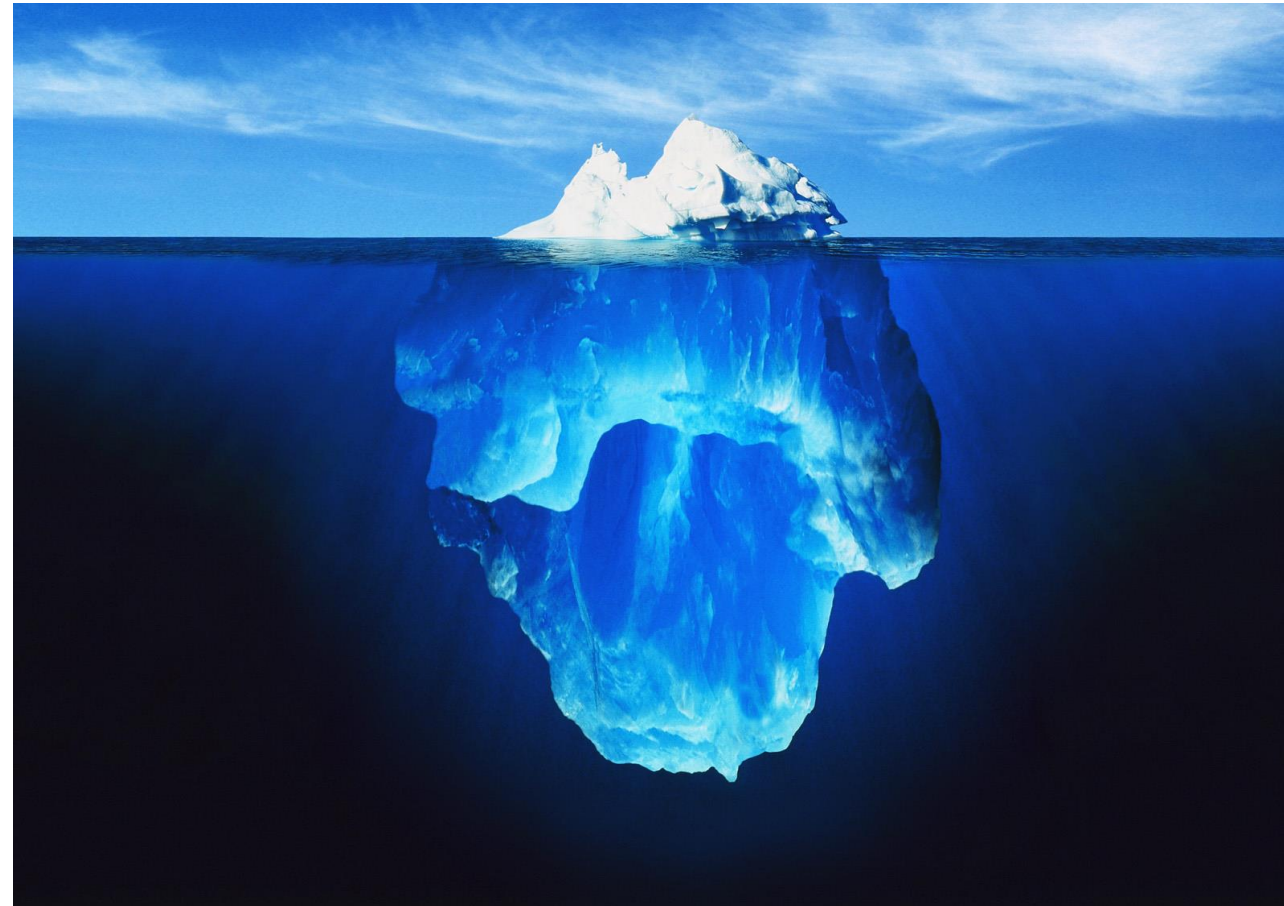
- Intangible - “in our heads”
- Not usually articulated or put in writing
- May be shared through stories, observation, and personal interaction
- More informal & private.





Types of Knowledge

20%



Explicit
visible

80%

Tacit
invisible







What is Knowledge Management?





An overarching and intentional approach to ensure all stakeholders have the knowledge they need to do their jobs.





Knowledge Management

“Knowledge Management is an ***approach*** - systemic process of capturing, distributing, and effectively using knowledge.”

“KM save **knowledge** within the organization to improve efficiency.”



What are the benefits of knowledge management in an organization?

With the right knowledge at the right time, the organization could:

- Making knowledge more accessible
- Make decisions better and solve problems faster
- Boost the innovation rate
- Help in employees' growth and development
- Enhance internal and external communication
- Improve business processes; and the environment with greater agility.



Key knowledge management challenges is how to identify:

- The knowledge possessed by the people
- The knowledge that is unique
- New knowledge needed by the organization
- How to effectively share and transfer knowledge.

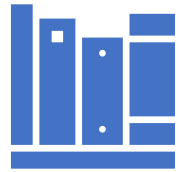
For every organization, people are the key asset.





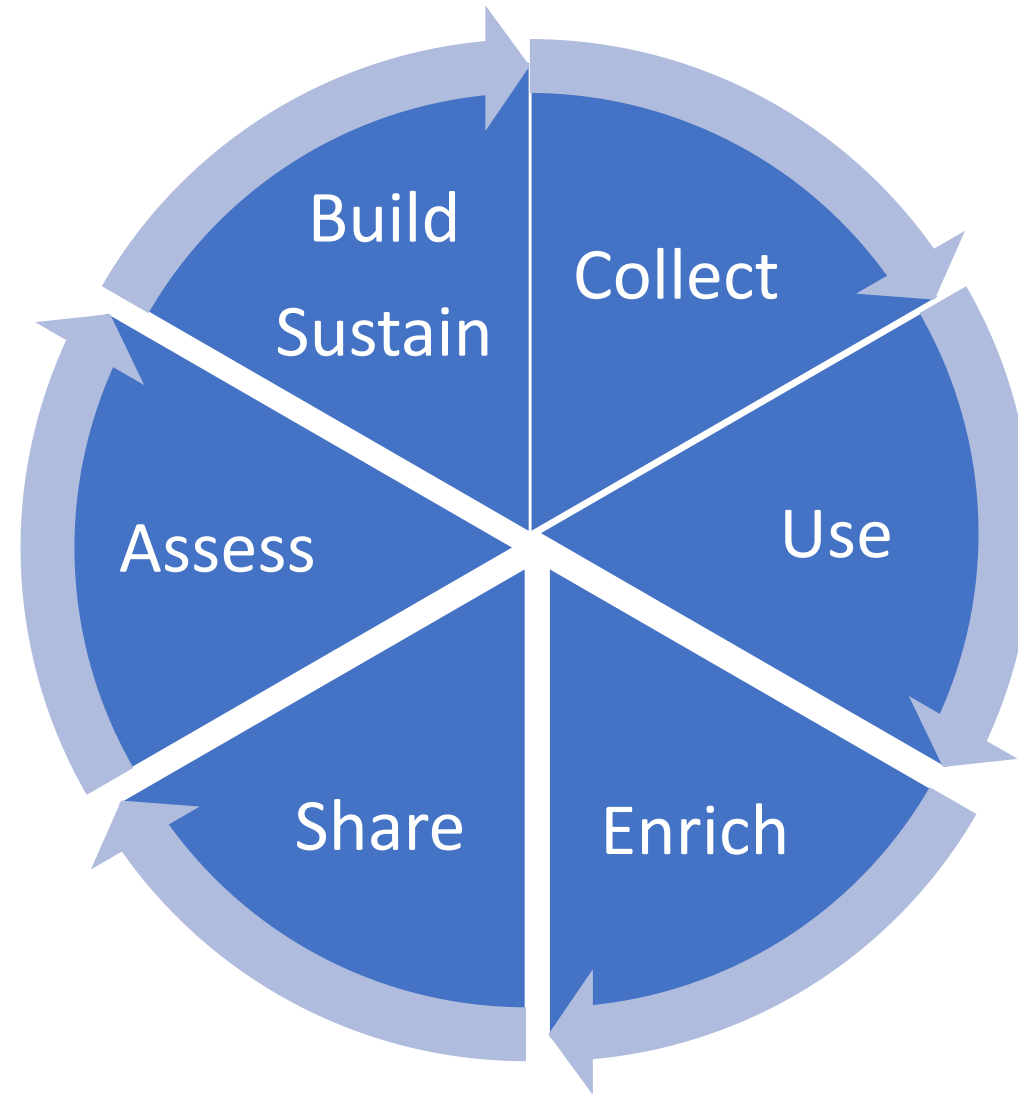
Knowledge Management Strategy and Processes





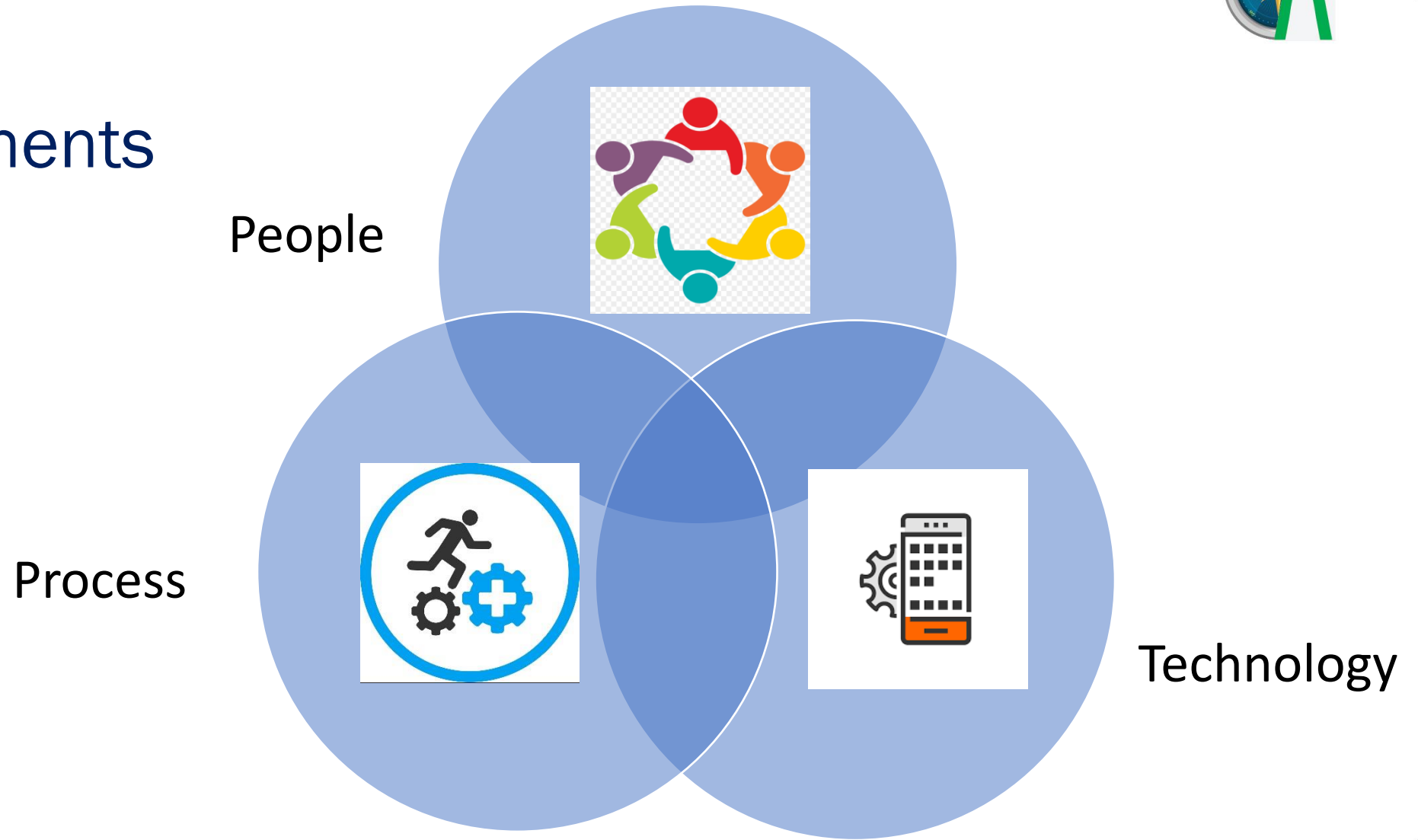
Knowledge Management Strategy

A systematic process of Collecting & Managing knowledge





KM Components



Knowledge management processes

- Knowledge-retention method
- Knowledge mapping
- Communities of practice
- Idea management
- Best-practice sharing
- Lessons learned.



....Knowledge management processes

Knowledge retention

- Storytelling
- On the Job Training
- Shadowing

- Lessons Learned
- Best practices
- Mentoring
- Library /eRepository

Communities of practice

Focused on a common area of interest, nurture, knowledge sharing, and mutual learning from others within the community.

Idea management

New challenges require new ideas. Once new ideas are generated, the ideas need to be sorted and evaluated.





....Knowledge management processes

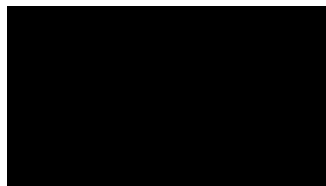
Best practices

A best practice is the current best way of doing work that has been implemented. The idea can be replicated elsewhere in the organization.

Lessons learned

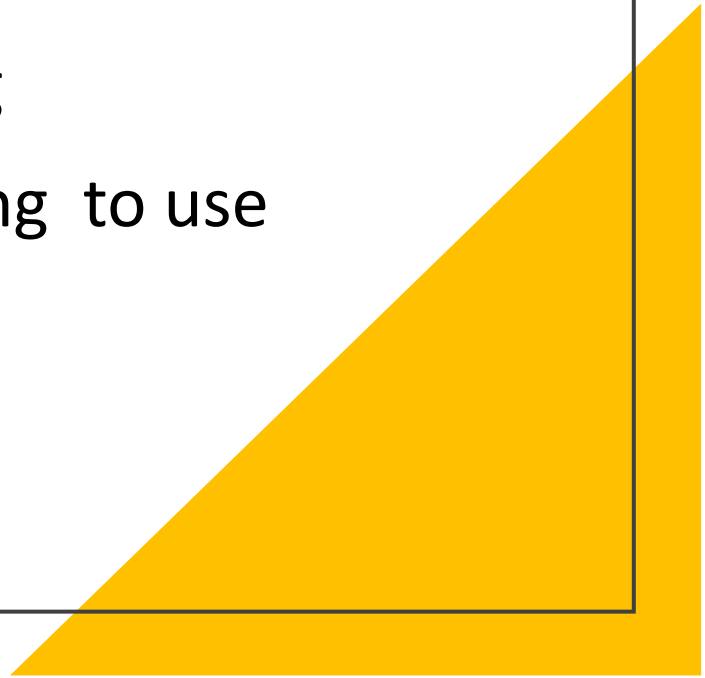
A powerful tool to create and propagate a learning culture. Both positive and negative results should be discussed. To enable full participation, no blame or finger-pointing is allowed.





‘Managing’

- organizing
- preserving
- sharing
- integrating
- encouraging to use





KM Cycle





KM Tools

- Publications and Resources
- Products and Services
- Training and Events
- Artificial Intelligence
- Archiving



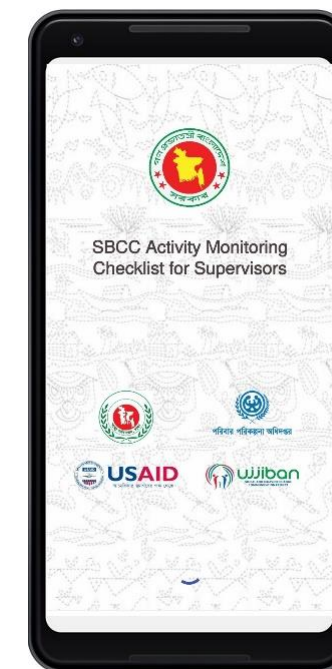
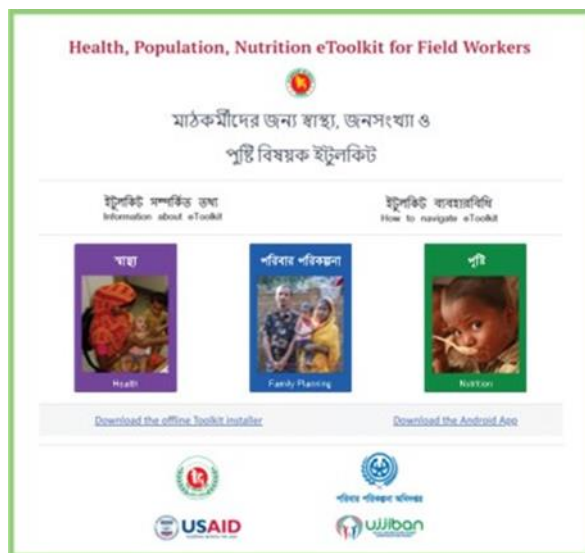
- The archives stored institutional memory and reduce the likelihood of duplication
- Can available online and offline

Archiving Knowledge





Store and Use Knowledge



<http://etoolkits.dghs.gov.bd/bangladesh-toolkits>



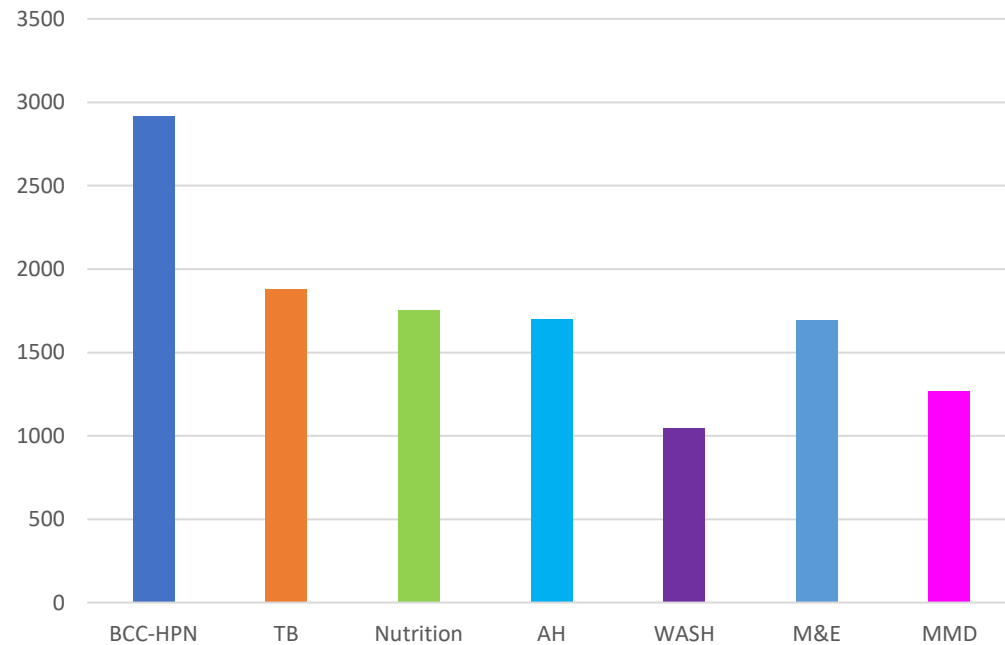
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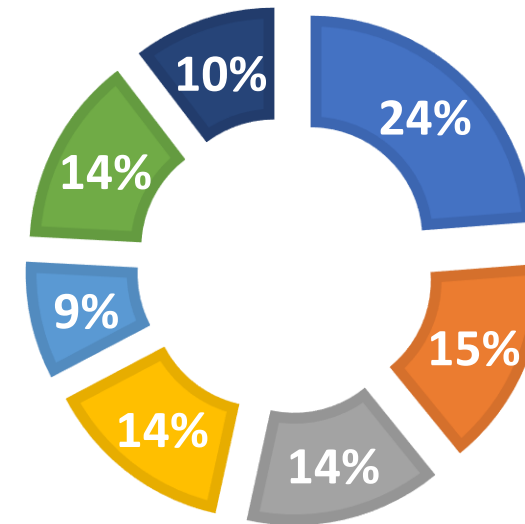
Tools to Refresh Knowledge

eLearning Course certificates documented : 12076

e-Learning Certificate



■ BCC-HPN ■ TB ■ Nutrition ■ AH ■ WASH ■ M&E ■ MMD



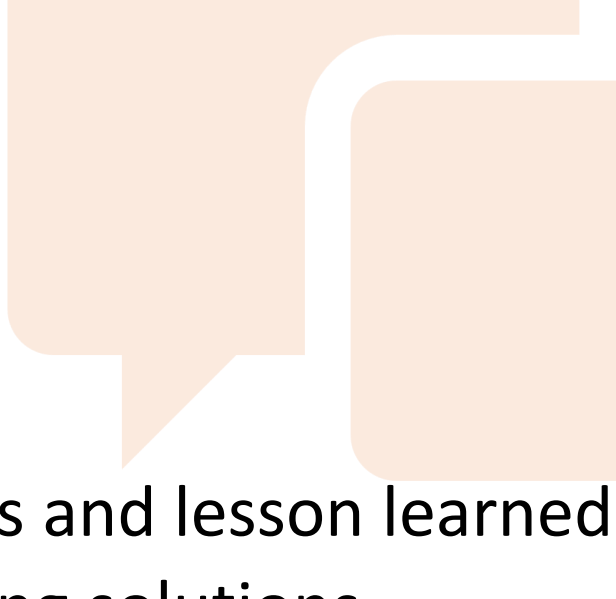
<https://www.bdsbcc.org/>



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Knowledge Management Advantage

- avoid loss of know-how
 - avoid repetition of mistakes
 - avoid unnecessary work duplication
 - bridges the knowledge gaps
 - create the conditions for innovation
 - capture and document best practices and lesson learned
 - avoid expensive reinvention of existing solutions.
- 





Don't reinvent the wheel – just perfect it!

