



■ Critical Issues

■ We don't really understand the purpose, anticipated effect and procedures for Knowledge Management.

- We understand the importance of "knowledge", but we don't know how to set a goal and carry out activities.

■ Knowledge Management ends up as empty slogans

- Although we introduced groupware and an intranet as tools, common use of information and knowledge doesn't move forward.

■ We can't identify the results of implementing knowledge management.

- Our top management is asking us for the results of knowledge management, but we can't give a good explanation, and we can't justify the investment as the next innovation.

■ JMAC Concept

■ JMAC proceeds under recognition that knowledge management innovation is an innovative activity of organization culture.

- JMAC considers that knowledge management is not an introduction of a system, but an innovation in behavior of every member of the organization. Under a knowledge management framework, successful outcomes originate not from IT installation, but from individual behavior with a great importance on "knowledge".

■ JMAC makes every effort toward enlightenment and education in the workplace.

- JMAC puts importance on understanding and conviction among every employee toward the necessity of innovation. By generating empathy with the innovation vision, we believe, we can create innovation through spontaneous behavior.

- For the enlightenment and education, JMAC provides practical contents reflecting the actual situation in the workplace, ranging from the concepts of KM, the purpose, target, and expected results of KM implementation to knowledge worker basic behaviors and IT tool literacy improvement.

■ The value of this program lies in transforming knowledge worker behavior.

- Over an approximately 2-year period of time, JMAC enables each person in an organization to develop the basic behavior as a knowledge worker. We believe that this type of knowledge worker group will in the future improve customer value and create effective results.

Knowledge Management Innovation

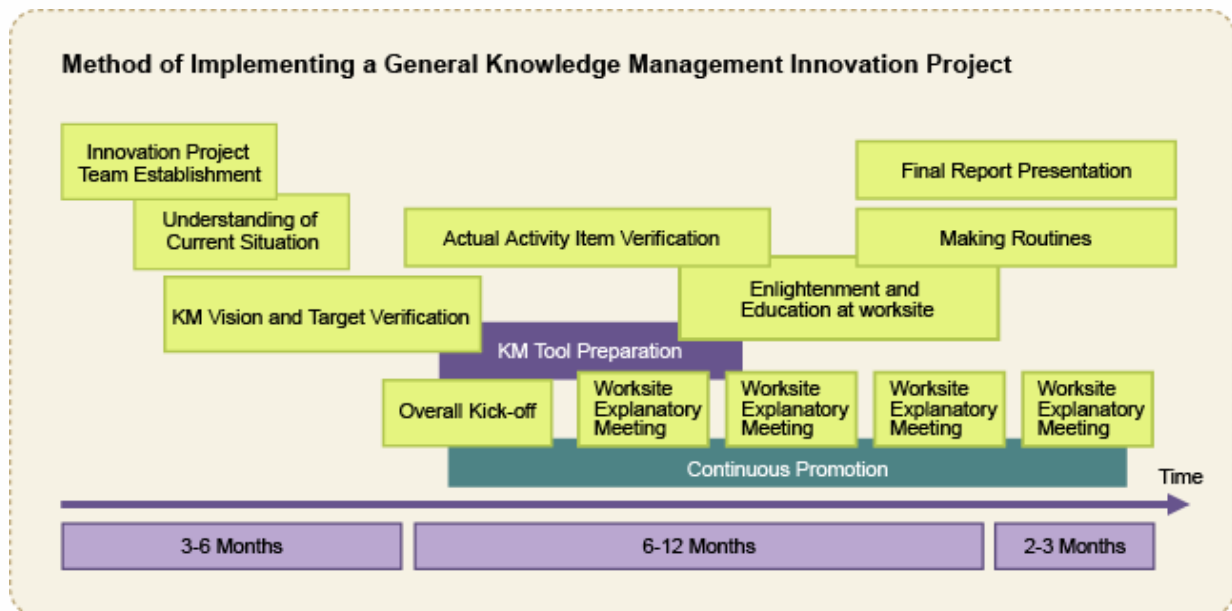
Innovation towards corporate climate of common use of knowledge/ cooperation creation



JMAC Features

Keys for knowledge management innovation consulting

One problem often seen in organizations in which knowledge management can not be adequately implemented is the inadequate explanation of knowledge management in the workplace. At JMAC, when we implement consulting on knowledge management innovation, we form a promotion team inside the client company, whose mission is the enlightenment and education of the people at the worksite. Using a variety of media that are expected to be effective, including explanatory meetings, mail magazines, intranets, and wall newspapers, the promotion team tries to convey the ideas and expected behavior behind knowledge management to every person. Although the enlightenment activities can become like a “war of attrition” with the worksite that last for some time, JMAC believes this is necessary for successful innovation. If this “war of attrition” cannot be won, a favorable result can not be expected by implementing the knowledge management.



Results

The purpose and anticipated result of implementing knowledge management innovation activities will be as follows:

1. Establishment of basic behavior as knowledge workers (behavioral change result)
2. More contribution to strategy
3. Work efficiency improvement
4. Knowledge asset accumulation

Through consulting based on the general concepts of the purpose and expected results, appropriate actual targets (standards to be achieved by the clarified deadline) and indexes following these targets will be verified and set for each client.

Further, JMAC considers that rather than one purpose, it is significant to set several purposes (by expanding the scope). These purposes are shown in the form of a “Purpose Layer Diagram” that describes the structure of the several purposes.