

# HDI® 2018

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## Stayin' Alive: Creating and Keeping a Strong KCS® Culture

*Liz Bunger*

KCS is a registered trademark of the Consortium for Service  
Innovation™

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## Agenda

Create a KCS Culture  
Keep it engaging  
Evaluate health of the culture



# CREATE THE CULTURE

## Getting Started

### Tip

- Focus on the “Why”
- Acknowledge their fears
- Make it fun

### Caution

- If you make it too difficult to participate, they won't

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## Give Them the Tools to Succeed



Give them the best training you can afford

- If you can, go with professional training
- If not, create great training

Choose amazing KCS Coaches

- Use the Social Network Analysis
- Find your positive influencers

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## Give Them the Tools to Succeed



“What you do speaks so loud that I cannot hear what you say”  
*Ralph Waldo Emerson*

Show them you’re serious about the importance of KCS

- Are you demonstrating good KCS behaviors?
- Are you talking about the importance of KCS to your organization?

Create a great content standard

- Make it easy to follow
- Less words, more meaning

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# KEEP IT ENGAGING

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## On Going

### Tip

- Recognize the benefits as they happen
- Don't forget why you started KCS
- Manage up
- Involve other teams

### Caution

- The culture isn't going to run itself

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## Who is Leading the Effort?



- Have a process owner
- Knowledge managers in each group
  - Engage the coach team
- Does not need to be a full time job
- Have enough people involved so if someone changes jobs, the culture doesn't leave with them

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# EVALUATE

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## Measurements

### *Tip*

- Have good baselines
- Use a variety of measurements
- Measure the right things

### *Caution*

- Your team will respond to what you're talking about

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## It's Not All About the Numbers



- Do you hear people talking about knowledge when talking to customers?
- Are they talking about knowledge with their peers?
- Have honest conversations

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