ENTERPRISE KNOWLEDGE

Building for the Knowledge Management (KM) Archetypes at Your Company

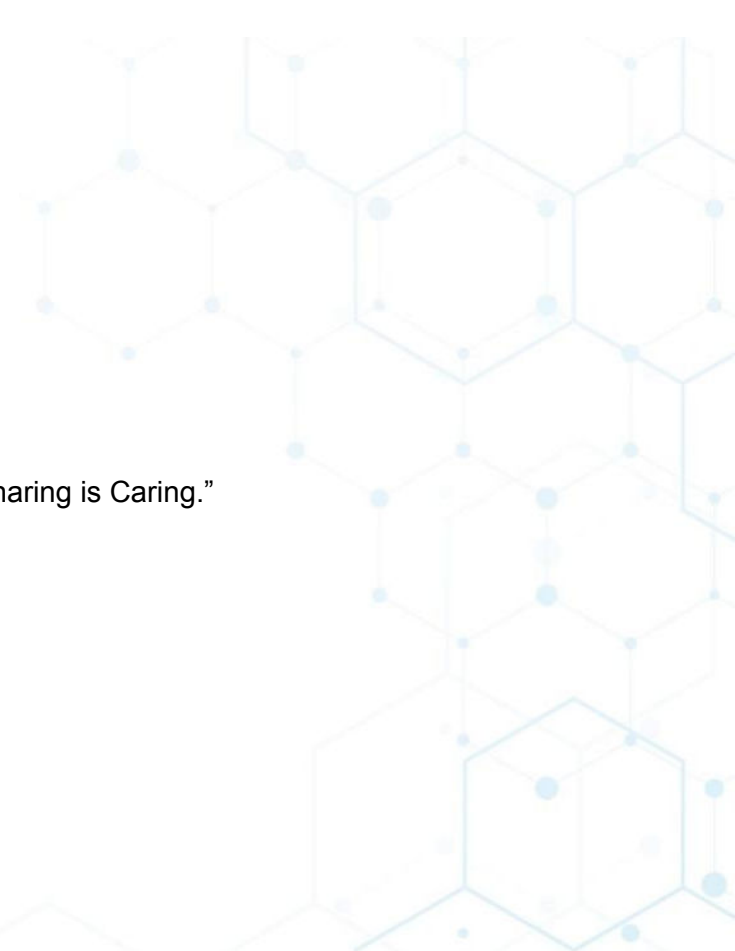2023 APQC Supplemental Resource
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Detailed examples of the 8 Knowledge Management (KM) Archetypes are to be presented at the 2023 APQC Conference. Presentation slides can be previewed here.

Use this space to roughly etch the KM Archetype makeup at your company. This exercise is designed to get you thinking about your audience- you may have all, some, or none of these archetypes.

The "Hoarder"

The "Sharing is Caring"

The "Eeyore"

The "Rogue One"

The "Deflector"

The "Wishful Thinker"

The "Get Off My Lawn"

The "Generalizer"

Note the top 3 types and reflect on the presence of "Sharing is Caring."

Applying KM Approaches to Company Archetypes

Now that you have identified the KM Archetypes present at your company, it's time to find your 'Assets'. Each group brings something valuable to a KM program- prioritize based on Impact, Confidence, Ease of KM Approach by considering:

- Targeted Behavior Adoption
- Predicted Challenges
- Change Management
    - Communication
    - Timing
- Endorsements Required
- Maintenance / Evaluation

I will approach my KM program with the _____ archetype presence at _____ (my company).

Use this space to rank your existing initiatives or new program ideas with your newly defined archetypes in mind. If you are implementing a new program, try ranking the components of Global KM Standard (ISO.30401) listed below.

1.	Enablers: Tech & Infrastructure
2.	Enablers: Processes
3.	Codification & Curation
4.	Interaction & Internalization
5.	Enablers: Roles
6.	Governance
7.	Strategic Context
8.	Leadership
9.	Culture
10.	Evaluation
11.	Improvement
12.	Support

I will build for _____ archetype at _____ (my company) by prioritizing 1) _____, 2)_____, and 3)_____ Why?