



Our Edge in Knowledge Sharing

May 2008

Dan Ranta



Systematic approach to Knowledge Sharing helps overcome challenges

- **Consistent Operations and Business Improvement:** drives common operating practices / standards and Functional Excellence
- **Size and Complexity:** facilitates global functionality
- **Asset Maturity:** supports build-up and / or renewal of operations – including strategic partners
- **Knowledge Access:** improves accessibility to knowledge globally
- **Demographics:** eases workforce renewal process
- **Competitive Differentiation:** knowledge access and reuse creates a sustainable advantage



Development of Knowledge Sharing

- Linkage to “what’s in it for me”
- Success Stories
- Global Awards – Behaviors
- Connecting People in Networks
- Functional Excellence
- Communications & Training
- Semantic Analysis
- Enterprise-wide Implementation
- Strategy for Retaining Critical Knowledge
- Improved Expertise Location



The KM Vision provides Employees with Options



Options for Knowledge Access:

- ♦ **FIND** Content – trusted, validated knowledge
- ♦ **ASK** C problem
- ♦ **SHARE** context
- ♦ **TRUST** relation



KM Vision
 A workplace where employees continuously deliver additional value through collaboration and expertise sharing.



Maximize Value

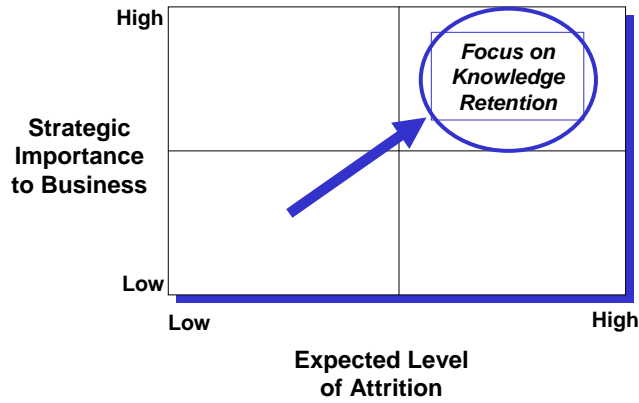
Find Ask Share Trust

Driven by **T** trusted Relationships



Given the time and effort it takes to retain & transfer knowledge, companies are working to prioritize functions

Proactively Identify positions where knowledge needs to be retained

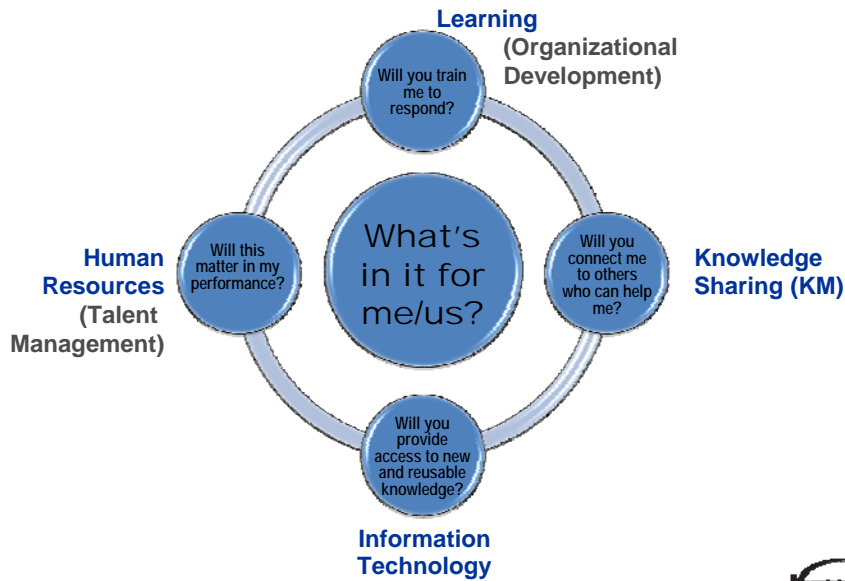


Knowledge Sharing

5



How Do You Motivate All People... To Respond to the Challenge?

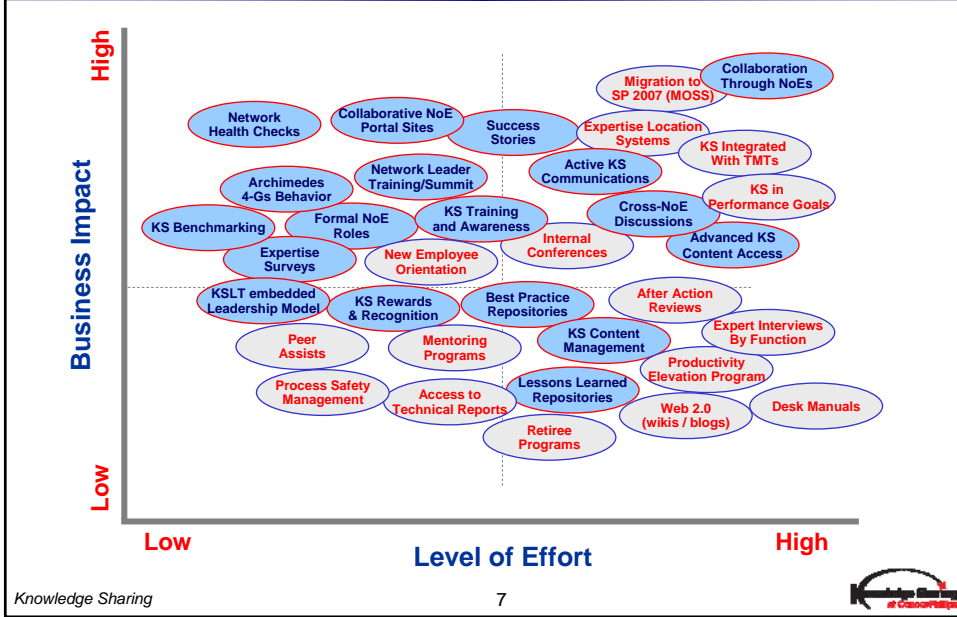


Knowledge Sharing

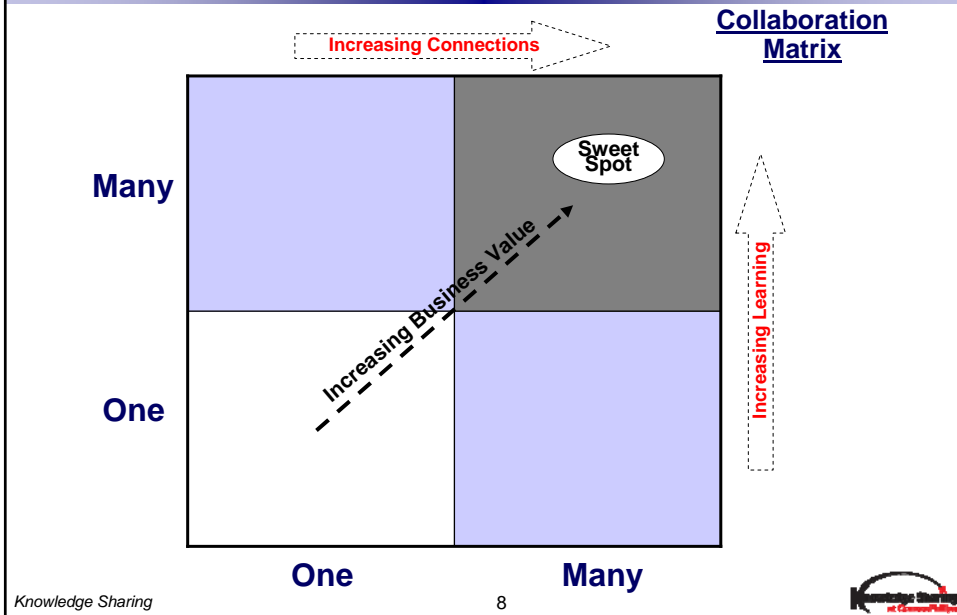
6

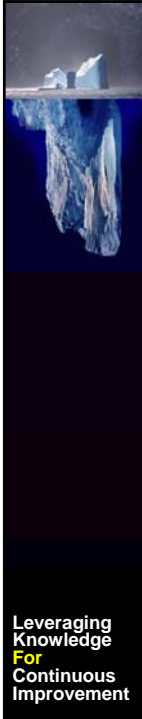


Knowledge Sharing assists with several solutions for Retaining Critical Knowledge...these activities and more



In summary, retaining critical knowledge requires a systematic, integrated approach





Leveraging
Knowledge
For
Continuous
Improvement

Knowledge Sharing
at ConocoPhillips

ConocoPhillips

Dan.Ranta@ConocoPhillips.com