



BRUCE BALANCE
ACTIVATING LEADERSHIP

Champion Circles



Organisational Knowledge Enhanced and Shared By Key Employees

For many organisations, one of the greatest challenges they face is capturing, accessing and making use of their organisational knowledge.

This point may surprise many, but consider the impact of cross-generational workforces, cross-cultural teams as well as the impending transition of the maturing workforce. When these are coupled with the increasing globalisation of businesses, markets and stakeholder relationships, the need to harness the knowledge within the organisation is vital. Additionally, whilst the internet age brings with it many advances and benefits, it too has many disadvantages when it comes to sourcing and using information and knowledge.

The outcome for many organisations is a heightened need to retain relevant knowledge about past successes, previous achievements and enduring undertakings.

At **Bruce Balance**, we understand the challenges organisations, both large and small, experience when it comes to making use of their knowledge.

Our Champion Circles program is designed to give organisations a structure to capture and share knowledge with those who would benefit from it the most.

Circles of
knowledge
brought alive
by stories

Champion Circles – more than knowledge management

A significant investment in a dedicated knowledge management system, coupled together with formal processes, can lead to considerable retention and management of an organisation's knowledge.

But in many instances, these systems and processes often fall short of actually doing anything more than this and they become mere buckets where organisational knowledge is retained (or left to become stagnant). Often its only what is visible on the surface, the last information that was put into the bucket, that is visible and readily available for future use.

These initiatives don't do what they should be, and need to be, doing. They need to put the right knowledge into the right minds at the required time, kind of like the "what, who and when" of knowledge.

An extremely effective way of ensuring that those who require the knowledge do in fact have it when they need it is to create a Champion Circle.

How do Champion Circles work?

Champion Circles are a unique way for organisations to tap into one of their greatest and most significant resources: their people.

When creating a Champion Circle, Bruce Balance works with an organisation to clarify the key issues and drivers requiring the sharing and transfer of knowledge. This may be in relation to past achievements, ongoing initiatives or even future strategies.

Once the context for the Champion Circle has been established we then assist the organisation in identifying the key employees, past and present, to become the Champions. These are the people who have the biggest impact to play in transferring that knowledge to the current and future employees.

The Champions are those who employees who have a significant amount of experience, tenure and knowledge. This often goes hand in hand with considerable credibility, reputation and believability. They have "lived" the organisation, are considered part of its history and they have a rich pool of stories to about the organisation's past success, and equally importantly, about its past mistakes.

Bruce Balance then works with these Champions to enhance their capabilities set by providing them with the right skills and inspiration so they can bring these stories alive in small group settings – Champion Circles.

It is at these Champion Circles that newer, and less experienced, employees come together and listen to the experiences of the Champion relayed in a story format.

The participants become engaged and enlivened by the storytelling experience and are encouraged to relate the story to their own situations and circumstances.

By doing so, they personalise the story and begin to make their own story whilst enhancing their organisational knowledge, broadening their skills and strengthening their ability to contribute to the organisation both in the present and into the future.

Importantly, the participants are inspired to make the story their own and, by doing so, they nurture the organisational knowledge and help ensure that the important information is captured, retained and utilised.

Benefits of Champion Circles

Benefits of the Champion Circles are many, here are just a few:

- Communicate consistent messages to inform, inspire and lead teams & groups of employees
- Enable organisations better utilise resources when undertaking new projects, strategic initiatives or reviewing past activities
- Change behaviour, impart new knowledge and share expertise
- Utilise existing credibility of experienced employees
- Tap into an organisation's maturing and long-term workforce and provide them with opportunities to leave a legacy and make a lasting contribution
- Enhance communication skills

Let Bruce Balance assist your organisation bring its knowledge alive.

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