

Survey on 'The Need for KM Standardisation'

*Seminar on
'A Standard for KM : Is This The Way Forward'
held on 19 July 2002 at SPRING Auditorium*

General Info on Seminar Participants

Total nos. of participants – 144

- > **112 paying participants** from 69 companies
- > 32 complimentary

47 out of 112 (42%) were from Public Sector: The rest, 65 (58%) were from Private Sector.

Public Sector

- Police (10%)
- Education (Tertiary Institutions & ITE) (10%)
- IDA (6%)
- Health (4.5%)
- Navy (3.6%)
- Others : Supreme Court, MOF, DSTA, CSC, IE Spore, NLB etc (8%)

Private Sector

(A Rough Profile of the Private Sector Interest):

- Constancy/Mgt/Accountant (14%)
- Electronic / Communication / Technology (11.6%)
- Petrochemical / Chemical (4.5%)
- Shipyard/Airport/MRT (4.5%)
- Laboratory (2.7%)
- Construction (1.8%)
- Others - Spore Assn for Deaf, SQI, Bureau of STD (Taiwan), NTUC Income etc (18.9%)

Summary of Feedback Received

A total of 35 seminar participants from 22 organisations responded to the survey (31% of the total nos. of paying participants).

Out of the 35, 18 (51%) were from the public sector. 17 (49%) were from private sector.

Public sector

- Police (17.1% of survey respondents)
- Inform (17.1%)
- Tertiary Institutions (8.6%)
- Health (8.6%)

Private sector

- Consultancy / Mgt (17.1% of survey respondents)
- Electronics / Communications / Technology (8.6%)
- Petrol chemicals (5.7%)
- Construction (5.7%), and
- Others: certification (1), laboratory (1), SATS (1), non-profit organisations (GKEC -) etc (11.4%)

Summary of replies :

Question in survey	Q1 What is your understanding of Standard / Standardisation and its business outcome for your organisation	Q2 What is your understanding of KM and its business outcome for organisation	Q3 Are you aware of any other developments in KM standardisation and its related practices ?.	Q5 Describe how will a KM standard benefit your organisation
<p>Summary of feedback</p> <p>77% of the respondents have some ideas about std / stdn. Their views of stdn are that it:</p> <ul style="list-style-type: none"> Ensures processes & services are of consistent quality Provides the means of sharing, collaboration via common language Promotes interchangeability & synergy Offers common understanding of a set of framework for companies to use as best practice / a model to capture both explicit and tacit knowledge, use and re-use knowledge etc Provides sense of direction, saves time for beginners, avoid reinventing the wheel. Helps to make sense of different aspects of KM techniques Acts as springboard to facilitate organisational intellectual growth Allows them to benchmark against others <p><u>The Outcomes of Stdn:</u></p> <ul style="list-style-type: none"> Promotes productivity, consistent/higher service/biz performance etc <p>23% of the replies showed some lack of understanding of std/stdn - Nil reply/Vague/incorrect answers</p>	<p>Vast majority (97%) have knowledge of KM and its benefits. Answers identify with the following ideas on KM, that KM :</p> <ul style="list-style-type: none"> Identifies, capturing, sharing knowledge that is of value to the biz so as to add profit to biz Turns data into useable / meaningful info for better decision making Gives a framework for implementing KM strategy for enterprise to achieve biz & service excellence by harnessing on captured knowledge assets, fostering culture of sharing Translating tacit knowledge into institutional knowledge is about high value knowledge to drive organisational excellence is knowledge that can be leveraged upon to enable better decision making, improve turn around of existing practices, process improvement/innovation focuses on application of knowledge is part of company's overall strategy for identifying, capturing and leveraging knowledge to help decision making to achieve success has business improvement potential is key to renewal For R & D – KM is crucial in integrating and promoting innovativeness and ideas among staff etc <p><u>The Outcome of KM:</u></p> <ul style="list-style-type: none"> Leads to business excellence through sharing of knowledge, application of new knowledge & reduce chances for re-inventing the wheel Creates value by strengthening good practices An organisation that is more efficient and better prepared to deal with challenges, more competitive, More efficient business management Higher quality of services KM shortens learning curve, provides the basis for moving forward 	<p>91% - No</p> <p>Of the minority who said yes, they named:</p> <ul style="list-style-type: none"> International Intangible Management Standards Institutes (IMS) , and Malaysia 	<p>91% see KM standard as beneficial:</p> <ul style="list-style-type: none"> Contribute to organisational / biz performance / excellence (12): <ul style="list-style-type: none"> (KM std contribute to implementing KM & increase likelihood of success, building block for achieving organisational excellence, better decision making, more focussed thinking on how to measure & manage KM, etc) A framework / guide for knowledge sharing, & organisation as well as facilitate industry & International exchange of knowledge etc (4), Interoperability of systems, Commonality and Integration facilitation among KM systems (3) As benchmark (2) Having a standard will promote understanding acceptance by majority (1) Provide credibility in the implementation of KM initiatives (1) Enables organisation to further facilitate in the process of leveraging knowledge assets for enhanced competitiveness (1) Common language of discourse (1) Shortens learning curve (2) Potential biz opportunities (for certification) (1) Keep knowledge alive / up-to-date (2) Selection of KM tools (1) Setting right organisational mindset (1) 	
		<p>Q4 Which organisations would you consider exemplary in practicing KM to achieve business results ?</p>	<p>Q6 Is there a need for your organisation to keep abreast of international development in KM standardisation ?</p>	
		<p>75% of the respondents identified the following organisations, majority are MNCs:</p> <p><u>MNCS :</u></p> <ol style="list-style-type: none"> 3M (6) IBM (5) HP (4) GE (3) Siemens (3) Andersen Consulting (2) AT & T (2) Philips (2) Microsoft (2) Ernst and Young (1) DOW (1) Fuji Xerox (1) Hitachi Corp (1) Motorola (1) Sun Microsystems (1) <p><u>Local</u></p> <ol style="list-style-type: none"> NLB (2) Ritz Carlton (2) <ol style="list-style-type: none"> HDB (1) Police Force (1) SIA (1) ST Engrg (1) <p><u>Others:</u></p> <p>'Consulting' cos (4) 'MNCs' (2), Amazon (1), NASA (1), Reliance Industries (1), DOD (1)</p>	<p>97% - Yes</p> <p>Some of the comments:</p> <ul style="list-style-type: none"> 'Given that KM is new in Spore, we need an International benchmark with credibility that Singapore organisations can refer to' 'There is need to be aware of best practices of other organisations in KM and understand how to approach it.' 'As part of continuous improvement process, As means to enhance organisational performance (both profitability and productivity).' 'It is important for organisations striving to be world class.' 	
		<p>Q7a) Would you like to be informed of KM activities (if interest Grp were to be formed):</p> <p>91% - Yes</p>	<p>Q7b(i) Would you like to participate in KM activities through the website ?</p> <p>86% - Yes</p>	
		<p>Q7b(ii) Would you like to participate in KM activities through face-to-face meetings ?</p> <p>42% - Yes</p>	<p>Q8) Will you be interested to sign up in the Standards website mailing list ?</p> <p>94% - Yes</p>	

Conclusion:

Based on the survey respondents' feedback (1/3 of total paying participants):

1. The general quality of the response reflects an adequate and high level of understanding of what is standard and what is KM by the respondents (Q1 to Q3).
2. There is adequate interest in KM and KM standardisation in Singapore. More than 90% or thirty five participants in Singapore, with some small bias towards public sector :
 - see the value of KM and its importance for the business outcome of their organisations (Q2)
 - see KM standard as beneficial (Q5)
 - see the need for their organisation to keep abreast of international development in KM standardisation (Q6)
 - are not aware of developments in KM standardisation and its related practices (Q3)
 - would like to be informed of KM standard activities (Q7a), with nearly 42% prepared to commit time to face-to-face meetings (7b(ii)).
3. Most organisations quoted as being exemplary in KM are from multi-national companies (Q4). KM and KM standardisation is a global issue. Hence, whilst there may be interest in Singapore to be an early adopter of such practices, there does not appear to be enough need nor competence in Singapore to lead in KM standard development at this stage. (In any case , the development of KM standardisation in both UK and Australia appear also not be led by industry, but by the national standards bodies, for the time being.)

Follow-up Actions by Standardisation Department (STN) in SPRING

- Continue to identify stakeholders of KM standards in Singapore.
- Continue to scan global development and communicate with potential customers / interests groups the developments in KM standardisation and its related practices - *every 3 months*.
- Post summary of this survey on 'The Need for KM Standardisation' on the website (www.standards.org.sg/files/km.htm) for wider sharing and views – *Done*
- Identify Moderators and Administrators and launch 'KM Interests Group' possibly with other stakeholders.

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