

Usually, there is a prevailing rationale – strategy – which serves as the impetus for using Knowledge Harvesting. Here are seven motives:

- Minimize risk associated with brain drain (not having access to top-performer expertise.)
- “Move” work from one group to another in order to reduce or avoid cost.
- Improve the overall level of productivity of a group (department, division.)
- Build a new product and increase or protect revenue.
- Embed operational and troubleshooting knowledge into an electronic product.
- Optimize human, technology and physical assets.
- Enhance agility (adaptability, innovation.)

Knowledge Harvesting has successfully been applied in thousands of conversations with top performers about a wide range of organizational work, such as the following processes:

Processes successfully captured via Knowledge Harvesting...
Determine customer needs and wants Predict customer purchasing behavior Determine weaknesses of product/service offerings Identify new innovations that are meeting customer needs
Monitor the external environment and translate issues - associated with competition, economic trends, political and regulatory issues, new technology innovations, social and cultural changes, and ecological concerns - into actions.
Define the business concept and organizational strategy by selecting relevant markets and formulating business unit strategy. Design the organizational structure and relationships between organizational units.
Develop or refine product/service concept and plans. Translate customer wants and needs into product and/or service requirements. Develop and integrate leading technology into product/service concept.
Develop pricing and advertising strategies. Selling and negotiating.
Select, negotiate with, and certify suppliers.
Define skills requirements. Identify and schedule resources to meet service requirements.
Cascade strategy to work level. Analyze, design, or redesign work. Define work competencies. Restructure the work force.
Plan for information resource management. Derive requirements from business strategies. Plan, establish, and evaluate systems security strategies, controls Manage information services.
Manage financial resources, resource allocations and develop budgets.
Ensure compliance with environmental regulations. Repair, troubleshoot and diagnose faulty equipment.
Benchmark performance. Conduct quality assessment. Implement knowledge management. Implement total quality management. Improve processes and systems. Measure organization performance.