

# THE CORNERSTONE EAGLE

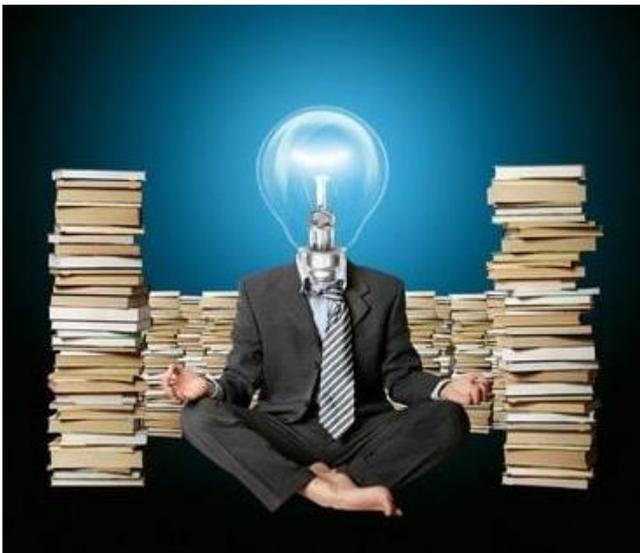
DECEMBER 2019 Edition



CORNERSTONE  
INTERNATIONAL  
GROUP

**Cornerstone International Group would like to bring you Good Cheer and Happiness in this Christmas Edition of The Eagle 2019!**

**This month we share the importance of knowledge to efficiency and productivity, it is**



**critical that organizations manage their knowledge effectively.**

**Knowledge Management** is the process of creating, sharing, using and managing the knowledge and information of an organization. It refers to a multidisciplinary approach and system to achieving organizational objectives by making the best use of knowledge.

**Let us explore this further. One may ask that sharing knowledge in an organization is nothing new. Do we need to have another 'new' buzz word or 'system' to handle it? More Later...**

Cornerstone International Group's vision is to be the best Global Talent Consultancy Group worldwide, and our mission is to accelerate the success of our clients by providing top-quality consulting services in the field of executive search, coaching, talent & workforce management solutions that are faster, better and at a value that serves our clients locally and globally. The Cornerstone Eagle newsletter is not a sales letter to promote activities of our 60 offices globally, but a tool to inspire you to maximize your personal and professional potential to be a Better Leader and a Better Person and able to DO WELL & DO GOOD at both home and at business.

**We shall be your Faithful Companion / Coach / Mentor on your life and career journey, supporting you to discover yourself and offering good advice for 'Healthier Business and Life'.**

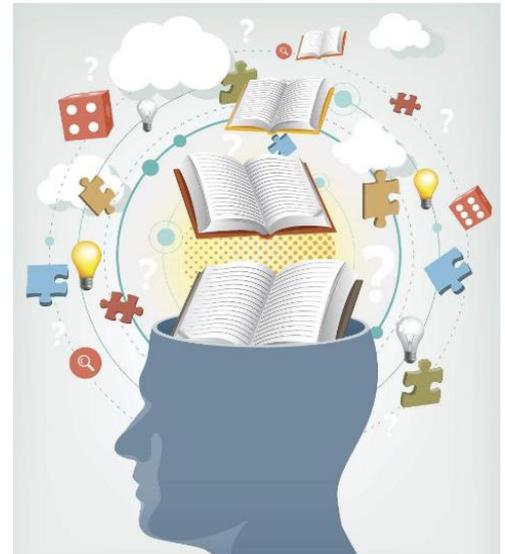
Best Wishes  
**Simon Wan**

## Knowledge Management

### Making the Most of Intellectual Assets

Most of us need knowledge in some form to do our jobs well. Specific jobs require specific knowledge. No matter what your job is, you need this knowledge if you're going to do a good job.

However, how does your organization handle all of this knowledge? When you have a question, is it easy for you to find an answer, or do you have to search for hours or days to find what you need to know? This is why knowledge management is so important.



### What Is Knowledge?

Words like "**data**," "**information**," and "**knowledge**" are often used interchangeably. But there are some important differences:

- ✚ **Data is fact or figure, without any context.** For example, the number 1,000 is a piece of data, as is the name Tom Smith. Without anything else to define them, these two items of data are meaningless.
- ✚ **Information is data that is organized.** So, pieces of information are "Tom Smith is a CEO" and "1,000 widgets." We have more details, so now the data makes more sense to us.
- ✚ **Knowledge builds on the information to give us context and substance** to add or clarify understanding, give advice or direction, and even wisdom and discernment relating to specific areas or a big picture concept. Knowledge is "Tom Smith is the CEO of our company's biggest competitor, and his company ships 100 containers worldwide every month."

**The key difference between knowledge and information is that knowledge gives us the power to take action for a better future.**

## Benefits of Knowledge Management

The major benefit of Knowledge Management is that information is easily shared between staff members, and that **knowledge is not lost if someone goes on vacation, gets sick, or leaves the company**. Knowledge management gives staff members the knowledge they need to do their jobs better, and it should be consistently updated. This makes them more productive.

This can result in substantial savings to an organization's bottom line. People are easily brought up to speed, and valuable knowledge assets are never lost (which means that you don't lose time and money when people have to learn new information quickly) and can be leveraged.

**Because ideas are shared easily, Knowledge Management may also increase innovation and help create better customer relationships.**

**And if the company has a global team, Knowledge Management can create a more powerful workforce when all of those different cultures are brought together to share assets.**

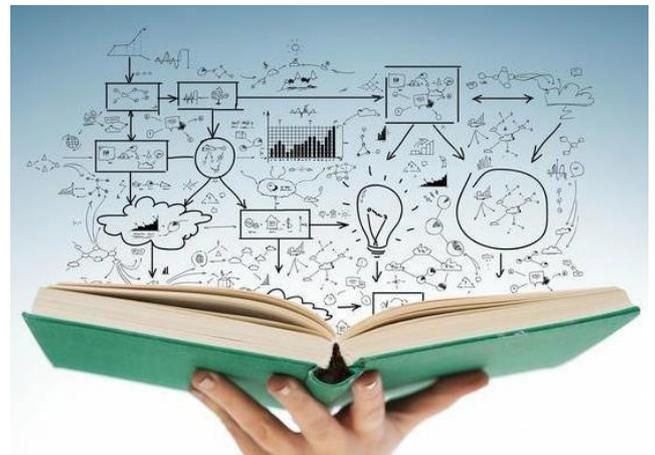
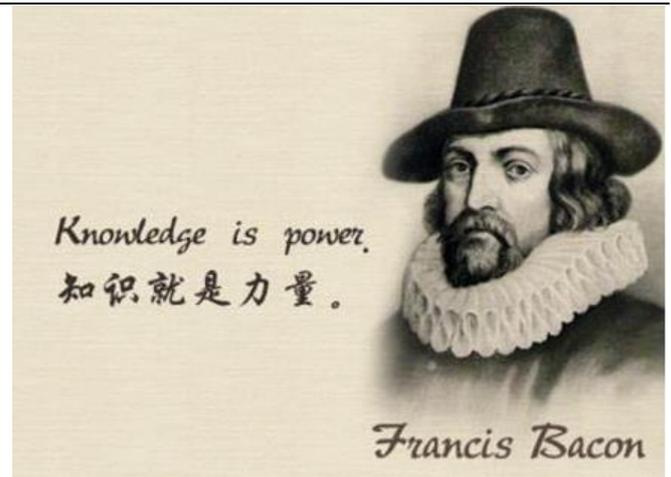
## Five Tips for Implementing Knowledge Management

1. **Start with a small team** – It is very easy to get overwhelmed with the amount of knowledge that could be shared. Start with a small group, in one department, and grow from there. This will help you figure out what information you like to keep, and how you like to organize it.



people not to share their knowledge!)

2. **Help staff feel comfortable about sharing knowledge** – It might be hard to "sell" knowledge management to your team. After all, you're asking them to share their hard-won knowledge and experience, the very things that make them valuable to the company. (This can be a powerful incentive for



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3. **Make knowledge sharing part of the company culture**, and something that everyone does. This will help make team members feel more comfortable about getting involved. And, consider bringing knowledge sharing into your formal approach to performance management, so that **people are rewarded for sharing information freely**.
  4. **Make it as easy as possible for your team to share information** – Everyone is busy. If being part of a knowledge management program is difficult or time-consuming, people may not want to be involved. The easier it is for people to participate, the more likely you are to succeed. **In today's world, WhatsApp, LinkedIn and WeChat seems to be the easiest way to share information.**
  5. **Plan for retiring team members** – Retirement is a major reason why so many organizations are trying to quickly implement knowledge management systems right now. If you are facing a baby-boomer generation that is about to walk out of the door, it makes sense to start collecting their experience first.

## **Food for Thought**

### ***The Bible***

#### **Proverbs 10:14**

**Wise men store up knowledge**, But with the mouth of the foolish, ruin is at hand.

#### **Proverbs 15:7**

**The lips of the wise spread knowledge**, But the hearts of fools are not so.

#### **2 Chronicles 1:11**

**God said to Solomon**, "Because your greatest desire is to help your people, and you did not ask for wealth, riches, fame, or even the death of your enemies or a long life, **but rather you asked for wisdom and knowledge to properly govern my people** .....



***Warm wishes to you and your family as we celebrate the joyous time of Christmas!***

***Our Editor, Kuang Fu at [kuang-fu@cornerstone-group.com](mailto:kuang-fu@cornerstone-group.com) would love to hear from you if you have special thoughts to share.***

### **About Cornerstone International Group**

**Cornerstone International Group** is a Global Talent Consultancy Group founded in 1989 with some 60 offices worldwide and headquarters in Shanghai, China and Atlanta, USA. Our **mission** is to accelerate the success of our clients by providing top-quality consulting services in the field of talent recruitment and

coaching solutions that are **faster, better and at a value** that serves our clients locally and globally. We

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provide a proven approach to Executive Search, Executive Coaching and Board Solutions in China, Asia and across Europe and Americas. A global member of the Association of Executive Search and Leadership Consultants (AESC), **Cornerstone** is recognized as having the highest level of quality in the industry. Cornerstone is also named by Forbes as one of the Best Management Consulting Firms in Executive Search in 2016, 2017 & 2018, 2019 and ranked by Hunt Scanlon as top Global 25 groups in 2018 & 2019

