

# Driven by Strategy. Different by Design.



## Your Bosha Team.

The passion to create exceptional brand experiences is ingrained in the DNA of every Bosha team member.

While you'll receive a dedicated contact who is your primary point person, you'll have the opportunity to connect directly with strategists, designers, and members of our partner network.

Breaking down silos helps find solutions faster.

www.boshadesign.com





## **Our Knowledge Management Experts**



#### **Barb Bosha**

Barb expertly conducts an orchestra of creative talent who turn knowledge, data, and information into compelling visual communications. Her passion is working with her team to create engaging visuals that clearly communicate desired outcomes. Barb has more than 35 years of corporate experience, which began with the chemical company Rohm and Hass and extends to her current work with Johnson and Johnson, the world's largest healthcare company. She brings to the table her expertise and the ability to facilitate a successful partnership between the client and her company, Bosha Design+Communications.



### Linda Lavelle

Linda is a Knowledge Management leader who believes that the best knowledge in an organization can be identified, personalized, and shared to drive successful business outcomes. Linda had a 32-year career at Johnson & Johnson where she combined a people and process focus with her project management and innovation experience to create tailored knowledge management solutions.



### Joanna Hagan

Joanna is a creative problem solver and enthusiastic learner with a passion for designing user-centered solutions for organizing and accessing data, information, and expertise. With a Masters degree in Library & Information Science, she spent over twenty years at Johnson & Johnson building and maintaining best-in-class knowledge management capabilities and services for a global community of over 40,000 professionals.



## What we do.



### **Brand**

**Research Strategy Design Strategy Consumer Definition** Brand Messaging Identity Development



### **Strategic Communications**

**Email Communications Employer and Initiative Branding** Leadership Vision & Alignment Plan & Strategy Virtual Experience Events



### **Digital Marketing**

**Channel Planning Integrated Campaigns** Social Media **Content Creation** Search Engine Marketing Analytics & Reporting



### Design

Collateral and Marketing **Materials** 

User Experience

Website & Knowledge Center Design

Mobile Applications

Service Design

Years serving Johnson & Johnson









# **Knowledge Management**

The means of ensuring that the best knowledge is readily accessible where and when needed.



## The value of Knowledge Management (KM) in our world today

### Opportunity

- **Digital Transformation**
- Hybrid Working Environment
  - **9** The Great Resignation/Retirement
- Preparing the Worker for the Future
- Accelerating Innovation

### Solution

## KnowledgeManagement

Effective KM programs provide easy access to the curated knowledge new and seasoned employees need to do their jobs well — wherever they are located.

When fully implemented, KM governance processes ensure that:

- Expert knowledge is captured in time, preventing knowledge gaps that often follow organizational changes.
- Innovative ideas from anywhere in the organization are shared, not lost, expediting their development and employee growth for the future.



## What is a Knowledge Center?

A digital environment where experts, information, and data are seamlessly brought together by purpose to form knowledge on an identified topic.

Knowledge Centers are "smart websites", where users **embark on personalized journeys to the best knowledge.** They are easy to access and navigate, so employees can use them to take effective action where and when they need it.





## **Benefits of a Knowledge Center**

### 8x improvement

in time/speed to competency for new employees

12x return

on time spent by users of KM capabilities

# 25% reduction

in resolution times of issues/problem-solving



per 10,000 users/year

- → One Source of Truth single location for each piece of content
- → Content curated by SMEs Best Knowledge
- $\rightarrow$  User-centric Experience

- $\rightarrow$  Content is easy to locate
- $\rightarrow$  Connection to Experts
- → Success tied to Business Outcome Knowledge Enabled Business Value (KEBV)

## **Knowledge Center vs Website**

### **Knowledge Center**

- → Primary goal of providing a virtual environment for the user to obtain the best knowledge (information, data, expertise) to help in their daily role.
- → Topic-based
- → Curated knowledge based on expertise
- → Targeted experiences are used to personalize the knowledge to the user
- → One Source of Truth for content with ability to seamlessly share content with other KCs
- $\rightarrow$  Use of KC is correlated to business value

### Website

- → Primary goal of providing access to a range of information that the organization wishes to share with others
- $\rightarrow$  Organizational focus
- → Outlines the roles, responsibilities, and structure of the organization
- → Content shared with other websites using links that may break over time
- $\rightarrow$  Risk of content not being kept up to date



## How KM can add value to your company



## **Deployment of Personalized Learning Solutions**

### KM is essential as organizations strive to reskill and upskill

employees. With looming retirements and an impending labor shortage, leaders recognize KM's role in learning and development. Especially in rapidly evolving knowledge domains, KM's self-directed and just-in-time resources—as well as its ability to connect sources and recipients of knowledge—are a critical complement to traditional training.

APQC (American Productivity & Quality Center) 2021 apqc.org





## **Benefits of Connecting Knowledge Management & Learning**



**Provide a digital portal** for easy access to learning resources, tools, and platforms that enable learning for diverse, geographically dispersed, and mobile audiences

Enhance learning journeys by connecting actual data, information & expertise on strategic topics

**Direct career paths** by examining the functions of your company and the various roles required

**Connect with internal communities** to support learning goals

Embed learning at the point of doing the work to help employees be successful in their role



# **Knowledge Management for Emergency Planning**

Upon launch of a Knowledge Center, you will realize:

### Trusted, single source of truth access to content

- Emergency planning training aids, job aids, checklists, roles, and responsibilities documents
- Integration with document control standards

### User-centered, intuitive design, and navigation

- Built in SharePoint
- Easy to use and maintain without expertise in coding
- Mobile friendly design

### **Access to Emergency Planning experts**

- Identified owners for all content for users with questions
- Emergency Planning/Response community support

Evolve your KC with the following:

### **Ongoing Knowledge Capture and Share –**

Ensure continuous improvement and new knowledge acquisition through Emergency Response Lessons Learned/Success Stories collection and sharing

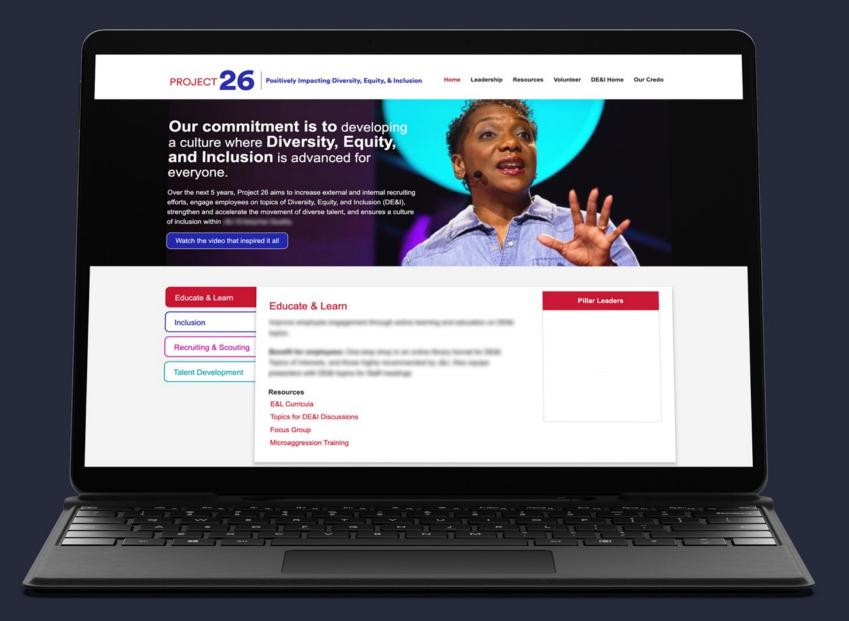
Accelerate Innovation – Implement processes to capture and build on innovative ideas from the Emergency Planning/Response community



## Samples of our work



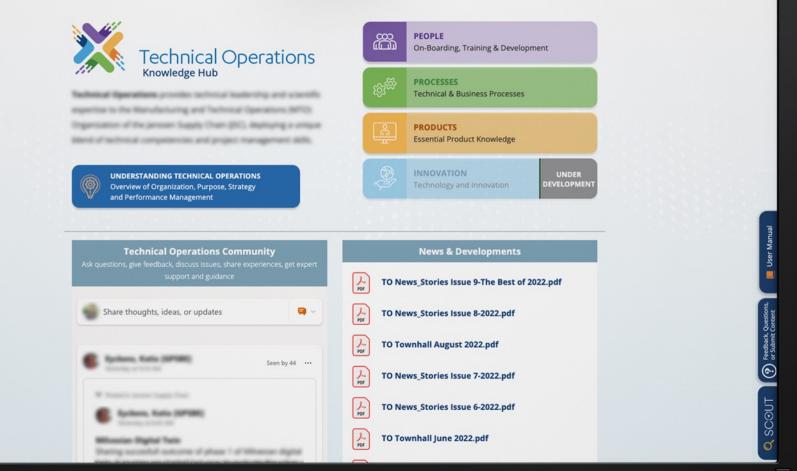




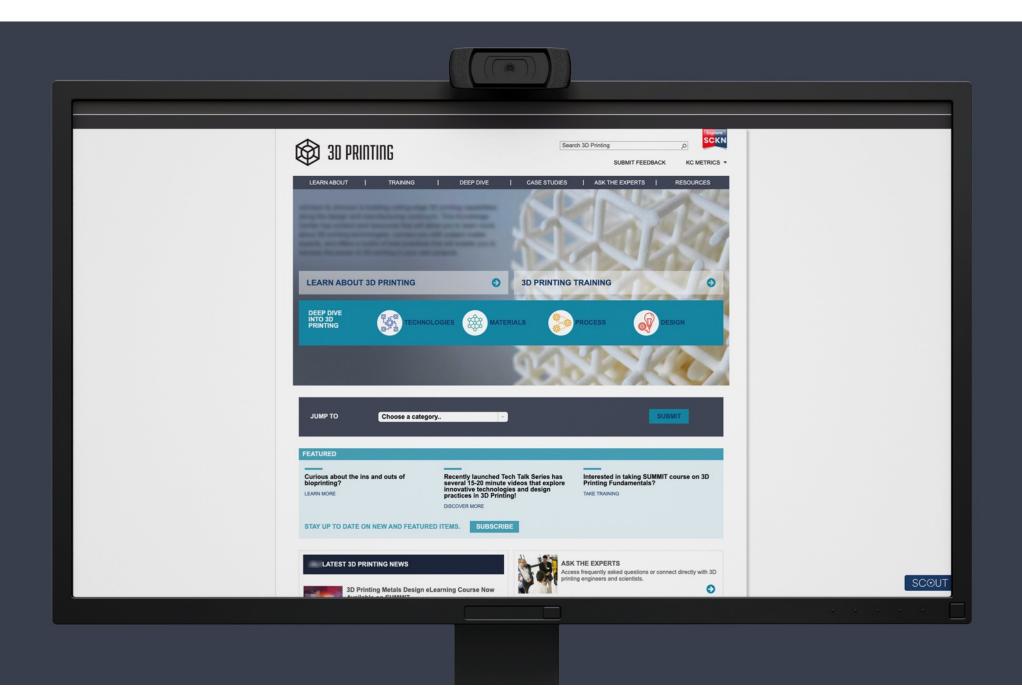




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## **Contact Us**

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Full-service Branding and Marketing firm since 1986
Contractor for Johnson & Johnson since 2006
Communication Strategy
SharePoint content provider
Certified Women-Owned Business – WBENC 2001



## We look forward to partnering with you!





