

A Tale of Two Strategies: Getting a Knowledge Management Program Off the Ground

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May 17, 2017

Fairfax, VA

Headquarters

1956

Year established

Privately held, family-owned

>50

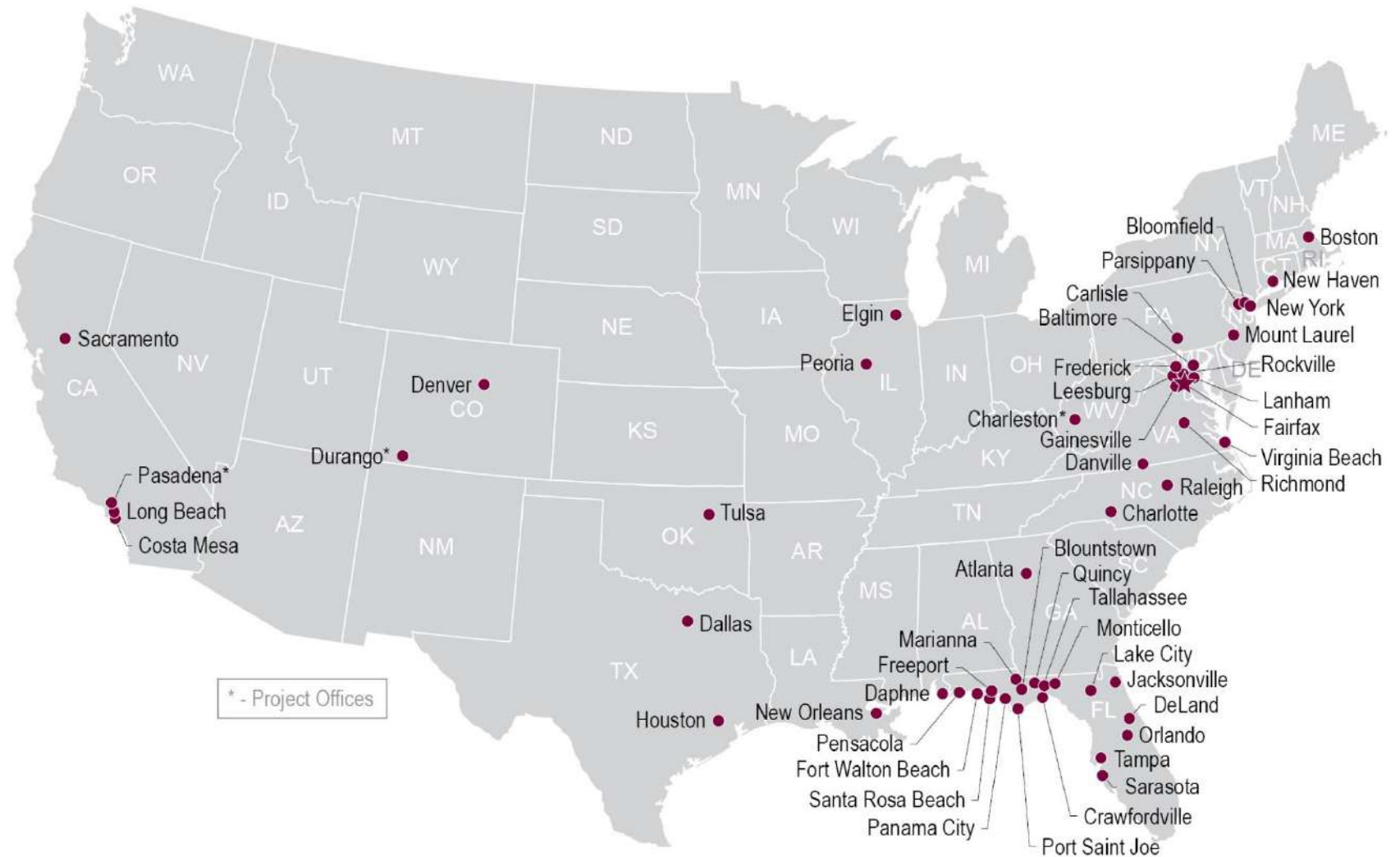
Locations in 18 states

2,000+

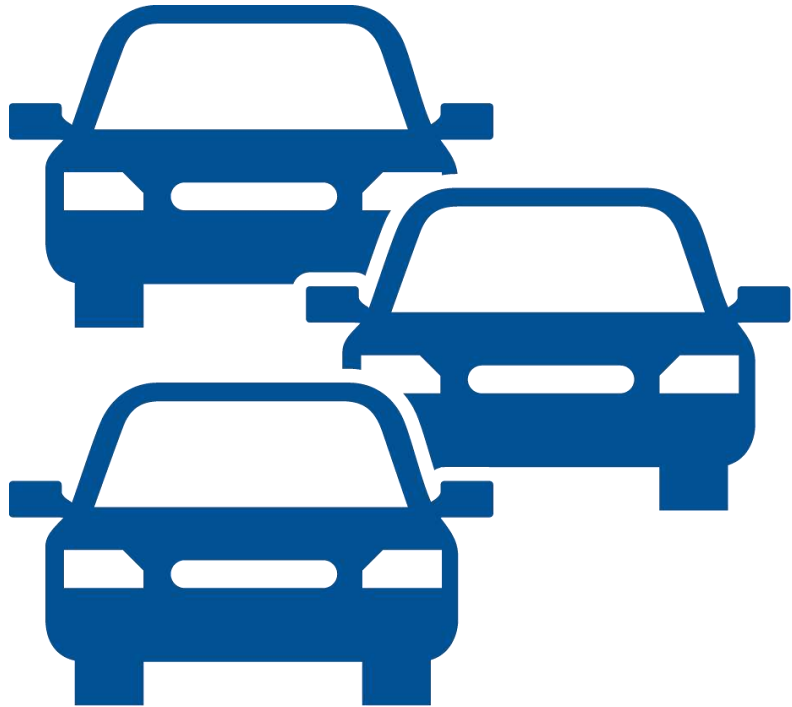
Number of employees

\$376 Million

In revenue



Drivers



- Improve internal communications in order to drive organic growth and top down communication, resulting in a more informed workforce
- Enhance our client intelligence/ managed information capabilities to support implementing Knowledge Management firmwide

Platform

- Social intranet software
- Integrates with existing databases
- Industry-specific
- Intuitive
- Scalable to support existing communication needs



Adoption

- Launched on January 4, 2016
- Asking and answering questions
- Validating data

Since 1.4.16

814



Employee RECORDS

were updated

Constant Improvement

Finding Internal Expertise

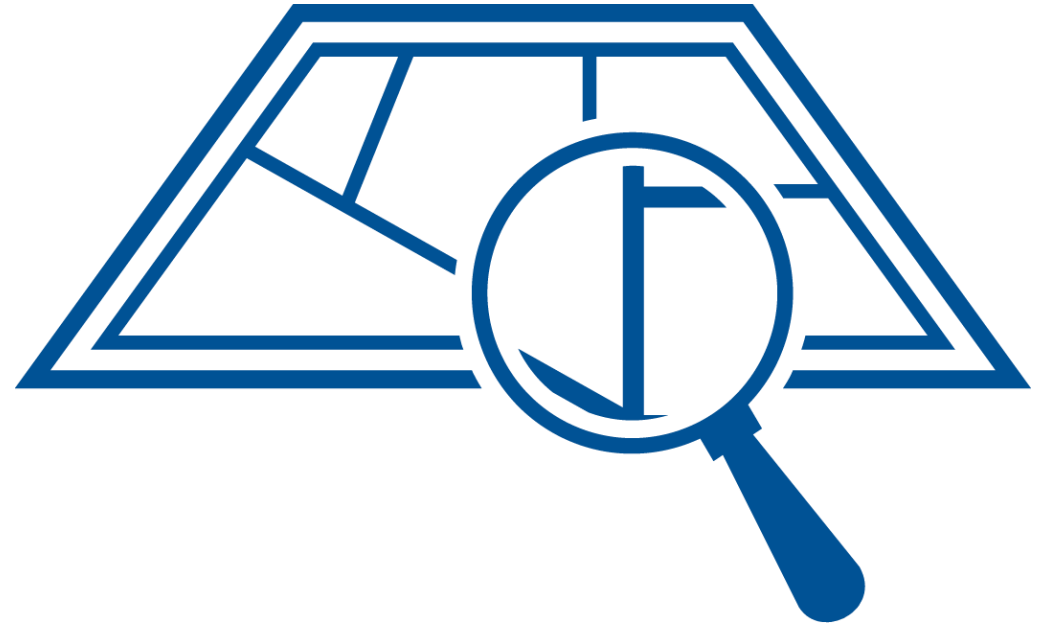


- “I am a resource for”
 - Improving employee profiles
 - Detailed experience and capabilities
 - How you normally help others
- “I use ID if I’m trying to get some additional information on certain projects, experience, or trying to **dig into someone’s resume**. Having this information as robust as possible is important.”

-Sr. Vice President

Finding Internal Expertise

- #ExpertiseWanted
 - Seeking expertise
 - Addressing a client-related need
- 35 questions answered
- Building trust



Building on What We've Learned

- More project-related posts
 - Unique
 - Information
 - Challenge
- Hypothesis: these “shares” lead to more questions about the project solution



Mead&Hunt

Overcoming Intolerable Problems

Our longevity is due to the relationships we've built.

Who We Are



- In operation since 1900
- Over 500 employees
- More than 30 offices
- Nationwide service area
- \$90M in revenue in FY15
- Employee-owned corporation



Drivers



Lack of interest in our technological systems

Lack of confidence in our current intranet



Expanding rapidly

Solutions

Directories

- Employees
- Projects
- Contacts
- Companies
- Opportunities

Resources

- All Hashtags
- Form and Link Library
- Office Contact Info
- Reservations
- Standards and References Library
- Templates, Forms, and Guides

Client Project Sites

Stream Administration

Welcome!

This intranet is the hub for all things Mead & Hunt. To post on the Station, visit one of the communities listed at the top.

Questions? Contact [Pat Peyton](#) or [Kathy Schumann](#). Happy connecting!

All Items ▾

Less | [More](#)



Kathy Schumann

PROMOTED

Introducing our firm's 2025 Strategic Direction!



4 Likes

2 Comments

HOT RIGHT NOW



Exciting news! Mead & Hunt was named a 2015 Best Firms to Work For company at Zweig.

- [Vision](#)
- [Navigator](#)
- [Suggestion Box](#)
- [IT Help Desk](#)
- [Business Card Storefront](#)
- [AMEX Concur](#)
- [Paycheck and Employee Handbook](#)
- [Open Asset](#)

Trending Topics

#AskNewforma #AutoCAD

We needed a cultural shift.

“You want me to write what?”

Obstacles



Overcoming a lock-down culture, permissions, and silos

People risking exposing their weaknesses – vulnerability

Overcoming negative impression of social

Overcoming perfection before posting

What we did



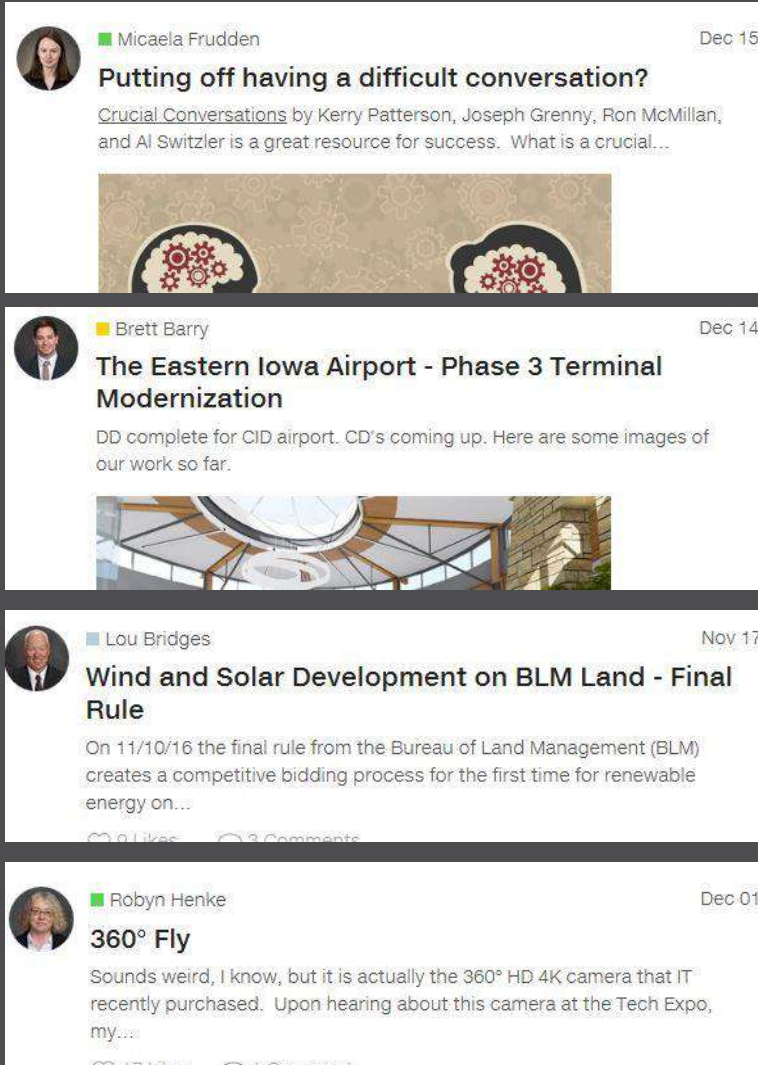
Loosened our communication style

Did something fun first to erase the formality in public forum.

Acted as rapid responders and validators

Kept our super committee informed but out of details – “for the people”

Results



The image shows a vertical stack of four LinkedIn posts. Each post includes a profile picture, the user's name, a date, a title, and a short text description. The posts are:

- Micaela Frudden** (Dec 15): **Putting off having a difficult conversation?** Crucial Conversations by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler is a great resource for success. What is a crucial...
- Brett Barry** (Dec 14): **The Eastern Iowa Airport - Phase 3 Terminal Modernization** DD complete for CID airport. CD's coming up. Here are some images of our work so far.
- Lou Bridges** (Nov 17): **Wind and Solar Development on BLM Land - Final Rule** On 11/10/16 the final rule from the Bureau of Land Management (BLM) creates a competitive bidding process for the first time for renewable energy on...
- Robyn Henke** (Dec 01): **360° Fly** Sounds weird, I know, but it is actually the 360° HD 4K camera that IT recently purchased. Upon hearing about this camera at the Tech Expo, my...

From skeptic to user

Campaigns that yield good #s

About 70% of employees searching on a regular basis – tracking down the information we are discussing elsewhere.

And now a developing strategy!

What we learned



Use problems to your advantage

Work within a process that allows progress – don't wait for perfection

ID your current culture and shift as needed