Knowledge assets

A knowledge asset is a collection of explicit knowledge centred on a particular subject. By explicit knowledge we mean that which is stored in a document, file, report or article, for example. Knowledge assets pull together electronic documents about a particular area of interest into one place, so that it can be easily shared with others.

When?

Before beginning a project it is a good idea to find out what knowledge assets there are within your team / department / organisation, as they can help inform your approach. Knowledge assets can be accessed as and when needed throughout the duration of a project.

As well as accessing knowledge assets that others have created, you should also aim to develop your own throughout the project by pulling together into one place all relevant documents, files, reports etc. Thinking about how you will do this and share it with others that can benefit is a good starting point early on in a project too. It will not only make the day-to-day project tasks more efficient as everyone in the team can easily access what is needed, but makes it accessible for others too so they can benefit from the learning gathered throughout.

Who?

Any member of the team can search and access knowledge assets. It need not necessarily be one person's responsibility, but a shared role. Whichever approach is taken, making sure there is clarity about who is responsible for sharing the knowledge asset and applying the learning gained through it, is useful to ensure the most value is gained. As with access, the creation of knowledge assets for your project could be a shared role within a team.

How?

The approach taken will likely vary based on whether the knowledge assets sought are internal or external to your organisation:

- Typically the first place to access knowledge assets is internally through your organisation's Content Management System (CMS). Examples include a shared drive, an intranet facilitiy, or a dedicated software programme such as Alfresco or Sharepoint
- You can also search for knowledge assests externally e.g. case studies and data reports – visit our Intelligence Handbook for guidance

It is important to think about how you store a knowledge asset to ensure it is accessible to those that need it here and now. Also think about future users that would benefit, as well as taking into account your organisations guidance on content management.

Further reading:
- NHS eLearning - Knowledge assets e-learning
- Health and Social Care Information Centre – Knowledge assets postcard