



Mission Possible: Project Abstracts

Capturing Project Knowledge at Acme Consulting

Program Objectives

- ▶ **Provide better support for sales:** Project Abstracts are the best way to demonstrate that we've "been there and done that," answering the most-asked question in the sales cycle.
- ▶ **Raise the profile of our experts:** Project Abstracts are a good way for practitioners to show their stuff, describing the technical challenges and the ways we've met them.
- ▶ **Become a learning organization:** Project Abstracts are a way of documenting what we've done and what we're doing, building a foundation of reusable knowledge.

In the professional services business, it's all too easy to lose track of what's going on. Acme consultants are working in many different locations, on all kinds of projects for all kinds of clients. When a project ends, the consultant goes on to another, and that makes it hard to develop the kind of organizational memory we need to grow as a business enterprise.

The Project Abstract Program is our way of tackling that problem. It's designed to capture information about our most significant engagements in a way that makes that information readily available for future use. This library of success stories is good for sales, good for our practitioners and good for the organization.

Acme has engaged the support of a partner firm, Knowledge Street LLC, to manage this process for us; it's relatively simple:

- Acme managers, practice leaders and sales staff will select significant projects or placements for addition to the knowledge base, and pass practitioner contact information to Knowledge Street.
- Knowledge Street will contact the practitioners to arrange a time for a telephone interview; these interviews won't take long, and will be scheduled at the practitioner's convenience.
- Based on the interview, Knowledge Street will create draft abstract documents, and forward them to the practitioner for approval.
- Approved abstracts will be added to a central, web-based repository for use in future sales efforts, and as a way to identify key experts for future assignments.

With Knowledge Street serving as the official Acme journalist, we will have clear, objective documents with a consistent style and tone. Their goal is to produce abstracts that deal fully with the technical issues, while also emphasizing the business value delivered. Our clients want both.

If you're contacted by someone from Knowledge Street, be sure to take the call. If you feel that your project is one worth capturing, bring it to your manager's attention or visit the Acme Employee Portal page and click on the "Suggest a Project Abstract" link.

The Project Abstract Program is a strategically significant effort for Acme, and one that will benefit us all.