



KAPTIVE

Benjamin Franklin—who amongst other things—was a successful businessman, politician and diplomat, that understood “an investment in knowledge pays the best interest.” By identifying his resources, and the resources of his printing competitors, Franklin was able to turn his printing business into one of the most successful newspaper/print shops in Philadelphia. Utilizing his vast political experience as a legislator and diplomat to foreign countries, Franklin was able to contribute a great deal towards the creation of Declaration of Independence, and later the Constitution of the United States of America. Franklin understood the prerequisite of success was knowledge.

Today business leaders understand that Knowledge Acquisition (KA) is essential in the ever expanding and rapidly evolving marketplace. KA is the process by which a business collects, analyzes, models, and validates knowledge. Developed over decades, Rosewood Partners has a unique approach to knowledge acquisition that we refer to as KAPTIVE. This acronym is short for our Knowledge Acquisition, Propagation & Transfer Initiative Process (KAPTIVE).

KAPTIVE streamlines and shortens the time required for companies to get off-site resources operational and fully functional. KAPTIVE© utilizes a simple ingredient that is so often overlooked by today’s business leaders, Simplicity. Most business leaders inadvertently utilize the same approach they used while attending college. Study everything they can about a subject and then cram hard before the test so they can pass. The problem created, the education is short term, in that most people can’t remember what they crammed, and what they do remember becomes confused with other information. The ending result is a person that knows how but lacks the principles behind the why which removes any capability to meet business evolution or change.

At its core, KAPTIVE is designed to identify an organization’s basic business process requirements that drive the bulk of the business activity. The identification of the basic core means the Pareto Principle is applied to the businesses processes and procedures. It should be clearly understood that most businesses generate 80% of their revenue from 20% of their activity. Over the decades Rosewood Partners has learned that the most effective way to transfer knowledge is to focus on the 20% that drives the 80% . This initiative allows businesses to dramatically shorten training schedules and delivered better, more effective resources in a fraction of the time needed with traditional training methods.

KAPTIVE quickly builds a foundation that deeper knowledge stems from. Compare this technique to the training processes provided by software manufacturers. Software manufacturers typically provide training for the new application sold to their client long before the software ever goes into production. The software vendor enjoys the high margin charges incurred by the



business for additional training long after implementation has ended. In reality, the real questions come long after the trainer has left the business site.

This improved off-site resource implementation process boasts a host of benefits. First and foremost, KAPTIVE ensures that workforce size matches the amount of available projects. Rightsizing the organization safeguards against wasted resources. Companies utilize an off-site resource for its increased workforce flexibility. However, there is a preparation phase that still requires planning and training. KAPTIVE reduces the integration period by outlining the steps necessary to assimilate new resources. This ensures organizations get the utmost flexibility with fewer problems and delays.

Through the use of this specialized in-depth methodology to KA, company needs are analyzed, a model is created to meet those needs, and a KA plan is successfully implemented to ensure a smooth off-site resource transition.

Steps to Success

Nearly four hundred years ago, Sir Francis Bacon declared that “Knowledge is power.” That powerful statement remains true today. In order to be empowered, businesses’ require knowledge to be shared and obtained. For this reason, KAPTIVE starts with the groundwork of analyzing company processes in order to formulate a clear understanding of business needs. KAPTIVE can then develop a knowledge management plan to be implemented that will achieve business goals.

KAPTIVE follows five phases:

- Knowledge Acquisition
- Knowledge Documentation
- Knowledge Validation
- Responsibility Transfer
- Knowledge Propagation

KNOWLEDGE ACQUISITION PHASE

During this phase knowledge about the client’s operating environment is gathered. This is done by collecting data from current documents and interviewing subject matter experts (SMEs).

The key information gathered includes:

- Application/Solution Overview – management vision and goals are outlined to show the desired benefits, and the affected resources



- Production Overview – a clear understanding of the production process and required resources
- Support Overview – identification of what additional resources are employed to support production
- Functional Knowledge – additional information gathered from Subject Matter Experts and Business Solution Executives

KNOWLEDGE DOCUMENTATION PHASE

This phase reviews and consolidates the information gathered in the previous phase. Before moving on to the next phase a presentation is given to the appropriate audience to confirm that the information is correct.

- Documentation of Application Flows
- Documentation of Application Layer Logic
- Documentation of Database Structure

KNOWLEDGE VALIDATION PHASE

The knowledge gathered is only beneficial if it is correct and accurate. This phase validates the knowledge gathered in the initial stages. This is performed by the presentation of Application Flows, Business Rules, Application Layer Logic and Database Structure as understood by Subject Matter Experts and other appropriate client executives. Inaccuracies are identified and corrected. Further suggestions are discussed with client's final approval.

RESPONSIBILITY TRANSFER PHASE

The purpose of this phase is to transfer project responsibility to Rosewood Partners. All documentation and other resources pertaining to database, application setup and application support are prepared before transfer to ensure the smoothest transition possible.

KNOWLEDGE PROPOGATION PHASE

This phase confirms that the project delivery organization and development teams have the required information, data and knowledge to accomplish the assigned task. This is performed through the formation of a thorough training program that transfers knowledge from client to off-site resources.

About Rosewood Partners, LLC

Headquartered in a rural East Texas town, Rosewood Partners, LLC is a unique management consulting group that builds on its small town roots of loyalty, partnership and commitment. Its team is



comprised of industry specialists with centuries of combined practical hands on business experience in the areas of change management, operations management, off-site and staff augmentation services. Rosewood's leadership philosophy is drawn from actually having led teams located all over the world through corporate downsizing, merger and acquisition activities and everyday business operations.

With its down-to-earth small town roots Rosewood believes in keeping things simple. Real-life experience has granted its team members the ability to employ simplicity to solve real world business problems. The straightforward tasks that simplicity demands deliver the reward of constant and consistent results. It is this simplicity that drives Rosewood's OES methodology, Operational Excellence Simplified.