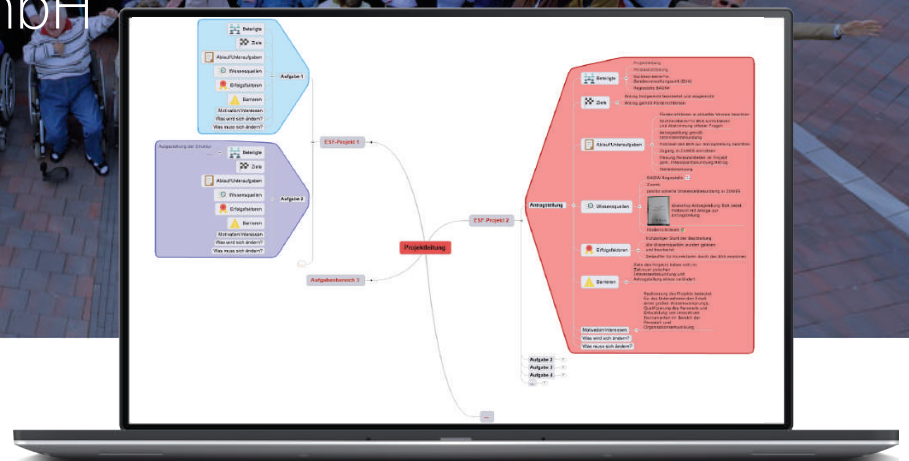


Ostfriesische Beschäftigungs- und Wohnstätten GmbH

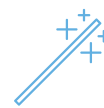


The Results



KNOWLEDGE GROWTH

Job-related knowledge is visualized in knowledge maps.



SHAREPOINT SYNCHRONIZATION

Automatic syncing with the intranet.



MORE TRANSPARENCY

Map format provides more clarity around tasks.



BOOST TO INNOVATION

Advanced technology motivates employees.

“The introduction of knowledge maps for job-related knowledge has a variety of positive effects: they provide transparency, simplify cooperation and make it easier to substitute colleagues in the event of illness. It also motivates employees as they can see what they are supposed to do in real time.”

Andrea Ludwig
Ostfriesische Beschäftigungs- und Wohnstätten GmbH

Company profile

- The Ostfriesische Beschäftigungs- und Wohnstätten GmbH (OBW) was established in 1964 as an institution that provides integration assistance to people with disabilities.
- OBW is committed to facilitating and maximizing personal development and social participation for children, young people and adults with and without disabilities, specifically regarding housing, work and employment, education, skills and leisure.
- Since 1975, OBW has been an accredited sheltered workshop. As a social service provider, OBW presents itself as an institution for the integration of people with disabilities, and as a competitive company in the market. With more than 1,200 employees, with and without disabilities, the institution is one of the largest employers in the region. Today, they operate 24 production sites.
- Since 2016, OBW has been receiving funding through the ESF program rückenwind+ of the Federal Ministry of Labor and Social Affairs in the area of organizational and personnel development. These funds are used for methods and tools designed to meet the challenges of skilled worker shortage and digitalization.

Successfully master HR challenges with knowledge maps

Map-based knowledge management ensures that information is retained in the company.

OBW is a social institution committed to facilitating maximum personal development and social participation for children, young people and adults with and without disabilities, specifically regarding housing, work & employment, education & skills and leisure.

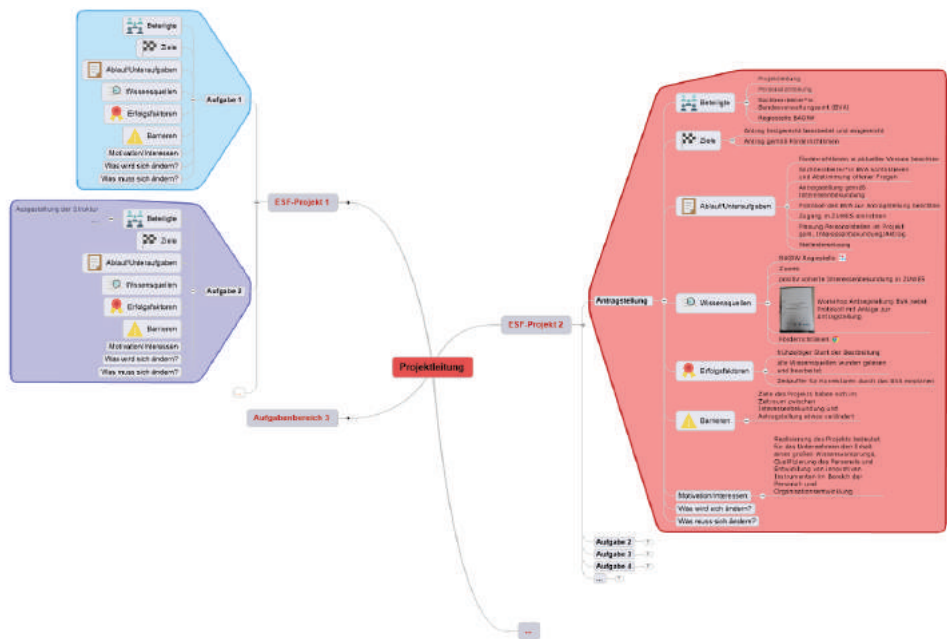
The scope of duties resulting from this mission is varied and requires intensive coordination. This is especially true if someone is sick, on vacation or transitioning to retirement, and it is important that the existing job-related knowledge is secure.

To meet these needs, OBW took an unusual approach, and planned the introduction of knowledge management. The goal was to develop a better way to identify existing knowledge, and to make it more accessible. This is especially helpful when handling the on- and off-boarding processes, making them more efficient. This is done together with a knowledge management expert.

Investment in the future

For this purpose, OBW applied for the national ESF program “rückenwind+ – For the employees and companies in the social economy” of the Federal Ministry of Labor and Social Affairs, and was awarded the funding.

“We were immediately able to win a knowledge management consultant through a job advertisement, to help us with the implementation of our project,” remembers Andrea Ludwig. The consultant outlined the different communication channels and forms and dependencies of knowledge to the OBW project team, and developed structures and new potential communication channels with them. The consultant recommended the use of the mind mapping format as a central platform for OBW knowledge management, since it allows us to completely and clearly capture and visualize complex information.



Knowledge maps

MindManager became the tool of choice in this context because, unlike other mind mapping solutions, the program features an effective integration with SharePoint and offers a variety of visualization capabilities that cannot be found in other programs. "We were looking for a solution that is intuitive, allows for synchronization with SharePoint and offers an option to share content with colleagues who don't have a MindManager license," explained Ludwig."

OBW purchased a limited number of licenses for key positions in the company, although a total of about 400 employees will be working with the content of the knowledge maps.

The idea behind this was that only a certain number of employees will be working with the solution and updating the maps, however all employees will have access to the content. "Following our consultant's advice, we formed so-called tandem teams. These created the maps for the different positions," said the OBW project manager. A tandem team always involved a job holder as a knowledge-giver and a knowledge-taker. It soon became clear that working together on the maps inherently resulted in an exchange of knowledge. Depending on the responsibilities of a position, the exchange proved to be very challenging. However, thanks to MindManager, even these challenges could be met.

Particularly worth mentioning is the example of an employee who, during the preparation of the knowledge map, handled the actual hand-over to his successor. "In just one week he completed the knowledge transfer, and his young colleague was optimally prepared for his new role," says Ludwig.

Positive side effects

Altogether, creating the knowledge maps took a few months, and provided Andrea Ludwig diverse feedback: "In the beginning, some of the employees were skeptical, but soon they recognized that the knowledge maps led to a real increase of knowledge – for themselves, but also for OBW."

The employees were excited, and there was a lot of praise for the idea of capturing and transferring knowledge in this way. And there was positive feedback from the management, as well. They were excited about the numerous presentation options, particularly because of the ability to expand and collapse topics.

HR 4.0

Finally, OBW's HR manager also benefits from this solution. So far, 27 knowledge maps have been created at OBW. They define not only areas of responsibility, knowledge resources and contact persons, but also include documents, links and even tutorials. New employees get immediate access to the corresponding knowledge map and are therefore well-informed right from the beginning. Capturing job-related knowledge digitally made it possible to simplify the initial training of new employees and to ensure that knowledge will not be lost if an employee leaves the company. In the next step, the information included in these knowledge maps will be published on a team page in the OBW intranet, so that each employee can see what tasks need to be attended to if they need to fill in for a colleague at short notice.

"The integration with SharePoint and the ability to expand and collapse topics for presentation purposes were the reasons why we chose MindManager over Freeware."

Andrea Ludwig
Ostfriesische Beschäftigungs- und
Wohnstätten GmbH

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