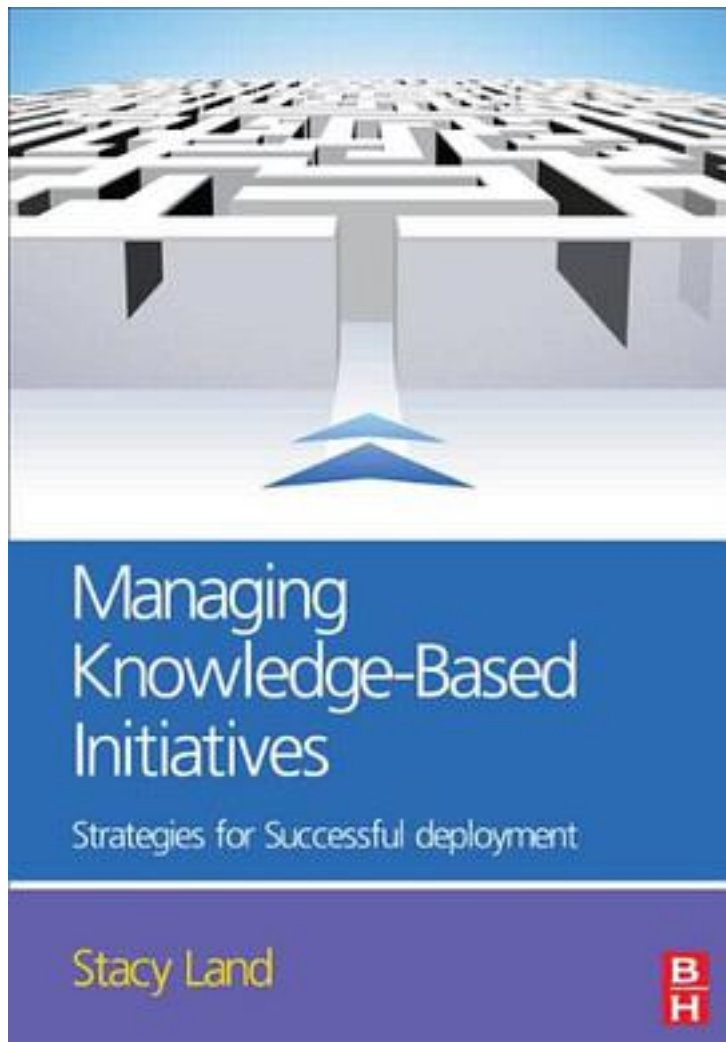# Managing Knowledge-Based Initiatives

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Managing Knowledge-Based Initiatives from Pilot to Enterprise Deployment shows practitioners how to take their successful knowledge management pilot programs and to successfully expand them throughout the organization.

Keeping the unique challenges of knowledge-based work in mind, Stacy Land explores what knowledge managers/project managers must know to effectively navigate within their organizations, position their work in a value-based framework, and publicize their work to increase buy-in. Topics include avoiding common sand traps, working with committees and multiple departments, compliance, entering a new world of politics and funding, achieving organizational alignment, developing and executing on a value proposition, negotiating executive sponsorship, and more.

*Step-by-step guide on how to successfully move your knowledge-based initiative from pilot to enterprise deployment

*Covers how to develop and implement your value proposition to align with organizational objectives and values

*Shows how to prepare for an executive meeting, how to work with IT and how to navigate through levels of committees and bureaucracy

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