KNOWLEDGE CHAMPIONS

Knowledge champions play an important advocacy and change management role for KM but they differ from knowledge managers in that the champion role is only a part of their responsibility and of their formal work obligations and performance requirements. The champion role is intended to be a flexible role, being an ‘activist’ or facilitator to provide for example, local support for KM initiatives and channel information from localised teams to and from central KM functions. Knowledge champions sometimes are called Knowledge stewards, co-coordinators or representatives as these terms may describe a more specific role that they play in that situation.

How to Use
There are three main areas where Knowledge Champions can make important contributions:

- Advocacy: spreading the KM message, encouraging engagement and being a reference point for KM matters
- Support: acting as a KM representative and providing facilitation and coaching support in localised initiatives whilst providing feedback on impact, ideas and progress
- Knowledge brokering: linking colleagues and information resources outside the team’s immediate context (see Knowledge Brokering)

Because of the flexible nature of the knowledge champion’s activities, they need to be managed and supported well as good will and flexibility is important for them to be able to do fulfill their role.