Crafting a Knowledge Management Results Framework

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Crafting a Knowledge Management Results Framework

Abstract

{Excerpt} On 31 July 2009, President Kuroda then approved Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–20111 to advance the knowledge management agenda under Strategy 2020: The Long-Term Strategic Framework of the Asian Development Bank (2008–2020). Four pillars support the plan of action: (i) sharpening the knowledge focus in ADB's operations—to add value at regional, country, and project levels, (ii) empowering the communities of practice—to collaborate for knowledge generation and sharing, (iii) strengthening external knowledge partnerships—to align and leverage external knowledge, and (iv) further enhancing staff learning and skills development—to enhance opportunities for staff to learn. The four pillars are closely related: the set of actions/outputs that make up the first focuses on adding value to ADB's operations in its developing member countries; the other three sets deal with how that might be achieved.

Keywords
Asian Development Bank, ADB, poverty, economic growth, sustainability, development

Comments

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Crafting a Knowledge Management Results Framework

By Olivier Serrat

Background

On 4 May 2009, at the 42nd Annual Meeting of the Board of Governors of ADB, Haruhiko Kuroda—ADB President and concurrent Chairperson of ADB’s Board of Directors—stressed the importance of knowledge to that organization:

>To be fully effective, we must also consciously and actively blend knowledge with financing. We will focus on developing, capturing, and sharing knowledge in all our work, ensuring that ADB serves an intermediary role for both financing and knowledge.

Enhancing Knowledge Management under ADB’s Strategy 2020

On 31 July 2009, President Kuroda then approved Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011 to advance the knowledge management agenda under Strategy 2020: The Long-Term Strategic Framework of the Asian Development Bank (2008–2020). Four pillars support the plan of action: (i) sharpening the knowledge focus in ADB’s operations—to add value at regional, country, and project levels, (ii) empowering the communities of practice—to collaborate for knowledge generation and sharing, (iii) strengthening external knowledge partnerships—to align and leverage external knowledge, and (iv) further enhancing staff learning and skills development—to enhance opportunities for staff to learn. The four pillars are closely related: the set of actions/outputs that make up the first focuses on adding value to ADB’s operations in its developing member countries; the other three sets deal with how that might be achieved.

1 Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011 is reproduced in ADB. 2009. Enhancing Knowledge Management Strategies. Manila. Available: www.adb.org/documents/information/knowledge-solutions/enhancing-knowledge-management-strategies.pdf

2 Available: www.adb.org/documents/policies/strategy2020/strategy2020.pdf
ADB’s plan of action for knowledge management connotes a pragmatic, step-by-step approach: the initial actions/outputs are for a 3-year time frame; in October 2009, measures for their implementation were incorporated into ADB’s Work Program and Budget Framework (2010–2012); and progress is to be monitored and reviewed at the time of ADB’s annual budget review by the Regional and Sustainable Development Department in ADB, in consultation with ADB’s Budget, Personnel, and Management Systems Department and Strategy and Policy Department.

Crafting a Knowledge Management Results Framework
ADB’s plan of action does not discuss but flags aspects that support and facilitate knowledge management practices, viz., budgetary allocations, business process improvements, and information technology. These Knowledge Solutions showcase the expected outcomes, useful results indicators, specific activity indicators, targets, and sources of verification that comprise the knowledge management results framework for ADB’s plan of action. The framework was prepared after extensive internal consultations. It is an important instrument with which to assess and improve performance and help identify problems and their solutions. It is the basis for reporting. (These Knowledge Solutions also disclose the approach to progress reporting and what will condition ratings of progress in adoption.) The framework is expected to promote a stronger culture of results and performance for knowledge management in ADB.

Figure: Building a Knowledge-Centric Organization

Source: Olivier Serrat. 2010. Learning to Manage with Knowledge. Manila. ADB. Available: http://adb.org/documents/presentations/knowledge-management-and-learning/learning-to-manage-with-knowledge.pdf
### Box 1: Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011—Knowledge Management Results Framework

**Impact:** The capacity of ADB and its DMCs to reduce poverty is enhanced.

| Outcome | Monitoring Indicator | Target | Source of Verification |
|---------|----------------------|--------|------------------------|
| **First Pillar Statement: The Knowledge Focus in ADB’s Operations is Sharpened** | | |
| **Useful Results Indicators** | | |
| • Number of staff assessing the commitment and maturity of ADB’s knowledge management framework favorably. Baseline year: 2008 | 10% more every year | Annual Knowledge Management Survey. RSDD-KM |
| • The number and outreach of ADB stand-alone flagship publications, facilitated by enhanced marketing and dissemination efforts. Baseline year: 2008 | 10% more every year | DER |
| • The number of references to ADB knowledge products in research, press, and policy reports. Baseline year: 2008 | 5% more every year | DER |
| • Views of web pages and downloads of PDF files from knowledge and operations departments. Baseline year: 2009 | 10% more every year | DER |

**Specific Activity Indicators**

- An E-library hosting knowledge products that are indexed and searchable is launched. Done: 2011 • DER
- TA reports contain information on knowledge management and communication. More, every year • Special study by national consultant. RSDD-KM
- Taxonomies, templates, and guidelines for branding and publishing, as well as use of metadata, are prepared or finalized, then disseminated through the knowledge management coordinators, for use by authors. Done: 2010 • DER
- A timetable for digitization of publications, e.g., books, significant papers, from 1966 is established and the process is launched, with care to add metadata to increase searchability, make intellectual patrimony more widely available, and enhance its intellectual equity. Done: 2010 • DER
- Channels for marketing and distribution of knowledge products are expanded, enhanced, and monitored to build additional relationships and help increase exposure among key stakeholders, opinion makers, and academic institutions. More, every year • DER
- A world-class translation system is adopted and introduced with associated training to retool, upgrade, and expand current practices, with emphasis on flow management of journalistically written summaries that where possible coincide with book releases. Done: 2011 • DER

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3 Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011 is reproduced in ADB. 2009. Enhancing Knowledge Management Strategies. Manila. Available: www.adb.org/documents/information/knowledge-solutions/enhancing-knowledge-management-strategies.pdf

4 Baseline values are available in all instances. Their provision, and subsequent reporting on changes, is the responsibility of the source of verification identified.
At the country level, CPSs guide medium-term operational programming with a focus on results and development effectiveness.

### Useful Results Indicators

| Indicator                                                                 | Frequency          | Responsible Party                  |
|---------------------------------------------------------------------------|--------------------|-----------------------------------|
| Number of instances on record when CPSs led to DMC studies that were used to support policy development and decision making. Baseline year: 2010 | 1 more every year  | Annual questionnaire to RMs. RSDD-KM |

### Specific Activity Indicators

| Activity                                                                 | Frequency          | Responsible Party                  |
|--------------------------------------------------------------------------|--------------------|-----------------------------------|
| CPSs contain information on knowledge management and communication.       | More, every year   | Special study by national consultant. RSDD-KM |
| CPSs state in which sector(s) ADB considers itself a key knowledge partner in the donor community. | More, every year   | Special study by national consultant. RSDD-KM |
| ADB assesses the strategic fit of the knowledge products and services extended by RMs and local demand for knowledge solutions. | Done: 2010         | Questionnaire to RMs. RSDD-KM      |

At the project or TA level, key documents embody quality, knowledge, and innovation.

### Useful Results Indicators

| Indicator                                                                 | Frequency          | Responsible Party                  |
|--------------------------------------------------------------------------|--------------------|-----------------------------------|
| Downloads of TA reports from internal and external users. Baseline year: 2009 | More, every year   | DER, ODs                          |
| The number of TA consultant reports posted on ADB.org. Baseline year: 2009 | More, every year   | DER, ODs                          |
| The number of books, reports, journals, briefs, working papers, training and instructive materials, and awareness raising and multimedia materials posted on ADB.org. Baseline year: 2009 | More, every year   | DER, ODs                          |
| The number of landing pages on ADB.org for ADB projects and studies. Baseline year: 2009 | More, every year   | DER, ODs                          |

### Specific Activity Indicators

| Activity                                                                 | Frequency          | Responsible Party                  |
|--------------------------------------------------------------------------|--------------------|-----------------------------------|
| RRRPs contain information on knowledge management and communication.     | More, every year   | Special study by national consultant. RSDD-KM |
| TA reports contain information on knowledge management and communication. | More, every year   | Offices and departments            |
| New sector peer review process implemented in ADB for the preparation of RRRPs and TAs. | Done: 2010         | SPPI, RSDD                         |
## Second Pillar Statement: The Communities of Practice are Empowered

### Useful Results Indicators

| Indicator                                                                 | Baseline Year | Done       | Responsible Parties |
|---------------------------------------------------------------------------|---------------|------------|---------------------|
| CoPs are resourced with dedicated staff.                                  | 2009          | 2010–2011  | BPOD                |
| The number of work plans and PDPs in which participation in CoPs is mentioned. | 2009          | More, every year | BPHR                |
| The number of meetings and events organized by CoPs.                      | 2010          | More, every year | RSDD-KM, CoPs      |
| The number of early informal peer reviews by CoP members, to help staff conceptualize projects and TA. | 2010          | More, every year | Annual questionnaire to CoPs, RSDD-KM |

### Specific Activity Indicators

| Indicator                                                                 | Baseline Year | Done       | Responsible Parties |
|---------------------------------------------------------------------------|---------------|------------|---------------------|
| The capacity of CoPs in terms of staff positions in direct support of their operational and administrative activities. | 2009          | 2010–2011  | BPOD                |
| CoPs conduct regular self-assessments of effectiveness, including assessments of the CoP convenor, as part of annual sector and thematic reports. | 2010          | All, every year | CoPs                |
| A Forum on Learning and ADB’s CoPs: Learning, Sharing, and Doing Together is held. |               | Every year | RSOD, RSDD-KM      |
| Sector and thematic websites are revamped and updated with links to relevant information in ADB. |               | Done: 2010–2011 | RSDD-KM           |
| Supervisors are instructed and ensure that institutional initiatives in CoPs are assessed in PDPs and included in work planning. |               | Every year, at the start | BPHR            |
| Revised Guidelines for Sector and Thematic Reporting are prepared and approved. |               | Done: 2009 | RSDD-KM, RSOD      |
Output-based financing recognizes CoPs that generate and share useful and usable knowledge.

### Useful Results Indicators

- The budgets of CoPs support expanding activities and are complemented through TAs.  
  - **Done:** 2010  
  - **BPBM, CoPs**

- Annual CoP work plans are based on triennial sector and thematic reports.  
  - **80% in 2010, 100% afterwards**  
  - **RSDD-KM**

### Specific Activity Indicators

- Budget allocations are devolved through relevant divisions to heads of CoPs responsible for managing funds.  
  - **Done:** 2011  
  - **BPBM, CoPs**

- A CoP Accomplishment Report is generated.  
  - **Every year, in September**  
  - **RSDD-KM**

The CoPs engage more purposefully in external knowledge partnerships.

### Useful Results Indicators

- The number of formal and informal knowledge partnerships with other organizations for knowledge generation and sharing. Baseline year: 2010  
  - **More, every year**  
  - **Annual questionnaire to CoPs, RSDD-KM**

- Knowledge networking and collaboration is recognized by ADB with mention of this in PDPs.  
  - **Done:** 2010  
  - **Offices and departments, BPHR**

### Specific Activity Indicators

- CoPs engage in formal and informal knowledge partnerships that result in joint activities. Baseline year: 2010  
  - **More, every year**  
  - **Annual questionnaire to CoPs, RSDD-KM**

The contributions of the knowledge management coordinators in ADB are enhanced.

### Useful Results Indicators

- The activities of the knowledge management coordinators are reviewed, harmonized, and managed for efficiency and effectiveness.  
  - **Done: 2010–2011**  
  - **RSDD-KM**

### Specific Activity Indicators

- Meetings, facilitated by RSDD-KM, are held with the knowledge management coordinators to structure their contributions and to identify and discuss opportunities to ramp these up. Baseline year: 2010  
  - **Every quarter**  
  - **RSDD-KM, DER**

- Meetings, facilitated by DER, are held with the knowledge management coordinators to identify and discuss marketing and dissemination opportunities to enhance knowledge products and increase their outreach with emphasis on relevance, accuracy, objectivity, and timeliness. Baseline year: 2010  
  - **Every quarter**  
  - **DER, RSDD-KM**
### Third Pillar Statement: External Knowledge Partnerships are Strengthened

| Useful Results Indicators | Done: 2010 | SPPI, RSDD-KM |
|---------------------------|------------|---------------|
| • The design, implementation, and monitoring of strategic partnerships in key sectors and themes is informed by the *Guidelines on Designing Knowledge Partnerships* to be finalized in 2010. |            |               |
| • A database of strategic partnerships affords greater transparency and synergies are achieved where institutions are involved in more than one strategic partnership arrangement with ADB. | Done: 2010 | SPPI, OIST, RSDD-KM |

| Specific Activity Indicators | Done: 2010 | SPPI, RSDD-KM |
|-----------------------------|------------|---------------|
| • A resource document, *Guidelines on Designing Knowledge Partnerships*, is drafted that informs the design, implementation, and monitoring of knowledge components in strategic partnerships. |            |               |
| • Midterm review processes for memorandums of understanding with strategic partners are adapted to include review of knowledge generation and sharing components. | Done: 2010 | SPPI, RSDD-KM |
| • A database of strategic partnerships for use across ADB, including resident missions, is established and managed continuously thereafter. | Done: 2010 | SPPI, OIST, RSDD-KM |

| Useful Results Indicators | Done: 2010 | ADB Stakeholder Perceptions Survey, 2009, DER |
|---------------------------|------------|---------------------------------------------|
| • External stakeholders perceiving ADB as a source of knowledge on development issues. Baseline year: 2006 | 10% more |                                                      |

| Specific Activity Indicators | Done: 2010 | DER |
|-----------------------------|------------|-----|
| • ADB.org offers improved information on knowledge partnerships and profiles their products and services. |            |     |
| • The dissemination and visibility of ADB’s knowledge products are expanded and enhanced through ADB’s depository library program and multi-donor public information center network. | More, every year |     |
| Fourth Pillar Statement: Staff Learning and Skills Development are Enhanced Further |
|----------------------------------------------------------------------------------|
| **Useful Results Indicators**                                                     |
| • Staff perceiving that ADB is becoming a learning organization that generates and shares knowledge better. Baseline year: 2008 |
| 10% more every year                                                              |
| • Staff participation in learning and development activities for knowledge management and learning. |
| More, every year                                                                 |
| • Annual KM Survey. RSDD-KM                                                       |
| **Specific Activity Indicators**                                                  |
| • A training needs assessment is conducted to identify the learning programs CoPs need and their preferred learning modes, and recommend learning opportunities to support their activities in 2010–2011. |
| Done: 2010                                                                       |
| • RSDD-KM, BPDB                                                                  |
| • RSDD-KM and BPMSD collaborate on the design and conduct of learning and development activities. |
| Done: 2010–2011                                                                  |
| • RSDD-KM, BPDB                                                                  |
| • RSDD-KM holds awareness and capacity building sessions on knowledge management and learning. Start in 2010 |
| Continuously, every year                                                          |
| • RSDD-KM, BPDB                                                                  |
| • The awareness, outreach, and impact of the Knowledge Solutions and Knowledge Showcase series is assessed in the baseline year and annually thereafter. |
| Done: 2010                                                                       |
| • RSDD-KM                                                                        |
| • Expanded staff profile pages are developed in 2010 and made available externally in 2011. |
| Done: 2010                                                                       |
| • OIST                                                                          |

| **Useful Results Indicators**                                                     |
| • The number of staff who express interest in external learning opportunities and apply for competitive sabbatical leave increases. Baseline year: 2007 |
| More, every year                                                                 |
| • BPDB                                                                          |

| **Specific Activity Indicators**                                                  |
| • ADB encourages staff exchanges with strategic partners. Baseline year: 2007 |
| Done: 2010                                                                       |
| • BPDB                                                                          |
| • The budget for external training expands opportunities. Baseline year: 2007 |
| Done: 2010                                                                       |
| • BPDB                                                                          |

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5 OIST will play supportive roles, as required, in actions toward several other results, including those mentioned herein.
### Useful Results Indicators

| Research in priority areas of *Strategy 2020* is boosted. |
|----------------------------------------------------------|
| **Useful Results Indicators**                            |
| • The number of senior researchers invited under the Eminent Speakers’ Forum, Distinguished Speakers Program, and Distinguished Speaker Seminar Series. Baseline year: 2009 | More, every year | ADBI, ERD, RSDD-KM |
| • Demand-driven studies are undertaken by senior and junior researchers. Baseline year: 2009 | More, every year | Knowledge Departments |
| • Knowledge departments produce books, reports, journals, briefs, working papers, training and instructive materials, and awareness raising and multimedia materials. Baseline year: 2009 | More, every year | RSDD, Knowledge Departments |

### Specific Activity Indicator

Knowledge departments seize opportunities to research priority areas of *Strategy 2020*. Baseline year: 2009

| One per department, every year | RSDD, Knowledge Departments |

### Useful Results Indicator

The tacit knowledge of departing staff is captured to drive organizational performance improvement.

| **Useful Results Indicator** |
|-----------------------------|
| • ADB retains critical knowledge from departing staff through exit interview summaries. |

| All departing staff, from 2010 | Offices and departments |

### Specific Activity Indicator

Exit interviews, initially for professional staff, are introduced in every department with assistance from RSDD-KM and mainstreamed from 2011.

| Done: 2010 | RSDD-KM, BPHR, Offices and departments |

**Notes:**
- The impact targeted is that indicated in *Knowledge Management in ADB*. Available: [www.adb.org/documents/policies/knowledge-management/knowledge-management.pdf](http://www.adb.org/documents/policies/knowledge-management/knowledge-management.pdf)
- The primary outcomes, listed in *Knowledge Management in ADB*, that the plan of action supports are: (i) an improved management system; (ii) improved business processes and information technology solutions for knowledge capture, enrichment, storage, and retrieval; (iii) improved organizational culture for knowledge sharing; (iv) well-functioning communities of practice; and (v) expanded knowledge sharing, learning, and dissemination through external relations and networking.
- From 2010, the annual knowledge management survey will be augmented by an annual survey gauging staff perceptions of competencies to learn for change in ADB.
- The annual *Forum on Learning* is expected to focus on CoPs—yet cut across the other three pillars—and focus on what was learned in the preceding year in practical ways with measurable outcomes that leverage multipliers.
Box 2: Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011—Assumptions and Risks

| Pillar Statement | Assumptions and Risks |
|------------------|------------------------|
| **First Pillar:** The Knowledge Focus in ADB’s Operations is Sharpened | (i) strong commitment by ADB’s Senior Management Team; (ii) ADB values adjust in support of knowledge management and learning; (iii) close coordination among offices and departments; and (iv) availability of adequate resources. |
| **Second Pillar:** The Communities of Practice are Empowered | (i) strong commitment by ADB’s Senior Management Team; (ii) availability of staff capabilities (experience, competencies, and technical and professional skills); (iii) staff attitudes (values and beliefs about innovation, commitment, and flexibility) adjust in support of knowledge management and learning; (iv) close coordination among offices and departments; and (v) availability of adequate resources. |
| **Third Pillar:** External Knowledge Partnerships are Strengthened | (i) strong commitment by ADB’s Senior Management Team; (ii) close coordination among offices and departments; and (iii) availability of adequate resources. |
| **Fourth Pillar:** Staff Learning and Skills Development are Enhanced Further | (i) strong commitment by ADB’s Senior Management Team; (ii) staff attitudes (values and beliefs about innovation, commitment, and flexibility) adjust in support of knowledge management and learning; (iii) staff behaviors (performance, productivity, teamwork, and cooperation) adjust in support of knowledge management and learning; and (iv) availability of adequate resources. |

Box 3: Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011—Progress Reports

| Outcome | Target | Specific Activity Indicator | Rating of Progress in Adoption | RSDD Validation |
|---------|--------|-----------------------------|-------------------------------|-----------------|

Notes:
- Progress reports on Enhancing Knowledge Management under Strategy 2020: Plan of Action for 2009–2011 will be drafted in 2010 and 2011.
- The following four ratings will present quantitative and qualitative assessments on action: (i) fully adopted; (ii) largely adopted; (iii) partly adopted; and (iv) not adopted.

Legend:
- ADBI = Asian Development Bank Institute; BPBM = Budget and Management Services Division; BPMSD = Budget, Personnel, and Management Systems Department; BPOD = Office of the Director General; CoP = community of practice; CPS = Country Partnership Strategy; DER = Department of External Relations; DMC = developing member country; ERD = Economics and Research Division; OD = operations department; OIST = Office of Information Systems and Technology; PDF = Portable Document Format; PDP = Performance and Development Plan; RM = resident mission; RRP = report and recommendation of the President; RSDD = Regional and Sustainable Development Department; RSDD-KM = Knowledge Management Center; SPPI = Strategy, Policy, and Interagency Relations Division; SPD = Strategy and Policy Department; TA = technical assistance.
Further Reading
ADB. 2009. Enhancing Knowledge Management Strategies. Manila. Available: www.adb.org/documents/information/knowledge-solutions/enhancing-knowledge-management-strategies.pdf

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Asian Development Bank
ADB’s vision is an Asia and Pacific region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Despite the region’s many successes, it remains home to two thirds of the world’s poor: 1.8 billion people who live on less than $2 a day, with 903 million struggling on less than $1.25 a day. ADB is committed to reducing poverty through inclusive economic growth, environmentally sustainable growth, and regional integration.

Based in Manila, ADB is owned by 67 members, including 48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.

Knowledge Solutions are handy, quick reference guides to tools, methods, and approaches that propel development forward and enhance its effects. They are offered as resources to ADB staff. They may also appeal to the development community and people having interest in knowledge and learning.

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