

# Unlocking Impact at Scale with KM

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# Agenda

**1: Context**

**2: Approach**

**3: How it's going**

# 1. Context

# Insights

**Simplified and compelling narratives based on research findings or analyses that deepen understanding and enable decision-making**

*Source: AT&T Insights Management*

# Knowledge Management

**Strategic management of the flow of critical information through an organization's value chain**

*Source: AT&T Insights Management*

# Impact

**A powerful effect that something, especially something new, has on a situation or person**

*Source: Cambridge Dictionary*

# Key dynamics that set the stage for change



1

Strong sponsorship from leadership with an appetite to affect change



2

A distributed way of working across a vast organization



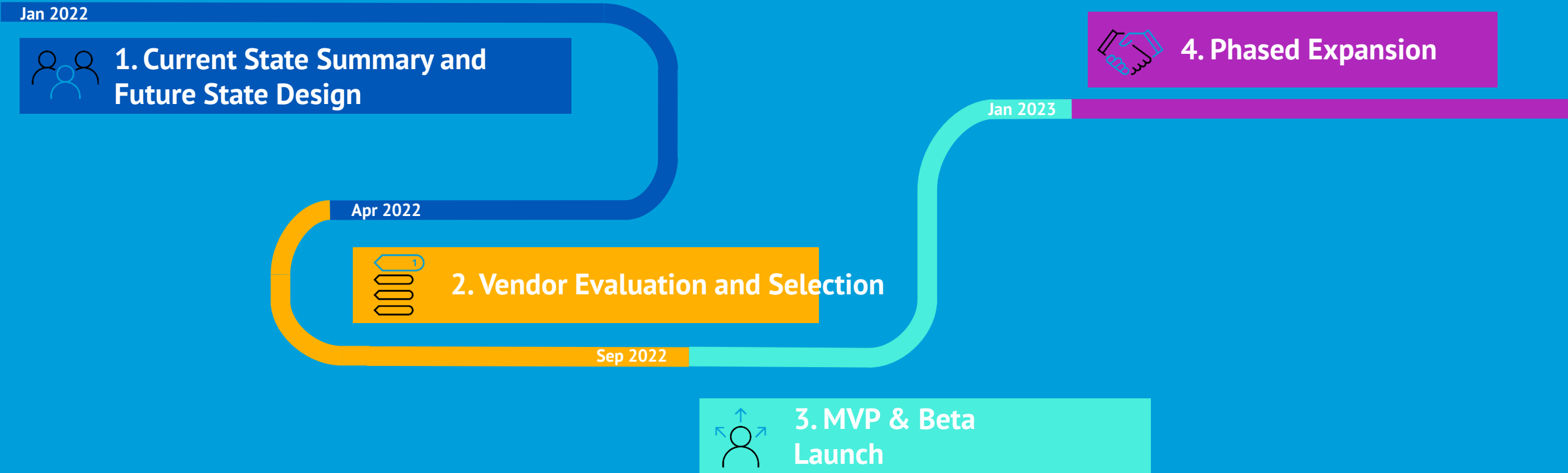
3

Opportunity to simplify insights storage, delivery, and discoverability

# 2. Approach



# From design to launch in 12 months



# 3. How it's going

After our 4-week onboarding program, marketers from every phase report a significant improvement in our **culture of insights sharing**, the **ease of finding research**, and recently **encountering interesting insights**



# Questions?



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