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Leading U.S. Knowledge Transfer Firm Rebrands and Changes Name to Match Growth

(OCT. 4, 2011—SEATTLE, WA) **The Steve Trautman Co.**—formerly known as Practical Leader—has changed its name and rebranded itself in response to growth and to corporate America’s rising interest in the field of knowledge transfer.

The 16-year-old Seattle based company, known nationally for its knowledge transfer expertise, provides blue chips and Fortune 1000s—such as Boeing, Microsoft, Nike, Electronic Arts (EA), Kraft, Marathon Oil, and Honeywell—as well as many in public sector, with workforce risk management and knowledge transfer tools.

The company officially rebooted its brand image on September 29 with the announcement of the name and brand changes—including a new corporate logo and tagline, “*Knowledge Transfer, Quick and Clear,*” which strongly links the business to the field of knowledge transfer. In addition to changes to its corporate identity, the company also renamed and rebranded its three main products in its 3-step knowledge transfer solution and launched a new website (www.stevetrautman.com) that features free knowledge transfer resources, a new blog, and the company’s hallmark white paper: “Knowledge Transfer: Preserving Your Secret Sauce.”

Knowledge transfer is the intentional replication of the expertise, wisdom, and tacit knowledge of critical professionals in the heads and hands of their coworkers. Often associated with on-the-job training and mentoring, it specifically means methodically moving the right skills at the right time to keep a workforce prepared and productive.

The roots of the field date back to the early 1990s, when The Steve Trautman Co.’s founder and knowledge transfer pioneer **Steve Trautman** developed the first enterprise-wide knowledge transfer program for engineers at Microsoft. More recently, knowledge transfer has gained attention with C-level and line executives as a way to solve American businesses’ Aging Worker issue (the retirement of Boomers from a workforce and the loss of unique knowledge this can cause an organization) and the need for faster ramp up to productivity of new employees in mature or fast growing firms.

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See [full press release](#).

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