

Nike, John Hancock Solve Knowledge Transfer Issues in Their Workforces

Three case studies released by The Steve Trautman Co. show how top companies solved innovation, aging worker and outsourcing challenges.

SEATTLE, Washington – October 29, 2013 – The Steve Trautman Co., experts in knowledge transfer techniques, recently released three case studies illustrating how two Fortune 500 and 1000 companies have applied the consulting firm’s tools to address various challenges within their workforces. The reports, available via download at <http://stevetrautman.com/case-studies>, summarize multinational projects at Nike and John Hancock that took place between 2012 and 2013.

In the Nike case study, the global sportswear and equipment company was able to successfully transfer knowledge and skills from developers in their footwear division to another job role and location, freeing up those developers to concentrate on more high-level, innovative tasks. Through working with The Steve Trautman Co., Nike was able to identify which product development tasks needed to shift to the new location and how to perform and measure the transfer to ensure that skill levels, consistency, role clarity, and innovation improved.

The Steve Trautman Co. provides two case studies on John Hancock, the insurer and financial services firm who wanted to address issues with an outsource partner and capture knowledge contained in aging workers. The first study shows how John Hancock was able to successfully clarify expectations and transfer systems expertise in order to drive better results from its India-based IT provider. In the second, the company harnessed knowledge exclusive to its older workforce and contractors to ensure that know-how is retained within the organization.

“The issues these two global companies were facing are not uncommon,” says Sonja Gustafson, marketing director for The Steve Trautman Co. “Senior executives at many firms know they need to preserve and replicate the secret sauce of their expert workers, but they often struggle with *how* to do this. We are so pleased to be able to show talent management-minded executives that there *is* a methodical process for transferring a team’s or business unit’s critical knowledge. It’s quick and scalable, and the results are measurable.”

The Steve Trautman Co. specializes in knowledge transfer, which is defined in business as the process of replicating the expertise, wisdom, and tacit knowledge from one worker or set of workers to another. A form of intentional on-the-job training, knowledge transfer is used for the timely movement of specific expertise and skills through an organization to keep a workforce prepared, productive, and competitive.

For more than two decades, [The Steve Trautman Co.](http://stevetrautman.com) has helped businesses in industries such

as high tech, manufacturing, finance, energy, and communications to implement knowledge transfer strategies. Utilizing its unique three-step process, the consulting firm has served as a trailblazer in the field, pioneering relevant concepts and introducing language that has been adopted at the line manager- and C-level. Today the company's simple frameworks and practical tools mitigate common workforce risks, including the challenges of aging workers, modernization, outsourcing, faster onboarding, new technology rollouts, and change management.

The Steve Trautman Co.'s case studies are available for free download at <http://stevetrautman.com/case-studies>. The firm is currently working on additional studies to be released on their website soon.

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