

Knowledge Management at The Amateur Swimming Association

Who are the Amateur Swimming Association?

- ✓ English national governing body for swimming, diving, water polo, open water, & synchronised swimming
- ✓ Supports 1,000+ swimming clubs and organises
- ✓ Head quarters based at Loughborough Sports Park
- ✓ 300 employees plus a large volunteer base!
- ✓ Knowledge and Information Management have been determined a priority

What is Knowledge Management? (Hubert 2011)

“A systematic effort to enable information and knowledge to grow, flow, and create value. The discipline is about creating and managing the process to get the **right knowledge to the right people at the right time and help people share and act on information** in order to improve organisational performance.”

Reige’s Barriers to Knowledge Sharing (2005)

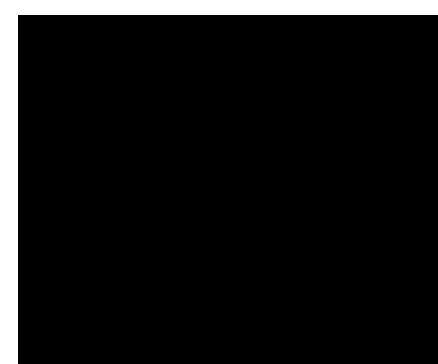
- Barriers to knowledge sharing are categorised into 3 main domains:
 - ✓ Individual Barriers
 - ✓ Organisation Barriers
 - ✓ Technology Barriers

Research - Electronic Questionnaire Aims:

- To identify knowledge sharing barriers
- To understand information searching behaviour
- To make recommendations to the ASA

Analysis:

- ✓ Response Rate: 56% (167 respondents)
- ✓ Statistical Tests and Descriptive Analysis
- ✓ 8 Significant MANOVA Tests
- ✓ 15 Significant ANOVA Tests



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8 Significant MANOVA		
Section	Fixed Factor(s)	Pillais Trace Significance level
Within my Department Statements	Status	0.040
	Department	0.021
Outside of my Department Statements	Status	0.000
	Length of Service	0.002
	Department	0.022
Individual Statements	Status	0.010
Technology Statements	Length of Service	0.046
Tools Statements	Department	0.004

Assumptions for MANOVA and ANOVA Tests:

≤0.05 is significant and the lower the number, the higher the significance

Main Findings: Statistics Example of ANOVA

Fixed Factor	Statement	Sig	Variable	Mean	95% Confidence	
Status	My department knows what each department can offer us in terms of help, information and expertise	0.019	SM	3.917	3.312	4.521
			MM	2.893	2.497	3.289
			DV	3.094	2.909	3.280

Main Findings: Barriers at ASA

- Communication Between Departments – 11% agreed was poor
- Rewards to Motivate Sharing – 59% disagreed
 - Should not be About Rewards – Top coded answer
- Culture Supporting Sharing Practises – 43% neutral, 29% disagreed
- Tools that Capture Knowledge – 45% neutral, 39% disagreed
 - Capturing knowledge would be beneficial – 83% agreed
- Intranet - Easier to navigate and up to date

Signs of KM and Sharing

- ✓ Share Knowledge to help others in Department - 97% agreed
- ✓ Right Amount of Information – 72% agreed
- ✓ Manager Encourages to Share Knowledge – 69% agreed