

Wisdom Harvest™

Knowledge Management Services
For Leveraging the Power of Expertise



SERVICES AVAILABLE

We uncover how people process information, size up situations, solve problems, and make critical decisions.

Our consulting services include:

- Decision requirements analysis for:
 - Consumer product research
 - Job analyses
 - User interface design
 - Custom skills assessments
- Knowledge management program design and consultation
- Scenario development for table top simulations and training events
- Content development for classroom training and e-learning
- Processes for critical incident investigation and after-action reviews
- Custom workshops to teach others *Wisdom Harvest* techniques

What if You Really Knew What Your Customers and Employees Were Thinking?

People rely on rich databases of experiences to fuel everyday decision-making. However, how a person thinks is often “hidden” to the outside world.

Using qualitative research methods, we can get inside their heads to understand how they:

- Think about everyday tasks and the choices and options they consider
- Size up situations and determine the best action to take
- Know what information is critical in a situation and what can be ignored
- Identify and avoid potential pitfalls and errors in their decision making
- Use mental short cuts to solve problems and make decisions

Organizations that discipline themselves to understand how their customers and employees think and decide are at a distinct competitive advantage.

At *The Change Collaborative*, we use methods to understand people’s thinking processes that were developed by studying soldiers, firefighters, nurses and others operating in high stakes, high pressure situations. We have extensive experience applying our techniques in military, government, and business.

Contact us today to discuss how we can help your organization:

- Align product development and marketing strategies to how people really think
- Respond quickly to changing business and environmental conditions
- Capitalize on lessons learned from past experiences
- Speed up the learning curve from novice to expert performance
- Develop adaptable teams that outsmart the competition

