Knowledge Movement Map™ — Completed Example

Companion to Becoming a Catalyst | John Coné

The following example is illustrative, not a documented case.

A. Capability opportunity

Other customer service centers could improve resolution accuracy and speed using Center A's effective AI-assisted practices.

The centers have been pursuing improvements independently. Center A has developed practices for AI-assisted customer service, but other centers have not had opportunities to observe them in context. The opportunity is not to replicate a script; it is to improve judgment and performance.

B. Knowledge sources

Center A representatives hold contextual judgment; QA knows verification and error patterns; technology knows approved tools; privacy specialists know safeguards.

C. Potential users

Centers B, C and D need to observe, practice and adapt the approach to their own work.

D. Movement and friction

Local documentation, limited observation and local incentives impede movement. Preserve privacy controls; clarify approved uses.

E. Catalyst move

Joint demonstration, approved use cases and a real-work experiment. Establish recurring peer exchange and searchable records; local leads own ongoing exchange.

F. Evidence and reflection

After 30 days compare resolution time, accuracy and QA findings; record adaptations, new practices and direct exchanges; update records.

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