

## Woods Bagot Wins Second Most Admired Knowledge Enterprise (MAKE) Award



On 14 October 2009 in Seoul, South Korea, Ross Donaldson, Group Managing Director, was on hand to accept the extraordinary honour of Woods Bagot's second Asian Most Admired Knowledge Enterprise (MAKE) Award. The 2009 Asian MAKE Winners were recognised during a special awards ceremony at the 10th Annual World Knowledge Forum in South Korea.

The MAKE panel announced that Woods Bagot had been awarded first place in the areas of:

- Developing new products/services/solutions
- Transforming enterprise knowledge into stakeholder value.

In 2008, Woods Bagot was the first Architectural firm to be recognised in the Asian MAKE study - to win for the second year in a row is an outstanding result and recognition of the firm's commitment to research and knowledge.

The 16 Winners were chosen by a panel of Asian Fortune Global 500 business executives and leading knowledge management and intellectual capital experts. The expert panel rated organisations against the MAKE framework of eight key knowledge performance dimensions which are the visible drivers of competitive advantage. These are:

1. Creating an enterprise knowledge-driven culture
2. Developing knowledge workers through senior management leadership
3. Innovation
4. Maximising enterprise intellectual capital
5. Creating an enterprise collaborative knowledge sharing environment
6. Creating a learning organisation
7. Delivering value based on customer / stakeholder knowledge
8. Transforming enterprise knowledge into shareholder / stakeholder value.

Mr Donaldson said: "Woods Bagot is an international Architectural practice with 13 studios across Asia, Australia, the Middle East, Europe and North America. We have a broad base of shareholding amongst our employees. Full value to our clients can only be delivered when the collective knowledge of our people is held within the organization. Traditionally professional services firms, especially design firms, have allowed all the knowledge, particularly the creative knowledge, to reside in the minds of their leading practitioners. This then leaves with them when they walk out the door."

"We have developed a sophisticated intranet and 'Intelligence Portal', which is the shared global platform within which we work on our projects. As a result, this database comprises extensive knowledge and intelligence captured from our project work and is a searchable platform. Through our knowledge harvesting platforms we enable our professionals to draw from the deep well of knowledge throughout the company, delivering higher value to our clients and their projects."

Other 2009 Asian MAKE Winners include Honda, Samsung, Singapore Airlines, Toyota and Unilever.

---

*Teleos, an independent knowledge management and intellectual capital research firm, administers the MAKE program. The KNOW Network is a Web-based global community of organizations dedicated to achieving superior performance through networking and best practice knowledge sharing.*

*The MAKE research program consists of the annual Global MAKE study - the international benchmark for best practice knowledge organizations - and Asian, European, Indian, Indonesian, Japanese and North American studies.*

*The set of 2009 MAKE Reports - Asia, Europe, India, Japan, North America and Global – is available from Teleos: [teleos@mac.com](mailto:teleos@mac.com) Each report contains MAKE rankings, metrics, trends and analyses, and profiles of the winners.*