

Report

Knowledge Sharing Report 2025

The workplace of 2025 is revolutionizing how teams connect, share, and retain knowledge across increasingly digital environments.

This report explores how strategic knowledge sharing has evolved into a core driver of scalable growth, competitive advantage, and operational resilience.

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As organizations scale, knowledge sharing is no longer a “nice-to-have”; it’s a business-critical function.

With effective knowledge sharing, companies can foster a culture of continuous learning, reduce onboarding time, and ensure consistency across global teams.

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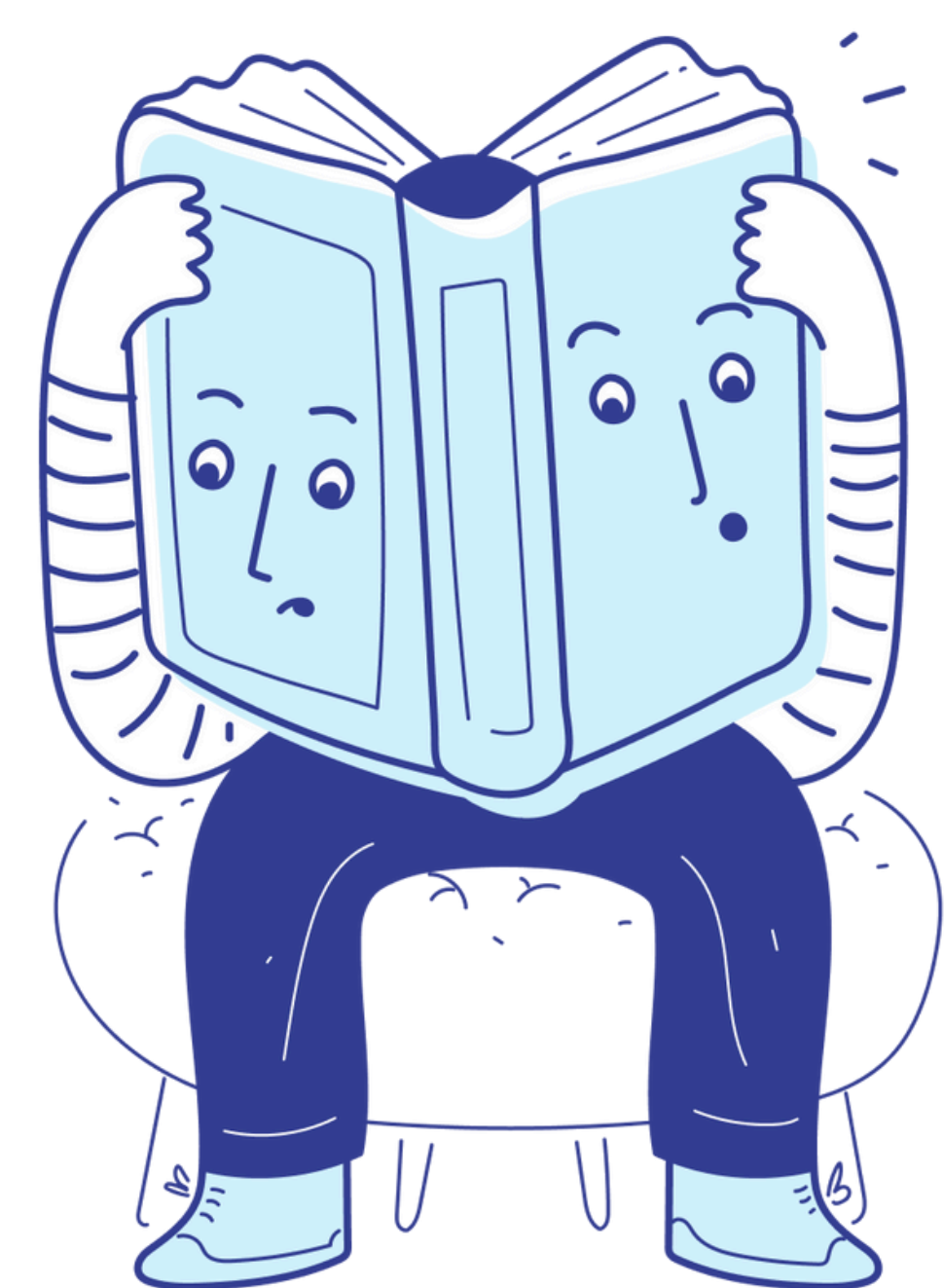
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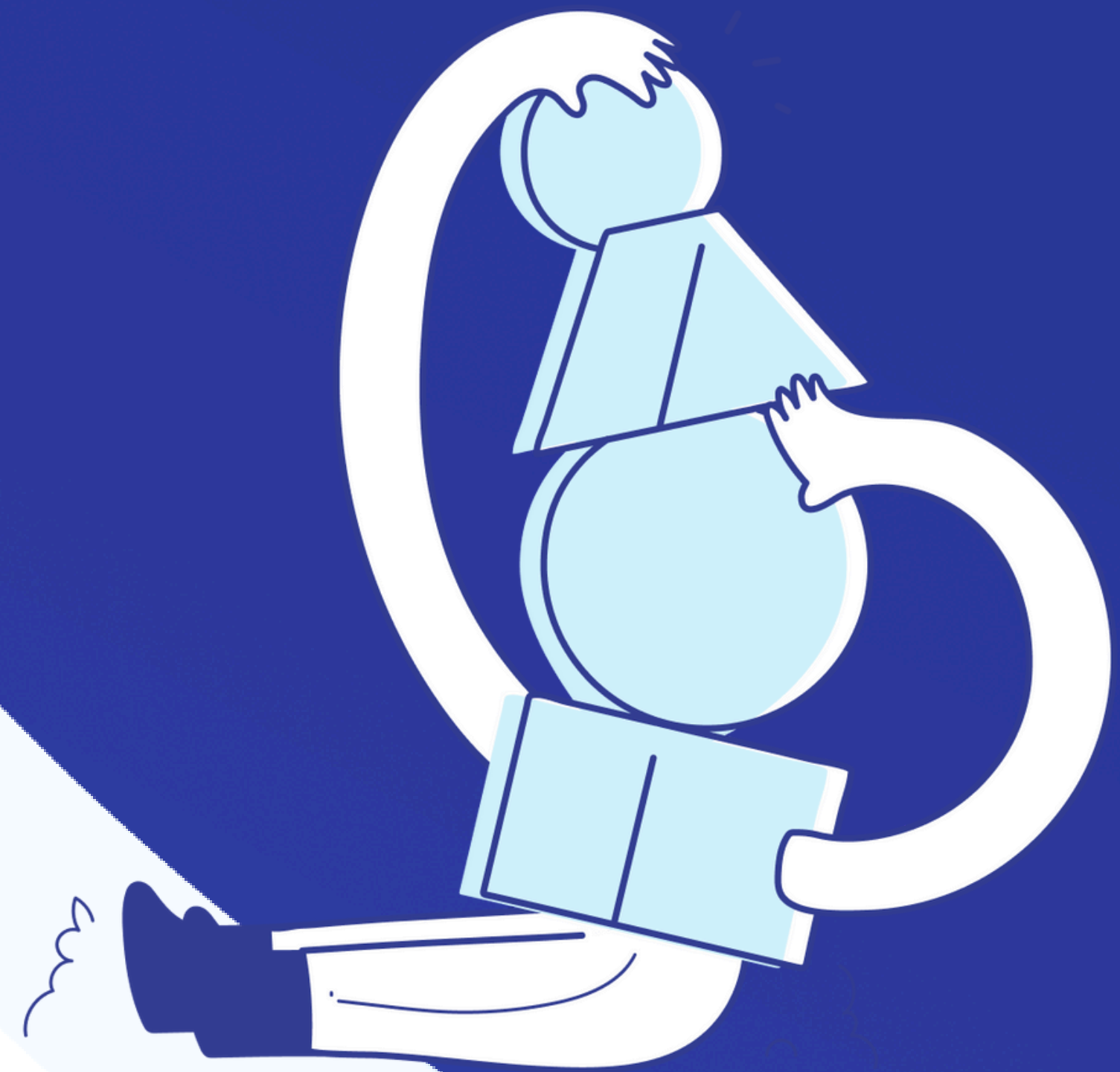
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Chapter 1

A Competitive Edge

What is Knowledge Sharing?

Knowledge Management is NOT the same as Knowledge Sharing. The combined knowledge held by everyone in your business is among your company's most valuable assets.

Knowledge sharing is more than a technical requirement; it's a cornerstone for growth, resilience, and adaptability in an increasingly complex world.

21%

Knowledge gaps and inefficient information-sharing cost organizations up to 20% of their total productivity each year.
(Gartner)

45%

45% of employees reported frustration due to the inability to quickly access knowledge and resources.
(Deloitte)

63%

Organizations that prioritize knowledge sharing report a 20% increase in employee retention, linking accessible knowledge to job satisfaction.
(Gallup)

Whilst Knowledge Management is about efficient handling of company information, Knowledge Sharing isn't just about Standard Operating Procedures and processes; it's a significant contributor to growth in a business and an opportunity to;

Just a few of the benefits of knowledge sharing include;

- **Reduced Escalations** - More knowledge and process shared consistently across teams means faster decision-making and more streamlined processes resulting in fewer customer escalations.
- **Mitigated Business Risk** - Mitigate business risk when your team members are off sick by having all your company knowledge in just one place accessed at the place of need.
- **Build collective knowledge** - Making information easy to access is a key part of effective knowledge sharing. Having a company-wide search tool can be incredibly helpful for quickly finding and organizing information across the organization.

Knowledge Sharing also enables;

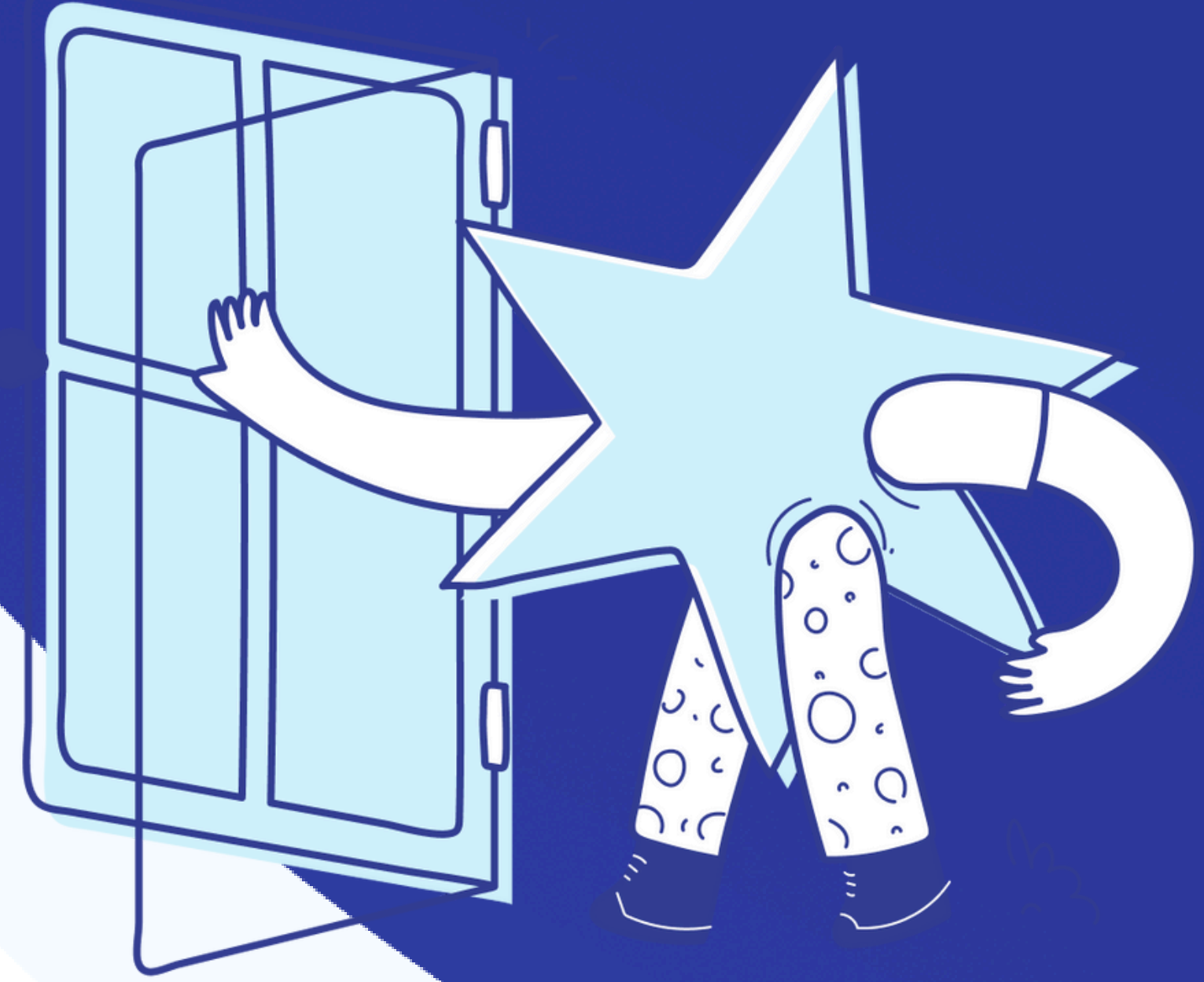
- Faster scaling
- Seamless new hire onboarding
- Consistency
- A culture of learning

How Teams use Whale for Knowledge Sharing



Mathilde K. Jakobsen

CEO & Co-Founder @Fresh.Land



Chapter 2

Insights for 2025

Rethink Administrative Processes

Rethinking administrative processes through knowledge sharing can streamline operations, allowing teams to focus on high-value work rather than redundant tasks.

In the age of digital transformation, rethinking administrative processes through knowledge sharing can streamline operations, allowing teams to focus on high-value work rather than redundant tasks.

30%

According to Deloitte, automating repetitive processes can cut costs by up to 30% while enhancing accuracy, freeing employees for higher-value tasks.

How to Rethink Administrative Processes

Asynchronous Work and Documentation Culture

Instead of relying on constant real-time communications, teams can work asynchronously, supported by meticulously organized and accessible documentation. Employees answer queries by linking to comprehensive documentation, promoting long-term knowledge curation. This reduces interruptions and fosters an environment where each employee has the information they need.

Automation of Repetitive Tasks

Automating standard administrative tasks can streamline workflows and allow team members to focus on more impactful work, such as employee engagement or innovation. For example, automating processes for leave requests, expense approvals, or onboarding steps not only frees up time but also reduces human error, ensuring consistency across operations.

Encouraging Knowledge Sharing Platforms

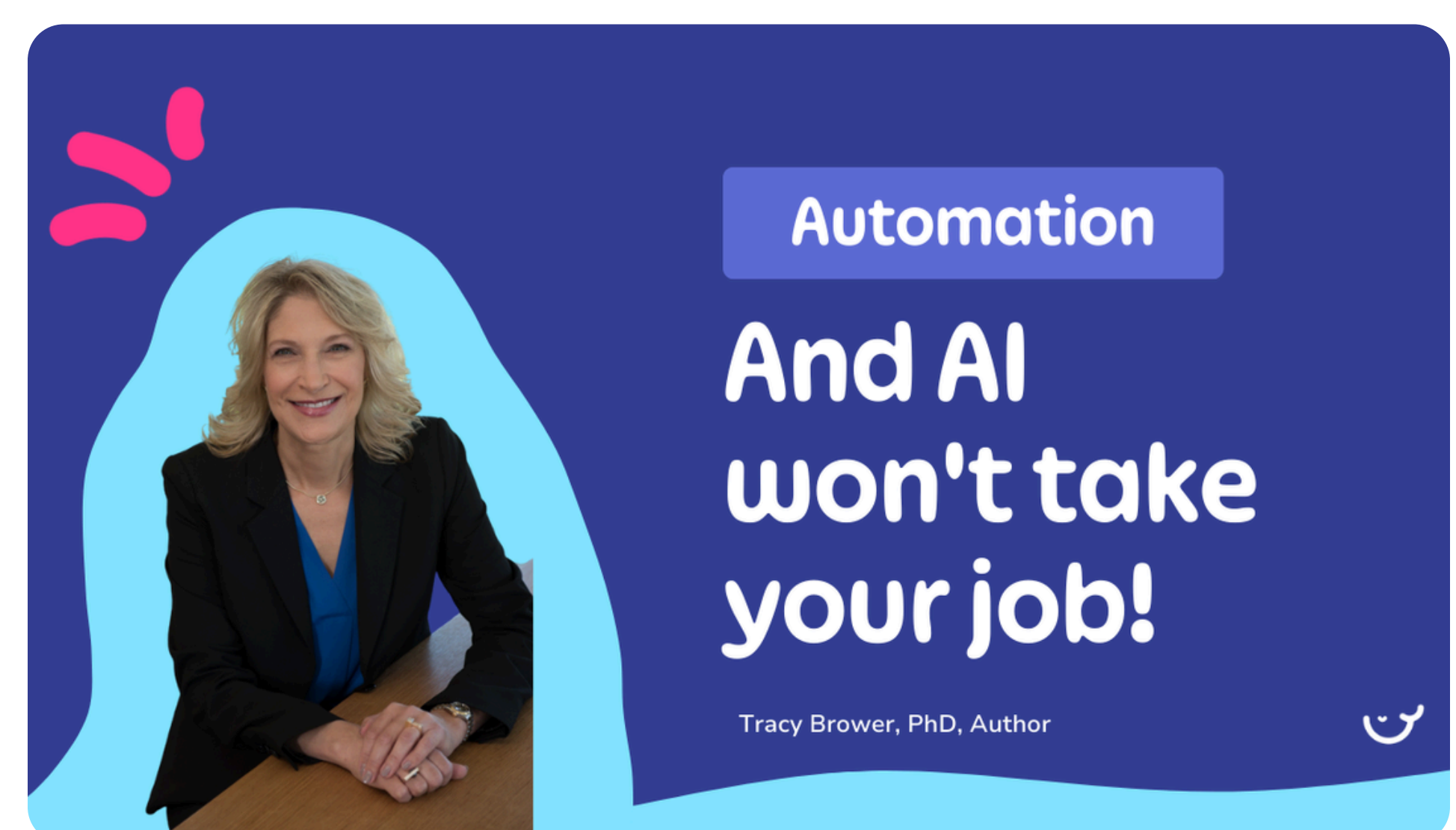
Knowledge should flow across all departments, breaking down silos and fostering a collaborative atmosphere. Centralized platforms, such as collaborative intranets or knowledge-sharing tools, allow employees to access and contribute to the company's knowledge base.

Embedding Knowledge in Workplace Tools

To make knowledge sharing seamless, it's essential to integrate it directly into the tools employees already use. When knowledge resources are embedded in the workplace tools themselves, employees don't need to interrupt their workflows to access critical information.

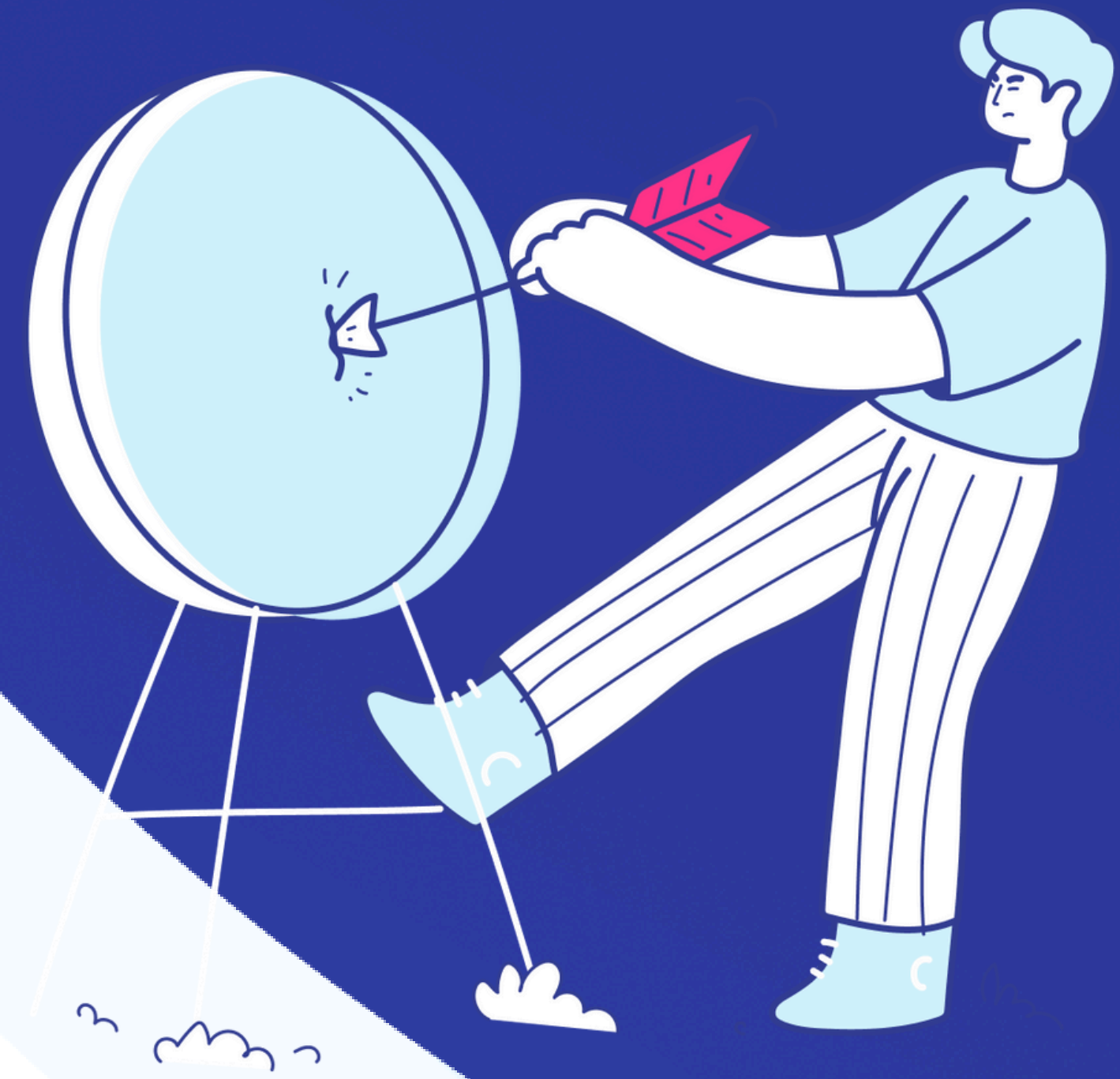
Data-Driven Process Improvement

Regularly using data to assess and refine administrative processes keeps systems effective and relevant. Analyzing knowledge access trends and engagement rates can highlight which resources are most valuable and which need improvement.



Tracy Brower

PhD, Author on "AI won't take over your work"



Chapter 3

Insights for 2025

Keep up with Technological Change

As digital tools continue to evolve, knowledge sharing technology has become essential, transforming how organizations connect and engage their workforce.

AI-driven knowledge management tools are increasingly trusted to support seamless information-sharing across departments, boosting productivity and fostering a unified company culture.

75%
of leaders

Approximately 75% of leaders believe that AI significantly improves team collaboration (Zoom).

1 Centralized Knowledge Repository

A single, organized hub where all knowledge assets, such as documents, tutorials, and process guides, are accessible to everyone, reducing information silos and improving transparency.

2 User-Friendly Interface with Accessibility)

Technology should be designed for intuitive navigation, making it easy for users of all technical abilities to find and share information efficiently.

3 Integration with Daily Tools

Knowledge-sharing systems should integrate seamlessly into the tools employees use regularly (e.g., Slack, Microsoft Teams), so accessing information doesn't disrupt workflows.

4 Searchable Database with Tagging

Advanced search functions, combined with tags and metadata, allow users to quickly locate specific information, saving time and reducing frustration.

5 Support for Multiple Formats

Knowledge can be absorbed differently by each person, so a system should allow knowledge sharing in various formats to cater to different learning styles.

6 Real-Time Updates and Notifications

Users should be notified of updates to important documents or processes, ensuring that everyone has the latest information without needing to check regularly.

7 Analytics and Feedback Mechanisms

Insights on document views, user engagement, and feedback options help assess the effectiveness of the knowledge shared and allow for continuous improvement of the content provided.

I see a lot of knowledge on Teams and Slack which isn't very structured. Google Drive, Sharepoint, are standard but they don't promote knowledge sharing. It's important to find a tool that actively promotes sharing,

Maja Voke

Digital Transformation and Growth Expert



Chapter 4

Insights for 2025

Create Stability and Uniformity

Knowledge sharing fosters stability and consistency, especially in uncertain times, by ensuring that teams have access to the information they need to stay aligned and productive.

Knowledge sharing enhances team alignment and decision-making by providing easy access to essential information, reducing dependency on specific individuals. This approach builds resilience, enabling organizations to maintain productivity and adapt swiftly in uncertain times.

25%

companies with robust knowledge-sharing practices reported up to a 25% increase in productivity compared to those without such systems, as reported by Gartner in 2022.

Often what I see with clients is that knowledge is scattered. It's on One Drive or Google Drive or even just on their own devices. This in itself creates a disparate environment and culture that doesn't lend itself to new talent acquisition or retention. It often, in itself creates a lot of uncertainty as there is no standard approach to training or problem-solving.

The reason I started BSCG was that I saw the opportunity for process to help solve a range of challenges. I really believe that businesses need to be the change they are looking for. In other words, it's about creating stability in uncertainty through well-documented standard



Adi Klevit

Founder and CEO of Business Success Consulting Group

Enhancing Team Alignment

Knowledge sharing strengthens team alignment by providing access to critical information, which keeps everyone on the same page. With a centralized knowledge-sharing structure, employees can find the resources they need without relying on specific individuals, minimizing disruptions from absences or turnover. As a result, teams can maintain consistency and make quicker decisions, reducing escalations and improving workflow efficiency.

Building Resilience in Uncertain Times

Knowledge sharing creates a resilient organization. It enables swift onboarding, ensuring new hires integrate quickly and effectively, which is crucial during rapid changes. Additionally, a strong knowledge-sharing culture promotes transparency, helping employees feel more connected and engaged. This framework equips organizations to adapt smoothly, maintaining productivity and cohesion even in challenging situations.

How Whale helps build knowledge sharing



Chapter 5

Insights for 2025

Adopt an Agile Work Approach

Adopting an agile approach to work through knowledge sharing allows companies to adapt quickly, keeping everyone informed and resilient amid rapid changes.

Agile principles, which prioritize flexibility, quick iterations, and collaboration, can significantly enhance knowledge-sharing processes.

89%

For companies aiming for faster releases, agile practices reduce time-to-market by 37% on average, according to a study by Deloitte.

This faster turnaround is essential for companies in competitive industries where adaptability and speed are critical.

Agility in knowledge sharing involves breaking down silos and creating flexible, iterative knowledge flows that adjust to the changing needs of teams. Agile knowledge sharing encourages teams to continuously document and update processes, share insights quickly, and ensure information is accessible to everyone in the organization. This approach fosters innovation, quick problem-solving, and a supportive learning culture.

Two significant insights on the impact of effective knowledge sharing include:

- **Financial Impact of Knowledge Inefficiency:** Fortune 500 companies lose over \$31.5 billion annually due to ineffective knowledge sharing, as reported by International Data Corporation (IDC).
- **Employee Productivity:** A 2018 Panopto report revealed that large organizations lose an estimated \$47 million per year due to inefficient knowledge sharing.

20%

An HP report found that organizations implementing agile practices saw a 20% increase in employee satisfaction. Agile methods foster open communication and provide more autonomy and flexibility for team members.

To implement agile knowledge sharing in practical terms, organizations can focus on these key strategies:

- Systemize Documentation and Make it Accessible
- Encourage Iterative Updates
- Reduce Digital Fatigue with Focused Content
- Promote Asynchronous Collaboration
- Foster a Culture of Continuous Learning



Mathilde K. Jakobsen

CEO & Co-Founder @Fresh.Land



Chapter 6

Insights for 2025

Build Internal Trust

Transparent knowledge sharing builds trust within teams, enhancing morale and giving organizations a competitive edge as employees feel more connected and informed.

Trust within an organization isn't built through grand gestures—it's forged in the everyday moments when knowledge flows freely and barriers to information crumble. When your team members can access, share, and build upon each other's expertise; you're laying the foundation for an unshakeable internal trust that drives growth.

33%

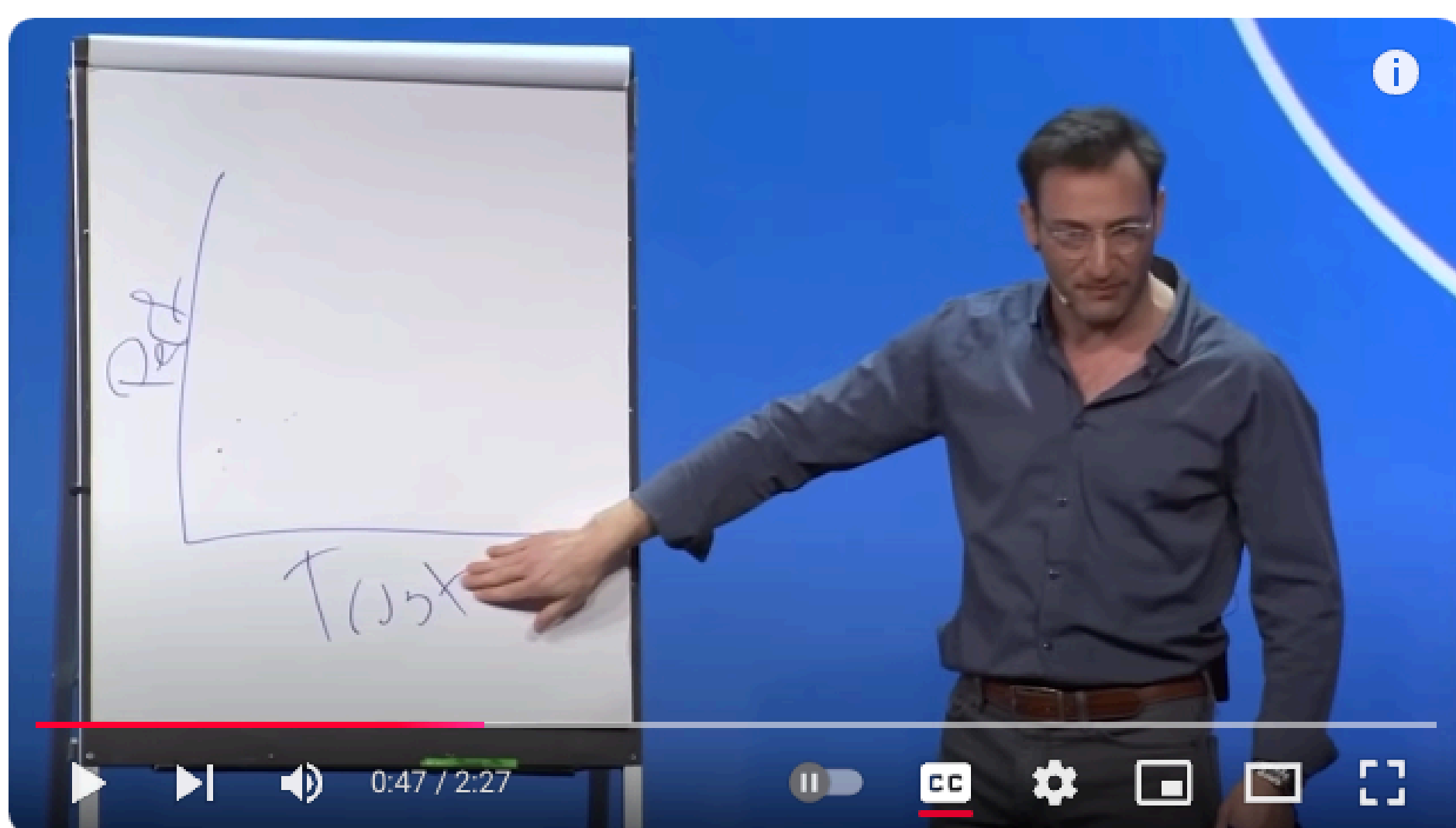
While data from 2024 is still forthcoming, only 33% of employees reported being “engaged” at work in 2023, according to Gallup.

To build internal trust through knowledge sharing, focusing on structured and intentional practices can be powerful. Here are four key points that can help:

1. Centralized and Accessible Knowledge Repositories

Create a centralized platform (e.g., a shared drive or knowledge portal) to house critical information. This reduces silos, allowing everyone, regardless of role or tenure, to access the knowledge they need.

By making information readily accessible, employees feel supported and trusted with organizational knowledge, building a foundation for trust and transparency.



Simon Sinek

Leading Author of "Start with Why"

2. Encouragement of Collaborative Documentation Practices

Encouraging team members to document processes and experiences fosters a culture where knowledge is shared rather than hoarded. This can be done through “living” documents that are regularly updated and accessible.

This approach not only builds trust but also empowers employees to take ownership.

3. Feedback Loops and Open Communication

Establishing regular feedback channels (e.g., monthly knowledge-sharing meetings or surveys) where employees can request additional resources or suggest improvements to the knowledge-sharing system reinforces a two-way trust.

When employees see that their insights and needs are valued, it creates a culture of openness and mutual respect.

4. Integrated Knowledge Sharing in Daily Workflows

Embedding knowledge-sharing practices within daily operations (such as incorporating learning management systems or collaborative tools) allows knowledge sharing to be an integral part of the workday, not a separate task.

How To Build a Centralized Knowledge Base



Chapter 7

Key Takeaways

Additional Considerations

Foundational processes in knowledge sharing ensure that information is organized, accessible, and integrated, creating a solid base for sustained growth and collaboration.

“How do you manage knowledge in an effective, sustainable way? Start by thinking of it as knowledge sharing, not knowledge management.”

66%
of workers

Nearly two-thirds of employees say they’ve experienced more change at work in the last year than in the 12 months prior, and one-third of workers say they’ve experienced four or more significant changes at work in the last year, including to their team structures and daily job responsibilities. The question is how can HR help manage and lead the change?

1 Content Matters

The rate of engagement increases dramatically depending on how content is structured. Use video and graphics to promote knowledge engagement.

2 Design for Humans

The fundamental flaw in most legacy systems is that they put the technology first and the human second. Designing for humans first becomes a key factor.

3 Technology is Affordable

Knowledge Sharing is no longer for the few or for large enterprises. Technologies such as AI and intelligent enterprise have become increasingly accessible and affordable.

4 Knowledge as a Strategic Asset

An organization’s success is highly influenced by how efficiently it can tap into its resources of data and knowledge.

5 Enterprise Knowledge is for Everyone

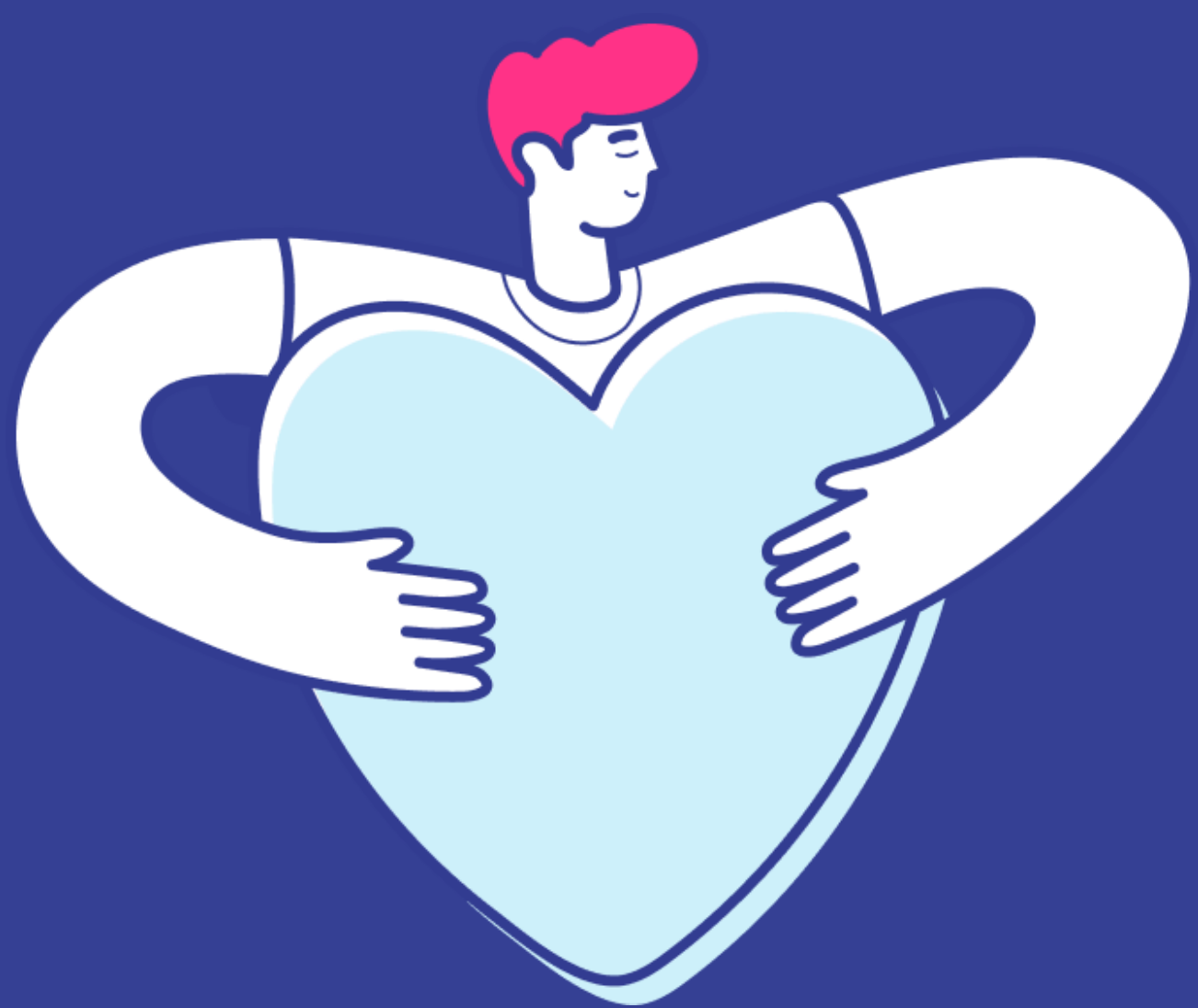
Gone are the days of siloed working. Enterprise information should be at hand when and where needed for all members of the organization.

How Whale is Helping Reshape Work



Gary Vanbutsele

CEO and CoFounder of Whale



Thank you!

Sign up for free at Whale and experience the potential of
AI-powered knowledge sharing www.usewhale.io

