

# Corus and Sharing Best Practices

## The story of our journey

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Corus Knowledge management

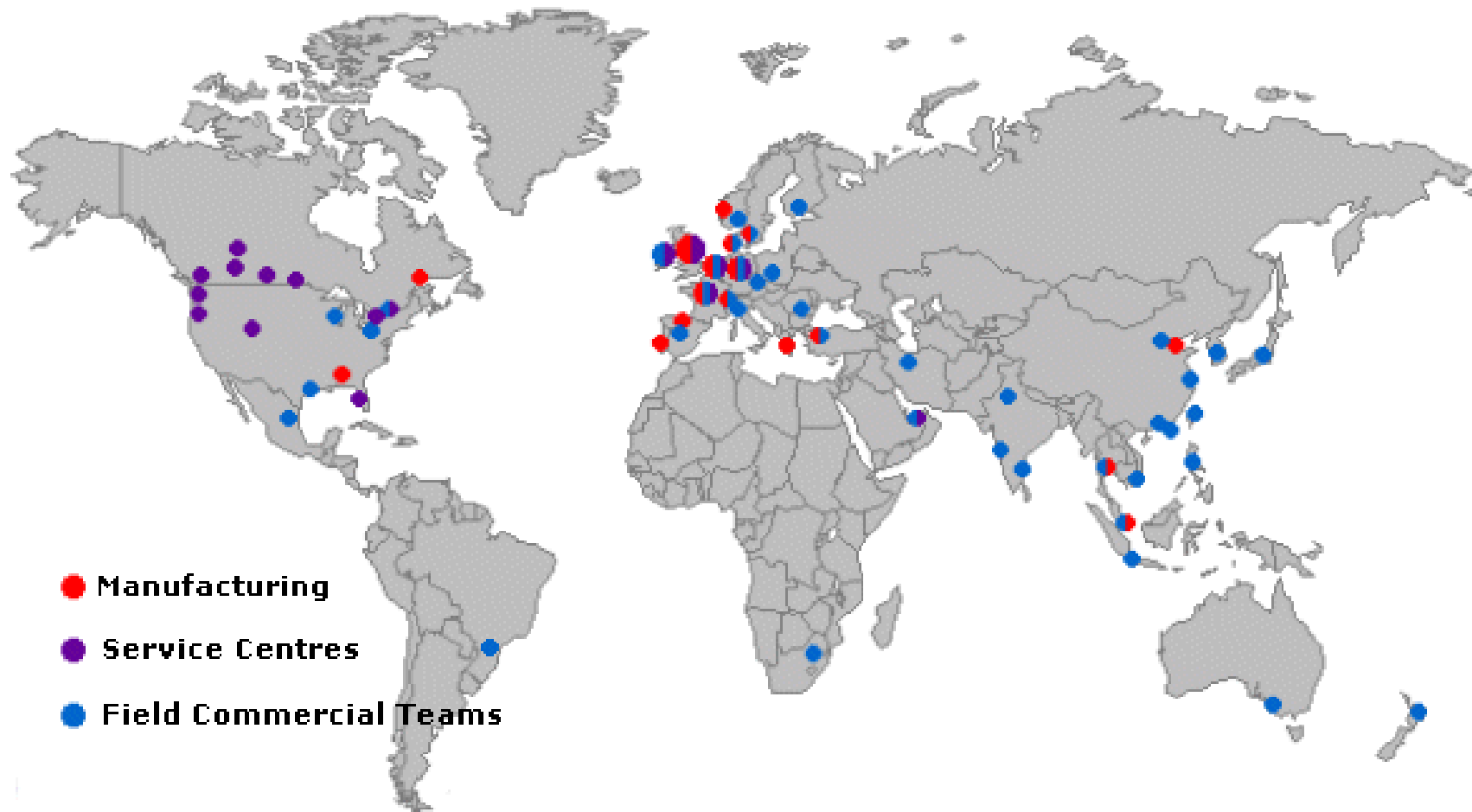
9 December 2004

# Corus organization

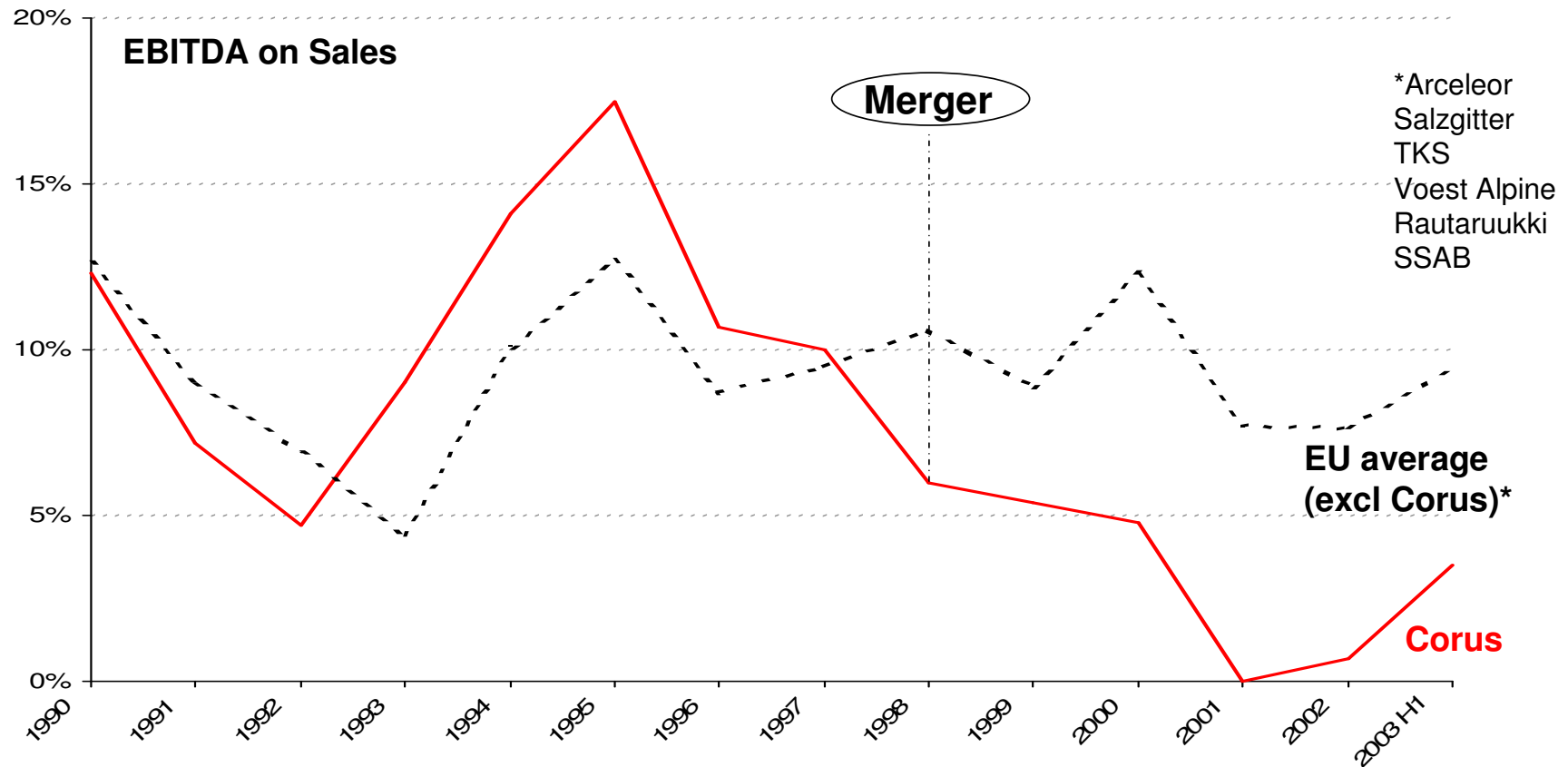


- Merger from British steel & Hoogovens
- 5 divisions 20 Business Units
- People
  - ~ 50000 employees
  - ~ 20000 “Knowledge workers” (e-mail)
  - Average age is high (~ 42 year)
  - Highly specialized jobs
- Strategy:
  - Become a continuous improving company
  - Sharing Best practices (“the Corus way”)

# Corus Locations



# The competitive gap



- Adverse currencies
- High UK cost base
- Weakening UK customer base
- Insufficient leverage of Corus size
- Customer service

# Corus Restoring Success



Closing the gap by  
Manufacturing Excellence

Focus on:

- Manufacturing process
- Supply chain to the customer
- People engagement and development
- Health & Safety

# Our knowledge management challenges



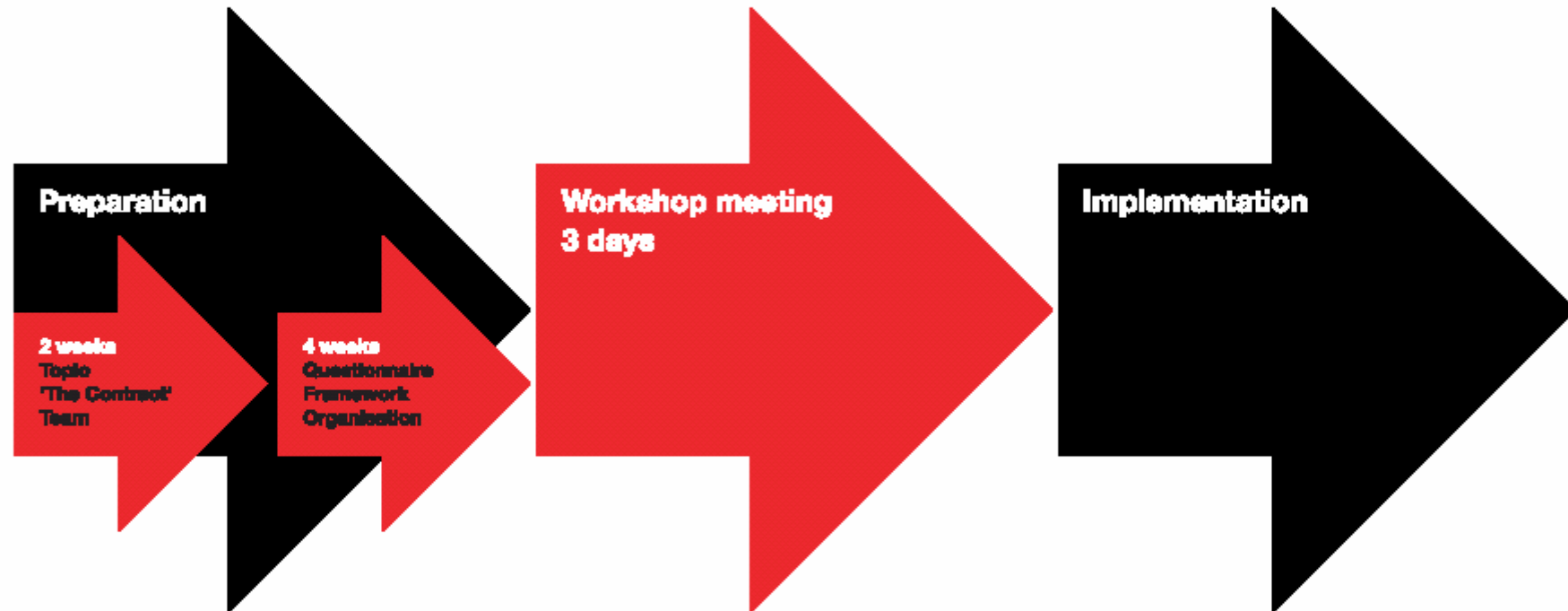
Enable and support processes that cover

- Sharing best practices
- “Knowledge at risk”

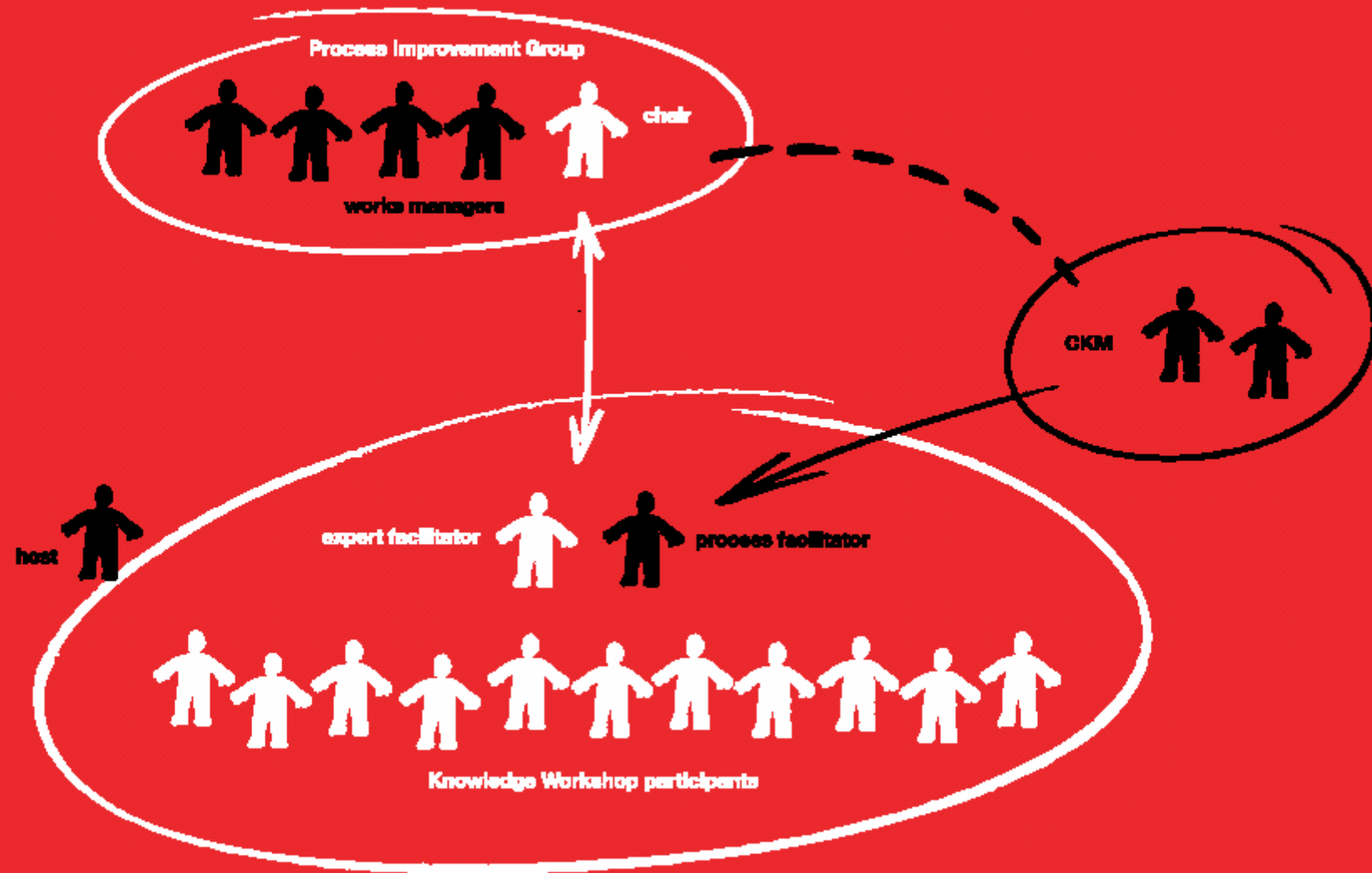
Need to trigger management attention:

- Management needs handle to address these challenges → “Corus Knowledge Workshop”

# Corus Knowledge Workshop

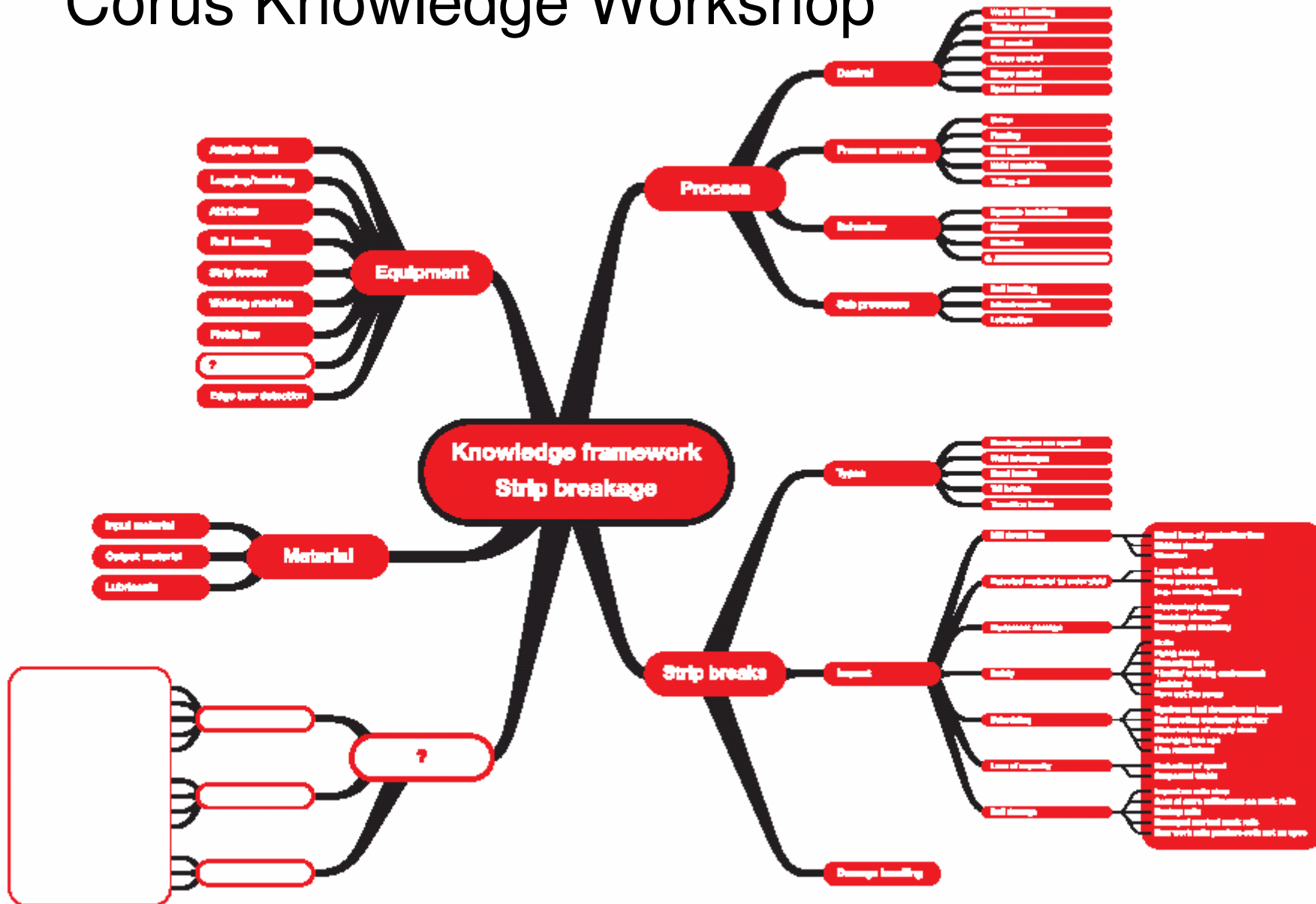


# Corus Knowledge Workshop





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