⬚ New learning resource: Change management toolkit!

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One of our 2026 goals is to roll out more learning content, both here in our Support KB and over in **Owlcademy**.

I'm so excited to share with you our first foray into this genre: a knowledge base change management toolkit.

We've developed a six-step framework complete with activities and templates to help you successfully launch or relaunch your knowledge base.

Why?

Articles on organizational change or digital transformation often toss around the statistic that 70% of organizational changes or digital transformation efforts fail. We want your knowledge base to be in the 30% of successful efforts.

But the guidance around launching knowledge bases is often frustratingly vague, with suggestions like "Get buy-in" or "Be sure you communicate out the change."

This toolkit is our response to this gap. We built a six-step framework that will walk you through key steps of managing the process, complete with activities and templates you can copy and use outright or adapt to fit your needs. Each step includes knowledge base-specific scenarios and examples based on our experience.

What's in the toolkit?

The toolkit provides background about why launches fail; research-based and owl-tested methods for defining your knowledge base's purpose, audience, and launch scope; a very deep dive into communication plan elements, formats, and strategies; and some exercises to help you define and measure success to keep the momentum going.

Most activities have a Google Doc/Sheet or Microsoft Word/Excel template you can copy to work through. Use as much or as little of the toolkit as you like.

Access the toolkit

Open this link: **Change management toolkit**.

If that page doesn't load for you, don't panic! Unlike most of our Support KB content, this toolkit isn't available

publicly. You'll need to view the Support KB after you've logged in to app.knowledgeowl.com, and then the link will work. ☺

To log in and view the toolkit:

1. Access the **Help** menu from the top navigation within app.knowledgeowl.com.

2.   From there, you can either select **Support KB** or select **in-app help**. This will log you into our Support KB to access our VIP content.

3. Then search for "toolkit" or head to Change management toolkit again.

Up next

This framework and toolkit are a work in progress. In the coming weeks, we'll have a few webinars to provide more guidance on how to use it for specific use cases as well as some more documentation for it. You're welcome to check it out now to see if it will help you. (And if you do, we'd love to hear what you think!)