



Corus and Sharing Best Practices

The story of our journey

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Corus Knowledge management

9 December 2004

Corus organization

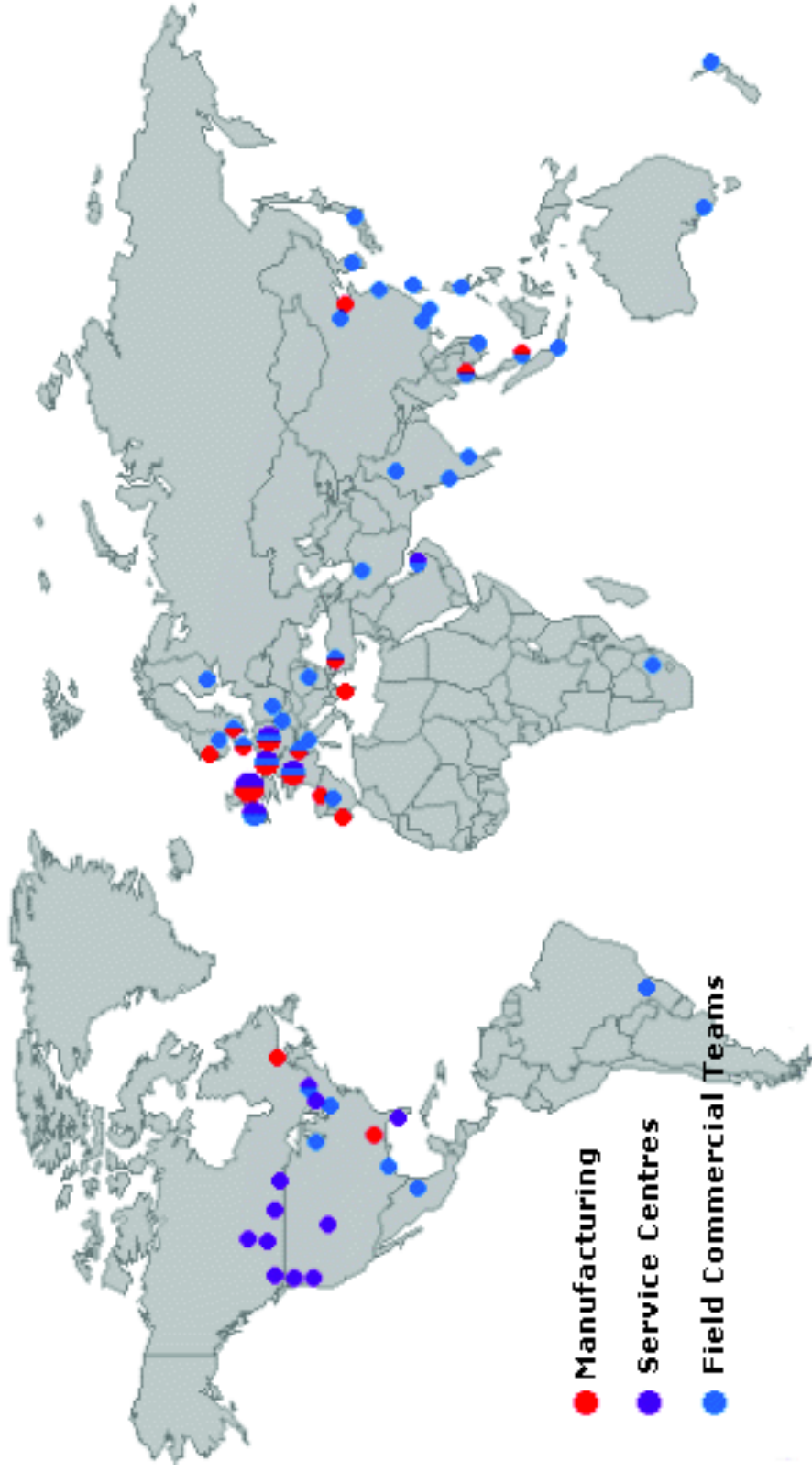


- Merger from British steel & Hoogovens
- 5 divisions 20 Business Units
- People
 - ~ 50000 employees
 - ~ 20000 “Knowledge workers” (e-mail)
 - Average age is high (~ 42 year)
 - Highly specialized jobs
- Strategy:
 - Become a continuous improving company
 - Sharing Best practices (“the Corus way”)

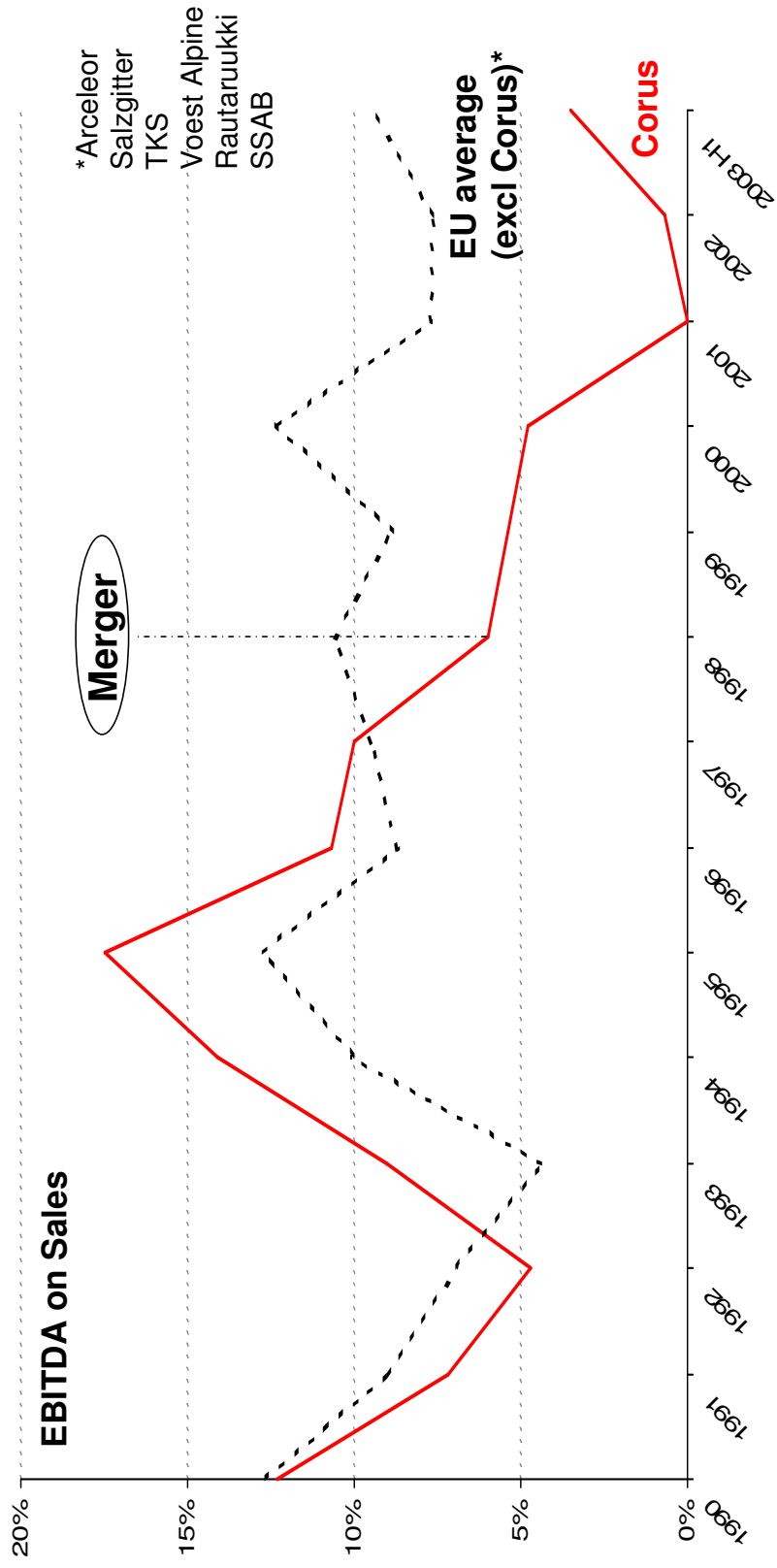
Corus Locations



corus



The competitive gap



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

Corus Restoring Success



corus

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



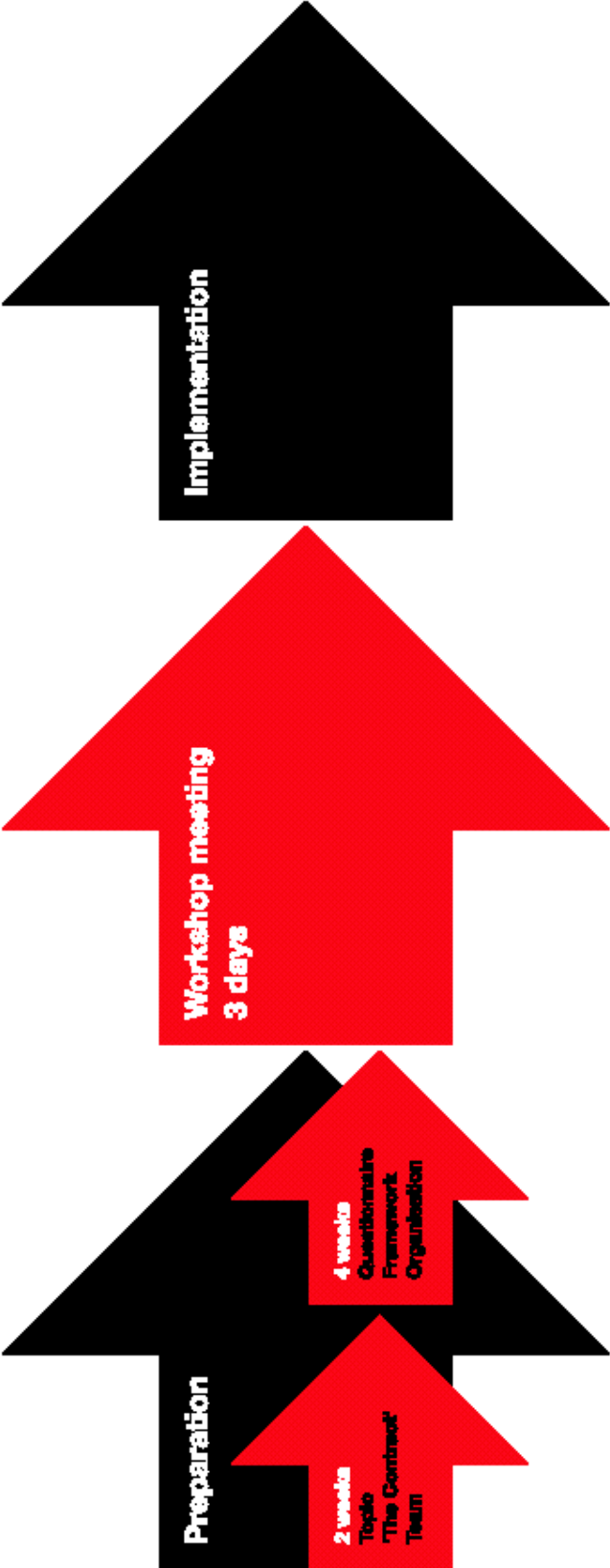
Enable and support processes that cover

- Sharing best practices
- “Knowledge at risk”

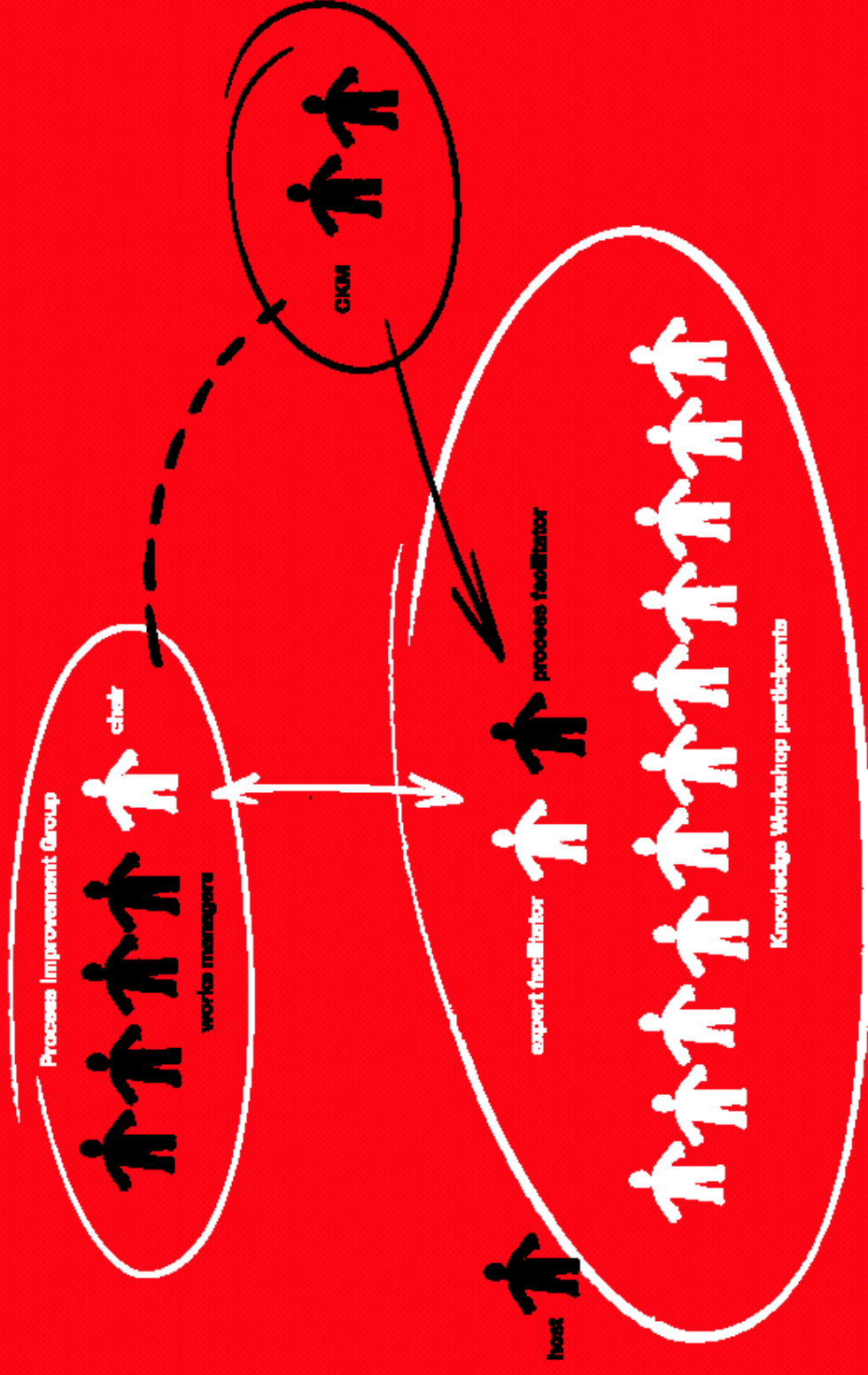
Need to trigger management attention:

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

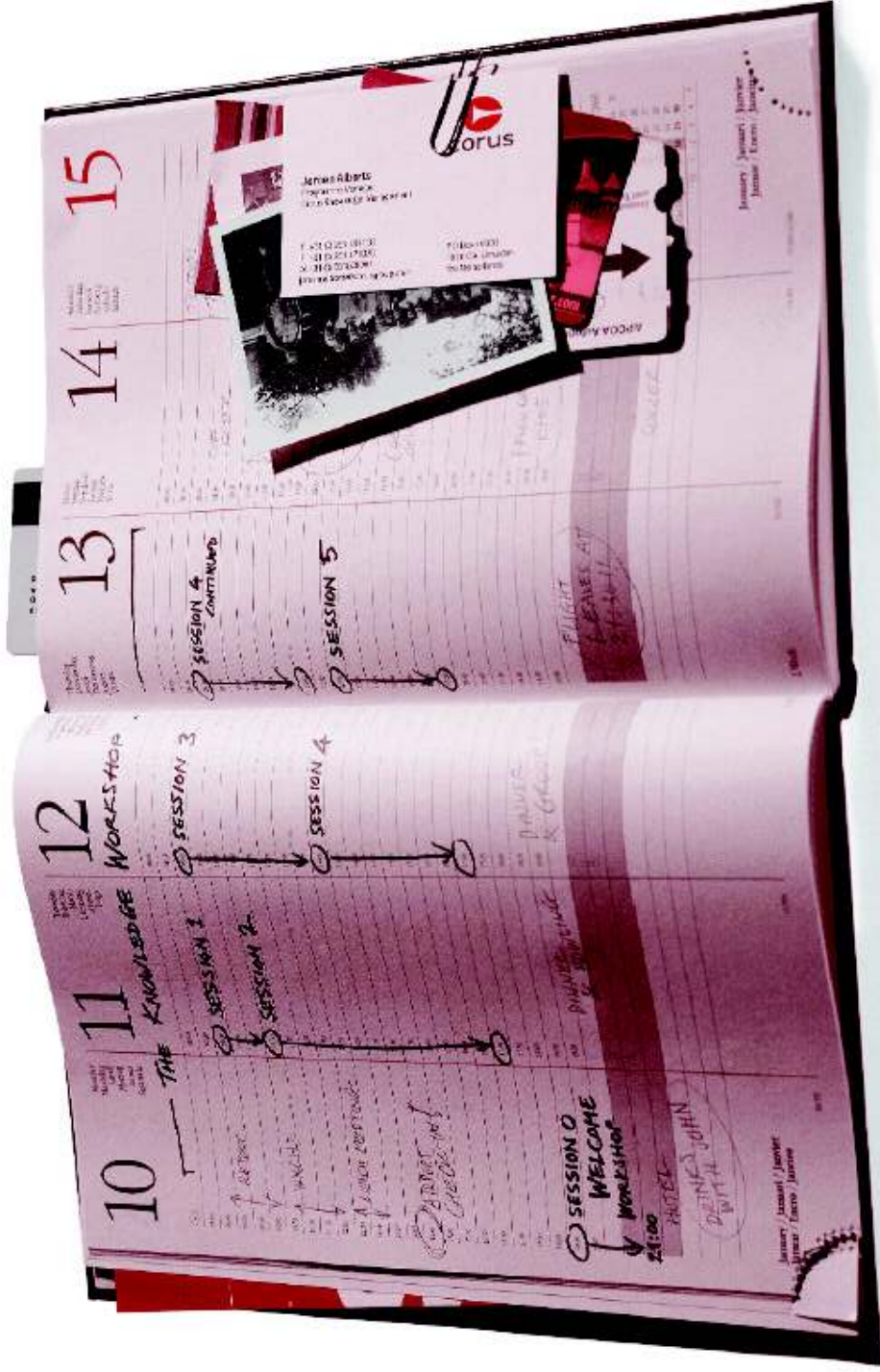
Corus Knowledge Workshop



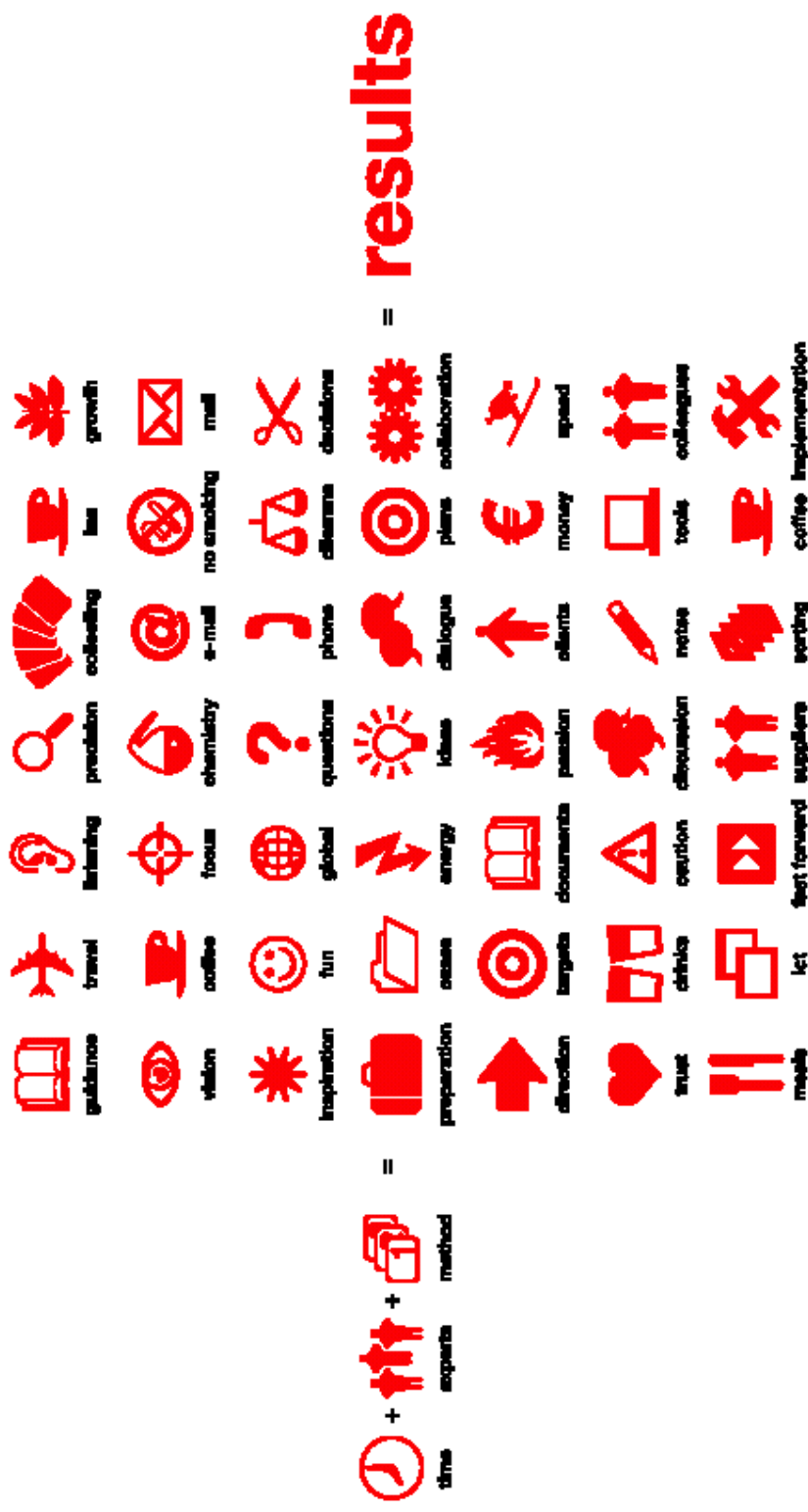
Corus Knowledge Workshop



Corus Knowledge Workshop



Corus Knowledge Workshop



Corus Knowledge Workshop

