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Denise Fellows

What do you do when you need to know the answer to a question? Do you rush off to Google on the internet, phone a friend or plough into reference books?

A friend of mine, James, asked me this week if I knew the difference between a social enterprise, a CIC, a registered charity and a limited company and, after giving my best opinion, I suggested that for a definitive answer he checked out the Compliance section in Tools for Success and the Basics guide on KnowHow NonProfit, the online knowledge resource. Both had most of the information required and a question had already been posed on one of the discussion boards on KnowHow NonProfit with some really helpful answers.

James was a bit cross with himself – he has Tools for Success and he has registered on [KnowHow NonProfit](#) but he had forgotten that they would be good sources for information and had been struggling to find the answers using random search engines.

Someone once used the analogy that attempting to gain knowledge from the internet was as futile as a hungry man standing on the top of a hill with his mouth open waiting for a crispy fried duck to fly in. Perhaps a bit harsh, but it can take time to trawl the internet and then how can you be confident that the information that you find is accurate and reliable?

You don't have time to wade through information on the internet, to trawl through information that you don't need or to try and second guess whether the information that you do find is accurate. You just need the answer to your question fast.

At Cass CCE we have an abundance of knowledge, it is after all what business schools and centres of expertise excel in. And we work with lots of other people and organisations who have knowledge and we involve and sign-post to them. We want to share all this knowledge and we have funding to make sure that we can do it for free as much as possible too.

So skip the search engines, join active discussion communities on KnowHow NonProfit and download free pdfs of Tools for Success. Bookmark these free sites now:

www.knowhownonprofit.org

www.cass.city.ac.uk/cce/resources/tfs

And don't forget – we are here to help transfer knowledge to you. 'Tools for Success: doing the right things and doing them right' is published by Cass CCE second edition June 2009 available in hard copy ISBN 978-0-9560543-0-2 or downloadable from our website.