



Co-funded by the
Erasmus+ Programme
of the European Union



KNOWMAN

Knowledge Creation

TAL
TECH



National University of Political Studies and Public Administration

How to create knowledge inside the company?

Knowledge creation is supported by relevant information and data.

New knowledge can be created through:

- collaborative workshops on certain issues,
- brainstorming sessions,
- trainings,
- observations,
- the integration of different perspectives or ideas.



Source: Pixabay

<https://pixabay.com/pl/photos/lampa-pomyslc5%82-gruszka-opinia-my%c5%9bi-432247/>

Knowledge creation is also supported by relevant information and data which can improve decisions and serve as building blocks in the creation of new knowledge

New knowledge can be created through:

- collaborative workshops on certain issues,
- brainstorming sessions it is a group activity where each participant shares their ideas as soon as they come to mind.
- trainings
- observations
- the integration of different perspectives or ideas.

How to create knowledge inside the company?

- 1) Encourage a culture of knowledge sharing
- 2) Create a suitable work environment
- 3) Implement a knowledge management system (KMS)



Source: Pixabay
<https://pixabay.com/pl/illustrations/szko%5B2q-zapyta%4B7-s%4%99-who-co-jak-2283489/>

- 1) Encourage a culture of knowledge sharing. Knowledge sharing broadly depends on the willingness of the knowledge worker to share his intellectual asset with others, that is why to encourage the process, appropriate culture and incentives must be present
- 2) Creating an environment where employees feel comfortable with sharing knowledge, and willingly collaborate with each other can lead to the creation of new knowledge.
- 3) A knowledge management system can help capture, organize and share knowledge within an organization. It not only focuses on the actual resource and allows the organization to use what it knows, but it also develops the knowledge and contribute to new knowledge creation.

External sources



Source: Pixabay

<https://pixabay.com/pl/photos/praca-w-zespole-wsp%26%26praca-3213924/>

Collaboration with different businesses or academic institutions



Source: Pixabay

<https://pixabay.com/pl/photos/miejsce-wydarzenia-audytoryum-1597531/>

Conferences, trade fairs, networking seminars, or other external events



Source: Pixabay

<https://pixabay.com/pl/photos/ludzie-biznes-spotkani-1979291/>

Customers, suppliers and competitors

Knowledge can be also acquired from external sources, like collaborations with different businesses or academic institutions. Firms may form joint strategic alliances or networks with other businesses so that they can pool their resources in their efforts to create new knowledge as a source of competitive advantage. Moreover, it is beneficial for businesses to monitor the environment and acquire new knowledge by attending conferences, trade fairs, networking seminars, and other events. The external source of knowledge includes also interacting with suppliers, customers, competitors, industry associations, and the research community.

Sources and find out more!

Knowledge Creation

<https://www.knowledge-management-tools.net/knowledge-creation.php>

7.1.6 Organizational knowledge

<https://www.iso9001help.co.uk/7.1.6%20Organizational%20Knowledge.html>

What is brainstorming?

<https://www.twi-global.com/technical-knowledge/faqs/faq-what-is-brainstorming>

Relying on external knowledge for competitive advantage: Why it might not work

<https://iveybusinessjournal.com/publication/relying-on-external-knowledge-for-competitive-advantage-why-it-might-not-work/>



KNOWMAN

More about the project:
knowmanproject.eu

This project has been funded with support from the European Union. This document and all its content reflect the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.