

Managing Organizational Knowledge Case Study

Managing Organizational Knowledge: Case Study Activity

Directions

1. Review the case study information.
2. Record your answers in the section provided for each case study question.

Managing Organizational Knowledge: Case Study Information

As the training manager in an organization, you just finished a major training initiative rollout to all sales representatives. This blended learning solution included the following:

- Complete self-directed learning pre-work using paper-based workbooks
- View an asynchronous webcast communication from the CEO regarding the new initiative, implications for your role as a sales representative, and the WIIFM
- Attend a one-day instructor-led training class at the National Sales Meeting

While you were responsible for coordinating all logistics, there were hiccups that you did not foresee, which required quick contingencies to keep the training on track.

Case Study Questions:

1. What type of information, either tacit or explicit, should be captured now that the project is wrapping up?

Tacit:

Explicit:

2. What are three ways that your team could gather this

1.

Case Study Questions:

information?

2.

3.

3. List three ways that you plan to formalize where this information is housed and how others can gain access to it.

1.

2.

3.

4. Discuss ways in which your real-world organizations currently or historically have managed information, where the information is stored, how easy it is to find specific topics (e.g., are keyword searches used), and who within the organization has access to the information.