Strategic Knowledge Management and Information Sharing Training Course

19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #DM5308_273097

Course Introduction / Overview:

In today's data-driven economy, an organization's most valuable asset is its collective knowledge. However, this intellectual capital often remains trapped in silos, undocumented, or lost when employees leave. This course provides a comprehensive framework for systematically capturing, sharing, and leveraging organizational knowledge to drive innovation, improve decision-making, and build a sustainable competitive advantage. Drawing upon foundational concepts from experts like Ikujiro Nonaka, particularly his work in "The Knowledge-Creating Company," we will explore the dynamic interplay between tacit and explicit knowledge. Participants will learn to design and implement effective knowledge management strategies that transform their organizations into true learning entities. BIG BEN Training Center has developed this program to move beyond theoretical discussions, offering practical tools and techniques to build a robust information-sharing culture, ensuring that critical insights are accessible to the right people at the right time for maximum impact. This journey will equip you to architect a knowledge ecosystem that fosters collaboration, accelerates problem-solving, and fuels continuous growth.

Target Audience / This training course is suitable for:

- Knowledge Management Specialists and Officers.
- Project Managers and Team Leaders.
- Human Resources and L&D Professionals.
- IT and Systems Analysts involved in collaboration tools.
- Strategy and Business Development Managers.
- Department Heads and Senior Managers.
- Information Architects and Librarians.
- Internal Communications Specialists.
- Consultants focused on organizational development.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Professional Services and Management Consulting.
- Healthcare and Pharmaceutical sectors.
- Financial Services, Banking, and Insurance.
- Engineering and Manufacturing.
- Government agencies and public sector organizations.
- Education and Research Institutions.
- Energy and Utilities.
- Non-profit and international development organizations.

Target Organizations Departments:

- Human Resources and Talent Management.
- Research and Development (R&D).
- Information Technology (IT).
- Strategy and Corporate Planning.
- Operations and Production.
- Customer Service and Support.
- Marketing and Sales.
- Legal and Compliance.
- Project Management Office (PMO).

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive knowledge management strategy aligned with organizational goals.
- Differentiate between tacit and explicit knowledge and apply techniques to convert and share both.
- Design and implement frameworks for effective knowledge capture and retention.
- Evaluate and select appropriate technologies and tools to support knowledge sharing.
- Foster a collaborative culture that encourages and rewards information exchange.
- Establish and manage successful Communities of Practice (CoPs).
- Measure the impact and return on investment (ROI) of knowledge management initiatives.
- Mitigate risks associated with knowledge loss and information silos.
- Lead change management efforts to embed KM practices across the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered. We believe that learning is most effective when it is applied. This course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Participants will engage in real-world case study analyses, dissecting the successes and failures of KM implementations in various industries. Collaborative group exercises and workshops will challenge teams to design KM strategies and solve practical problems, fostering peer-to-peer learning and networking. Interactive sessions, facilitated discussions, and brainstorming activities will encourage the sharing of diverse perspectives and experiences. Throughout the course, there will be a strong emphasis on practical application, with participants developing action plans and frameworks they can implement immediately in their own organizations. Continuous feedback from the instructor and peers is a core component, ensuring that learning is reinforced and personalized to meet individual and organizational needs.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Knowledge Management

- Introduction to Knowledge Management (KM).
- The distinction between data, information, and knowledge.
- Understanding tacit vs. explicit knowledge.
- The key pillars of a successful KM program.
- The SECI model of knowledge creation by Nonaka and Takeuchi.
- The business case for strategic knowledge management.
- Common barriers to effective knowledge sharing.

Unit Two: Developing a Knowledge Management Strategy

- Aligning KM strategy with overall business objectives.
- Conducting a knowledge audit and mapping existing assets.
- Defining the scope and goals of your KM initiative.
- Developing a KM framework and governance structure.
- The role of leadership in championing a KM culture.
- Creating a roadmap for KM implementation.
- Stakeholder analysis and communication planning.

Unit Three: Tools and Technologies for Information Sharing

- Overview of Knowledge Management Systems (KMS).
- Collaboration platforms and enterprise social networks.
- Content management and document management systems.
- The role of AI and machine learning in knowledge discovery.
- Implementing wikis, forums, and expert locator systems.
- Best practices for information architecture and taxonomy.
- Evaluating and selecting the right technology for your needs.

Unit Four: Cultivating a Knowledge-Sharing Culture

- The psychology of sharing and hoarding knowledge.
- Strategies for building trust and psychological safety.
- Designing incentive and recognition programs for knowledge sharing.
- Establishing and nurturing Communities of Practice (CoPs).
- Storytelling as a tool for transferring tacit knowledge.
- Change management principles for KM adoption.
- Overcoming resistance and fostering a learning organization mindset.

Unit Five: Measuring, Sustaining, and Evolving KM

- Defining Key Performance Indicators (KPIs) for KM.
- Methods for measuring the ROI of knowledge management.
- Using the Balanced Scorecard approach for KM evaluation.
- Knowledge retention strategies and succession planning.
- Conducting KM maturity assessments.
- The future of knowledge management and emerging trends.
- Developing a personal action plan for implementation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

What unique qualities does this course offer compared to other courses?

How can an organization effectively measure the value of tacit knowledge, which is inherently difficult to codify and quantify?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the integration of strategy, culture, and technology, rather than treating them as separate components. While many programs concentrate heavily on the technological tools of knowledge management, our curriculum places a profound emphasis on the human element. We delve into the cultural and behavioral changes necessary to transform an organization into a true learning entity, recognizing that the most advanced system is ineffective without a culture of trust and collaboration. The program is built around a strategic framework, ensuring that every KM initiative is directly linked to measurable business outcomes and organizational objectives. Participants will not just learn about theories like the SECI model; they will actively apply them through hands-on workshops and case studies. Furthermore, the course content is designed to be highly practical, providing actionable frameworks and implementation roadmaps that can be adapted to any organizational context. It moves beyond simple information sharing to address the more complex challenge of creating and leveraging new knowledge for sustainable innovation and competitive advantage.