Knowledge Management for Organizational Learning Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA9268_295406

Course Introduction / Overview:

This course provides a comprehensive framework for transforming organizations into dynamic learning entities through the strategic implementation of knowledge management. In today's fast-paced business environment, the ability to create, share, and leverage knowledge is the ultimate competitive advantage. This program delves into the core principles of both knowledge management and organizational learning, exploring their symbiotic relationship. We will move beyond theoretical concepts to provide practical, actionable strategies for fostering a culture where knowledge flows freely and learning is embedded in daily operations. Drawing on the seminal work of academics like Ikujiro Nonaka, particularly his insights from the book "The Knowledge-Creating Company," participants will learn to distinguish between tacit and explicit knowledge and master models for converting one into the other to drive innovation. BIG BEN Training Center has designed this course to equip leaders and professionals with the tools to conduct knowledge audits, design effective knowledge-sharing platforms, and measure the return on investment of their knowledge initiatives. This is an essential journey for any organization aiming to build resilience, enhance decision-making, and achieve sustainable growth by harnessing its most valuable asset: its collective intelligence.

Target Audience / This training course is suitable for:

- Knowledge Management Specialists and Officers.
- Human Resources and L&D Professionals.
- Team Leaders and Department Managers.
- Project Managers and Program Coordinators.
- IT Professionals involved in collaboration systems.
- Strategy and Corporate Planning Executives.
- Organizational Development Consultants.
- Anyone responsible for driving innovation and continuous improvement.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Engineering and Manufacturing Sectors.
- Professional Services and Consulting Firms.
- Government Agencies and Public Sector Organizations.
- Education and Research Institutions.
- Energy and Utilities Sector.

Target Organizations Departments:

- Human Resources and Talent Management.
- Learning and Development.
- Information Technology.
- Research and Development (R&D).
- Operations and Production.
- Strategy and Business Development.
- Project Management Office (PMO).
- Quality Assurance and Compliance.

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 models for knowledge conversion.
- Conduct a thorough knowledge audit to identify critical knowledge assets and gaps.
- Design and implement effective knowledge-sharing platforms and communities of practice.
- Foster a culture of continuous learning, collaboration, and psychological safety.
- Select and utilize appropriate technologies to support knowledge management initiatives.
- Establish key performance indicators (KPIs) to measure the impact of KM projects.
- Lead change management efforts to ensure successful adoption of new KM processes.
- Develop strategies for knowledge retention and effective succession planning.
- Leverage organizational knowledge to drive innovation and improve decision-making.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and focused on practical application. We believe that adult learning is most effective when participants are actively engaged in the process. This course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Sessions will feature facilitator-led discussions, real-world case study analyses of successful and unsuccessful KM implementations, and interactive group workshops where participants can apply concepts like knowledge mapping to their own organizational contexts. A significant portion of the course is dedicated to collaborative exercises, team-based problem-solving activities, and peer-to-peer learning, allowing participants to share insights and experiences. Practical tools and templates for conducting knowledge audits and creating implementation roadmaps will be provided. Throughout the course, there will be continuous opportunities for feedback and reflection, ensuring that the learning is relevant, personalized, and directly transferable to the workplace. Our approach ensures that participants leave not just with new knowledge, but with the confidence and skills to implement tangible changes within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Knowledge Management and Organizational Learning

- Introduction to Knowledge Management (KM).
- The distinction between data, information, and knowledge.
- Defining the Learning Organization.
- The critical link between KM and organizational learning.
- Exploring tacit vs. explicit knowledge.
- The five disciplines of a learning organization by Peter Senge.
- Identifying barriers to knowledge sharing and learning.

Unit Two: Strategic Frameworks for Knowledge Management

- Developing a strategic KM vision and mission.
- The SECI Model of Knowledge Creation (Nonaka & Takeuchi).
- Conducting a comprehensive knowledge audit.
- Techniques for knowledge mapping and analysis.
- Aligning KM strategy with overall business objectives.
- Building a business case for a KM initiative.
- Governance models for effective knowledge management.

Unit Three: Cultivating a Knowledge-Sharing Culture

- The role of leadership in championing KM.
- Building trust and psychological safety for knowledge sharing.
- Establishing and nurturing Communities of Practice (CoPs).
- Motivational strategies and incentive systems for participation.
- Managing change for successful KM adoption.
- Communication strategies for promoting a learning culture.
- Integrating knowledge sharing into daily workflows and processes.

Unit Four: Technologies and Tools for Knowledge Management

- Overview of Knowledge Management Systems (KMS).
- Collaborative platforms and social learning tools.
- Content management and information architecture principles.
- The role of Artificial Intelligence and machine learning in KM.
- Developing expertise locator systems.
- Best practices for selecting and implementing KM technology.
- Ensuring user adoption of new technological tools.

Unit Five: Implementation, Measurement, and the Future of KM

- Creating a phased KM implementation roadmap.
- Defining Key Performance Indicators (KPIs) for KM success.
- Methods for measuring the Return on Investment (ROI) of KM.
- Techniques for knowledge retention and succession planning.
- Sustaining momentum and ensuring continuous improvement.
- Future trends in knowledge management and organizational learning.
- Final project presentation on a KM implementation plan.

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:

How can an organization balance the push for technological KM solutions with the essential, human-centric need for fostering a culture of trust and psychological safety for effective knowledge sharing?

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

This course distinguishes itself by offering a holistic and deeply integrated perspective on knowledge management and organizational learning. While many programs focus narrowly on the technological aspects of KM systems, our curriculum places equal, if not greater, emphasis on the critical human elements of culture, leadership, and change management. We move beyond simply describing theoretical models; we guide participants through the practical application of frameworks like Nonaka's SECI model and Senge's five disciplines, using interactive workshops and real-world case studies. The course is built on the philosophy that technology is merely an enabler, whereas a robust knowledge-sharing culture is the true engine of a learning organization. Another unique quality is the strong focus on measurement and sustainability. We equip participants not only with the skills to launch a KM initiative but also with the tools to measure its impact through relevant KPIs and ROI analysis, ensuring long-term value and continuous improvement. The curriculum is designed to bridge the gap between strategic vision and operational reality, empowering attendees to return to their organizations as effective change agents capable of building a resilient and intelligent enterprise.