Strategic Knowledge Management and Learning Organizations Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TDD9306_294963

Course Introduction / Overview:

In today's fast-paced economy, an organization's most valuable asset is its collective knowledge. The ability to effectively create, share, and apply this knowledge is what separates market leaders from the rest. This course provides a comprehensive framework for transforming your organization into a dynamic learning entity. We will explore the symbiotic relationship between Knowledge Management (KM) and Organizational Learning (OL), moving beyond theoretical concepts to provide actionable strategies for implementation. Drawing on foundational principles from acclaimed thinkers like Peter Senge, author of "The Fifth Discipline: The Art and Practice of the Learning Organization", this program delves into the practicalities of building a robust knowledge ecosystem. Participants will learn to harness both explicit and tacit knowledge, fostering a culture of continuous improvement and innovation. At BIG BEN Training Center, we have designed this training to equip leaders and professionals with the tools to build and sustain intellectual capital, ensuring a lasting competitive advantage and organizational resilience in the face of constant change. This is not just about managing information; it is about cultivating a collective intelligence that drives strategic success.

Target Audience / This training course is suitable for:

- Knowledge Management Specialists and Officers.
- Human Resources and Learning & Development Professionals.
- Chief Knowledge Officers (CKOs) and Chief Information Officers (CIOs).
- Project Managers and Program Managers.
- Team Leaders, Department Heads, and Supervisors.
- Organizational Development and Change Management Consultants.
- Strategy and Corporate Planning Executives.
- IT Managers responsible for collaboration platforms.
- Anyone involved in improving organizational performance and innovation.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Engineering, Construction, and Manufacturing.
- Professional Services and Management Consulting.
- Energy, Oil, and Gas Sector.
- Governmental Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.
- Aerospace and Defense.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive knowledge management strategy aligned with organizational goals.
- Implement practical frameworks for fostering a continuous learning culture.
- Master techniques for capturing, codifying, and transferring tacit and explicit knowledge.
- Design and facilitate effective communities of practice to drive collaboration.
- Conduct a thorough knowledge audit to identify critical knowledge assets and gaps.
- Apply Peter Senge's five disciplines to build a true learning organization.
- Select and evaluate appropriate technologies to support KM and OL initiatives.
- Measure the return on investment and business impact of knowledge management programs.
- Lead change initiatives to overcome cultural barriers to knowledge sharing.
- Create a sustainable governance model for long-term KM success.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered. We believe that deep learning occurs when theory is directly applied to real-world challenges. This course moves beyond traditional lectures to immerse participants in a dynamic learning environment. A significant portion of the program is dedicated to analyzing practical case studies from various industries, allowing participants to dissect successful KM implementations and learn from common pitfalls. Through facilitated group discussions and brainstorming sessions, attendees will share experiences and co-create solutions to complex organizational problems. Hands-on workshops will provide opportunities to practice key skills, such as knowledge mapping and designing a community of practice charter. Role-playing scenarios will simulate real-life challenges, like overcoming resistance to a new knowledge-sharing platform. Our expert facilitators provide continuous feedback and guide participants in developing a personalized action plan, ensuring that the concepts learned in the classroom are readily transferable to the workplace. The emphasis is on practical application, collaborative learning, and tangible outcomes.

Course Agenda (Course Units):

Unit One: Foundations of Knowledge Management and Organizational Learning

- The Strategic Importance of Knowledge in the Modern Economy.
- Defining Knowledge Management, Organizational Learning, and Intellectual Capital.
- The DIKW Pyramid (Data, Information, Knowledge, Wisdom).
- Differentiating Between Tacit and Explicit Knowledge.
- The Key Pillars of a Successful Knowledge Management System.
- Exploring the Link Between KM, Innovation, and Performance.
- Building the Business Case for a KM and OL Initiative.

Unit Two: Developing a Knowledge Management Strategy

- Aligning KM Strategy with Overall Business Objectives.
- Conducting a Comprehensive Knowledge Audit and Gap Analysis.
- Techniques for Knowledge Mapping and Asset Identification.
- The SECI Model of Knowledge Creation by Nonaka and Takeuchi.
- Developing a KM Implementation Roadmap and Governance Structure.
- Defining Roles and Responsibilities in a KM Framework (e.g., CKO).
- Risk Management in Knowledge Management Projects.

Unit Three: Building a Culture for a Learning Organization

- Introduction to Peter Senge's Five Disciplines.
- Mastering Personal Mastery and Mental Models.
- Building a Shared Vision and Fostering Team Learning.
- The Principles of Systems Thinking in Organizational Contexts.
- The Role of Leadership in Championing a Knowledge-Sharing Culture.
- Strategies for Overcoming Cultural Barriers to Sharing.
- Establishing and Nurturing Communities of Practice (CoPs).

Unit Four: Practical Tools for Knowledge Capture, Transfer, and Application

- Techniques for Eliciting and Capturing Tacit Knowledge.
- Implementing Effective Lessons Learned and After-Action Review Processes.
- Storytelling as a Powerful Tool for Knowledge Transfer.
- Leveraging Social Learning and Collaboration Platforms.
- An Overview of KM Technologies: Wikis, Intranets, and Expert Systems.
- Best Practices for Content Management and Taxonomy.
- Designing Knowledge Repositories for Accessibility and Usability.

Unit Five: Measuring Success and Ensuring Sustainability

- Developing Key Performance Indicators (KPIs) for KM Initiatives.
- Methods for Measuring the ROI and Business Impact of KM.
- Utilizing the Balanced Scorecard Approach for KM Evaluation.
- Strategies for Sustaining Momentum and Ensuring Long-Term Adoption.
- The Future of Knowledge Management: AI, Big Data, and Analytics.
- Addressing the Challenges of Knowledge Retention and Employee Offboarding.
- Creating a Personal Action Plan for Immediate 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:

How can an organization effectively balance the need for structured knowledge systems with the fluid, often chaotic, nature of informal knowledge sharing and innovation?

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

This course distinguishes itself by adopting a holistic and integrated approach that intrinsically links the mechanics of knowledge management with the philosophy of the learning organization. While many programs focus narrowly on the technological tools or process frameworks of KM, our curriculum emphasizes the critical human and cultural elements that are the true drivers of success. We move beyond simply managing information to cultivating an environment where learning, adaptation, and innovation are embedded in the organizational DNA. The program is built upon a foundation of seminal academic work, such as that of Peter Senge, but its core strength lies in translating these powerful theories into practical, actionable strategies. Participants will not just learn about communities of practice; they will design one. They will not just discuss knowledge audits; they will work through a methodology to conduct one. A key differentiator is the focus on developing leadership capabilities to champion and sustain a knowledge-sharing culture, addressing the often-overlooked challenge of change management. The course culminates in the creation of a personalized implementation roadmap, ensuring that participants leave with a clear, strategic plan to effect tangible change within their own organizations.