



Where Technologies Innovate

KNOWLEDGE MANAGEMENT

KNOWLEDGE MANAGEMENT II

Check List For Knowledge Management In An Organization

How good is your company at managing knowledge? Do you create knowledge? Are you good at learning? Do you know how to translate knowledge into value?

A learning organization should always be very careful in the following areas to make the organization competitive to meet the challenges of change in ever growing and competitive business world.

- ▶ Do you seek to identify key gaps in your knowledge about your markets, products, etc, and conduct research to try to close them?
- ▶ Do you use training programmes and other methods and other methods to improve the knowledge and skills of your managers and staff?
- ▶ Do you encourage and reward creative thinking?
- ▶ Do you recognize that knowledge is infinite, and there will always be opportunities to learn and create new knowledge?
- ▶ Do you recognize that the more knowledge you have, the better and faster you can create or learn new knowledge in future?
- ▶ Do you have systems for circulating knowledge so that everyone is aware of new ideas and new developments?
- ▶ Have you created data banks and memory banks so that knowledge, once acquitted, can be easily accessed when needed?
- ▶ As far as is permissible by data protection legislation, do you store knowledge about your company and customers so that you can create profiles or determine trends?
- ▶ Do you encourage everyone in your organization to be innovative and think of ways of improving products and processes?
- ▶ Do you believe innovation is an important competitive strength and strive to be more innovative than your competitors?
- ▶ Using your knowledge of customers, do you try to forecast their wants and needs and then develop products or services to meet those needs?
- ▶ Using your knowledge of own business and of emerging, etc., do you strive to constantly improve your performance and efficiency?
- ▶ Do you believe that knowledge is valuable in its own right, not just for its commercial applications?
- ▶ Do you encourage a culture of knowledge sharing and believe that everyone ought to be encouraged to learn?
- ▶ Do you understand the importance of both tacit and explicit knowledge, and seek for ways to unlock the power of the former?
- ▶ Do you believe that knowing how to learn is an important competitive advantage?

CONCLUSION

An organization should have creativity, learning and knowledge sharing which are extremely important. It is important to remember that these things do not happen on their own. Management has a role to play in constantly stimulating the rest of the organization to continue learning and creating. Beware of complacency, for it's the enemy of learning. Hungry organizations are always leaning; complacent ones think they know everything, and then learning stops.



Organizations must be aware of the importance of knowledge, and should have developed systems to manage it effectively. Many organizations have an ad-hoc approach to knowledge management. You should be leveraging knowledge more effectively and unlocking its potential.



Organizations should fully appreciate the value of knowledge and should have systematic approach to manage it. There are businesses which use knowledge to create huge competitive advantage by unlocking and using knowledge. If you lag behind, your competitor may use the opportunity. If you do not wish to be left behind, then a more systematic approach is essential and urgent.

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