

Sharing Knowledge to Mutual Benefit

‘Challenges for Knowledge Transfer - A Time of Change’

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Why Share Knowledge ?

The notion of looking outside our own experience to gain access to knowledge, ideas and experience that would otherwise be the case if we relied solely on our own resources

Open Innovation: “[..] inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation [..].”

Henry Chesbrough et al., 2006

Knowledge is...

Data in context is **Knowledge**...

...**Wisdom** is how we use this **Knowledge**

Technology Strategy Board

Driving Innovation



Data tells us that this is a tomato



Knowledge is that this is a fruit



Wisdom is that tomato should not be put in a fruit salad

What are the challenges to achieving mutual benefit from knowledge sharing?

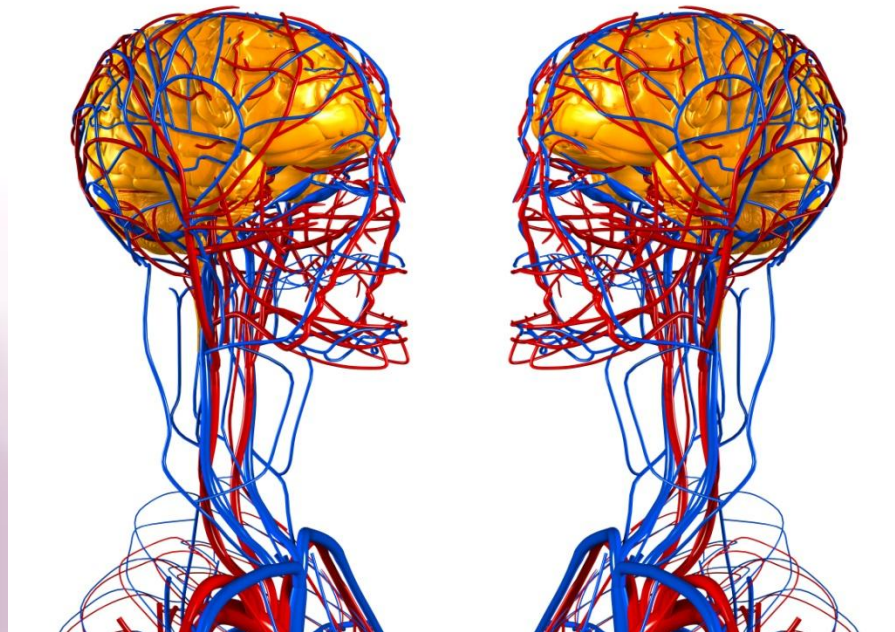
- Language...
- Timing...
- Absorption...

Plus appreciating the balance between Virtual & Physical
Networking

Understanding and interpreting the need for a common language to effectively share knowledge between disparate communities.



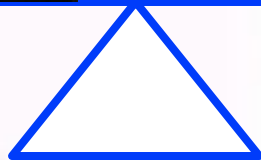
Accepting that those who we want to share knowledge with may be working at different speeds and in different timeframes



Assisting with the translation of knowledge to wisdom where wisdom is a series of steps from absorbing to using the new knowledge, and then ensuring that value is delivered.



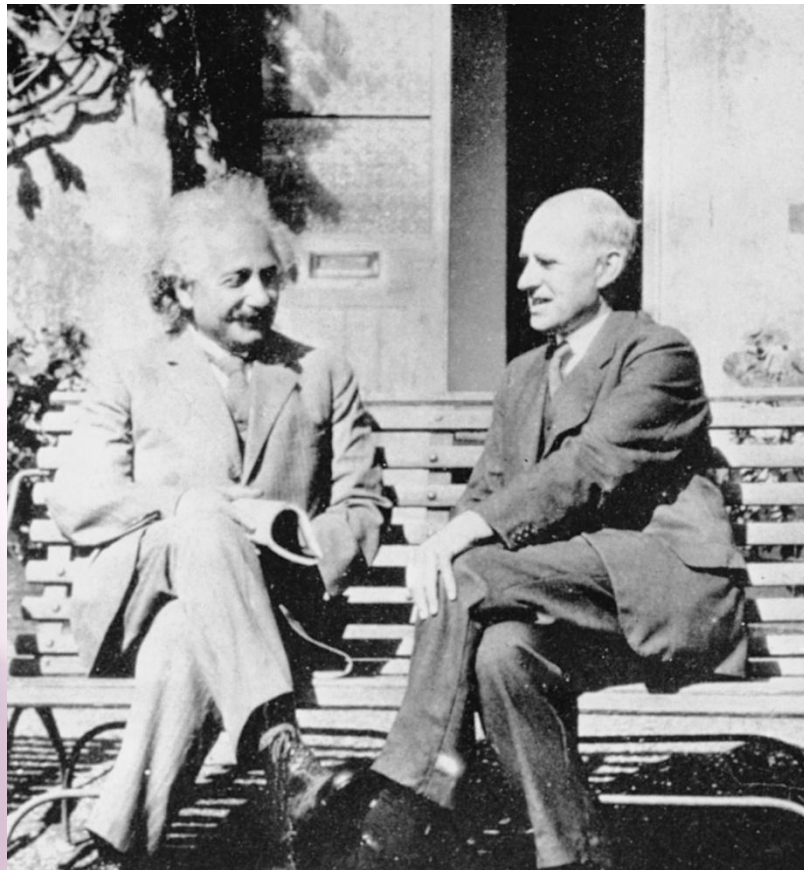
For every situation it is essential to establish the appropriate balance between physical and virtual networking



Knowledge Sharing ... listening to other people's needs is quite often more important than what you have to say them



**knowledge Sharing ... may need the help
of a translator, and intermediary**



Data in context becomes knowledge that can be shared. Knowledge is best shared at the right time, with the right people, in the right format and appropriately both physically and virtually



Thank You

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