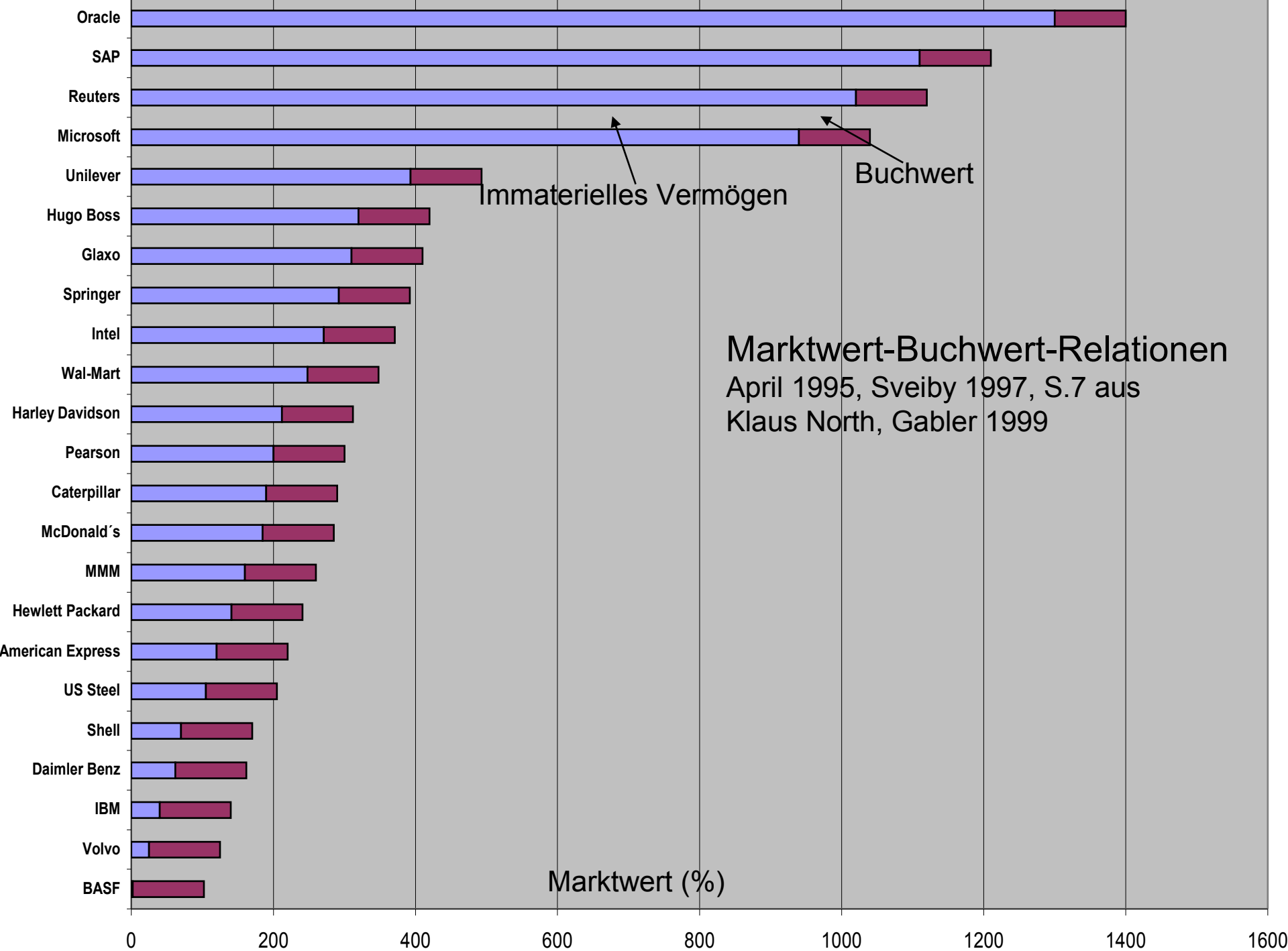


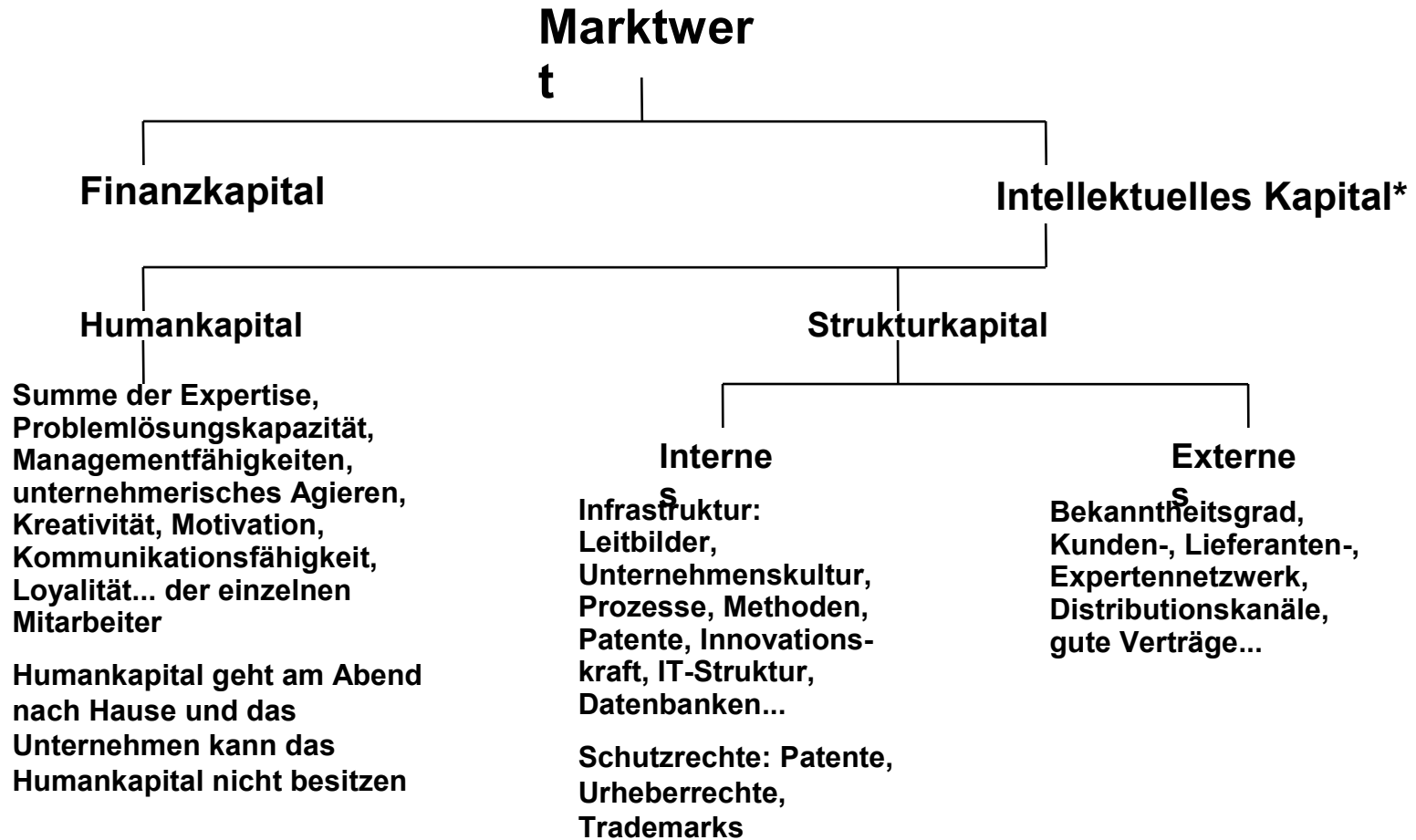
Sind Wissensmanagement Normstrategien auf E-Learning Strategiefindung anwendbar?

Lotte Krisper-Ullyett

OECG Arbeitskreis 19 November 2007



Intellectual Capital



* In Anlehnung an Annie Brooking, aus „The Guru Guide“, S. 102- S.103

KM Strategien: Codification vs. Personalization

	Codification	Personalization
What is your competitive strategy?	Quickly provide high-quality, reliable and cost-effective products/services	Provide creative, rigorous and highly customized products/services
How much old material do you reuse in producing new products/services?	You frequently reuse large portions of old documents and products to create new ones	Almost every problem is unique. You rely on cumulative learning to find highly creative solutions. Old documents/products cannot generally be recycled or reused
Do you offer standard or customized products/services?	Standard	Customized
Do you have a mature or innovative product?	Mature	Innovative
Do your people rely largely on explicit or tacit knowledge to do their work and solve problems?	Explicit	Tacit
What is your costing model? What is your profit margin?	Price based Low	Expertise-based High

A mix of 80% - 20% is recommended!

From „The Guru Guide“ quoting Hansen, Nohria, Tierney



The diagram consists of three light blue circles arranged in a triangle. The top circle contains the word 'Wir'. The bottom-left circle contains the word 'Konkurrenz' split into two lines. The bottom-right circle contains the word 'Kunde'. In the center of the triangle is a light blue rectangular box containing the text 'Strategisches Dreieck: wie nimmt uns der Kunde im Vergleich zur Konkurrenz wahr?'.

Wir

Strategisches Dreieck: wie nimmt uns der Kunde im Vergleich zur Konkurrenz wahr?

Kon
kurren
z

Kunde