

Knowledge Management in Dhaka Ahsania Mission

An Unexplored Potential

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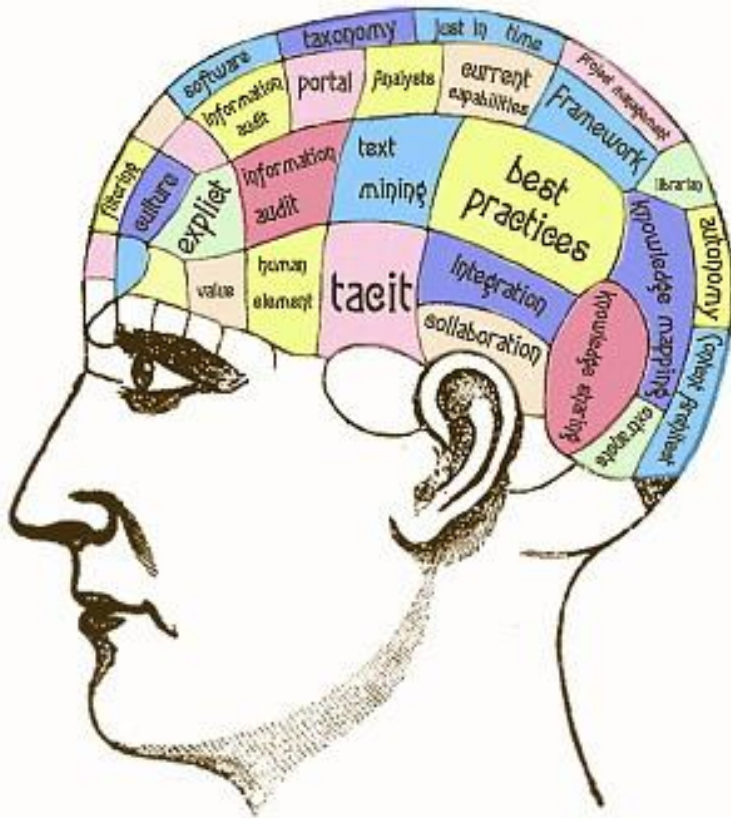
knowledge

proprietary knowledge

peers as a

standing

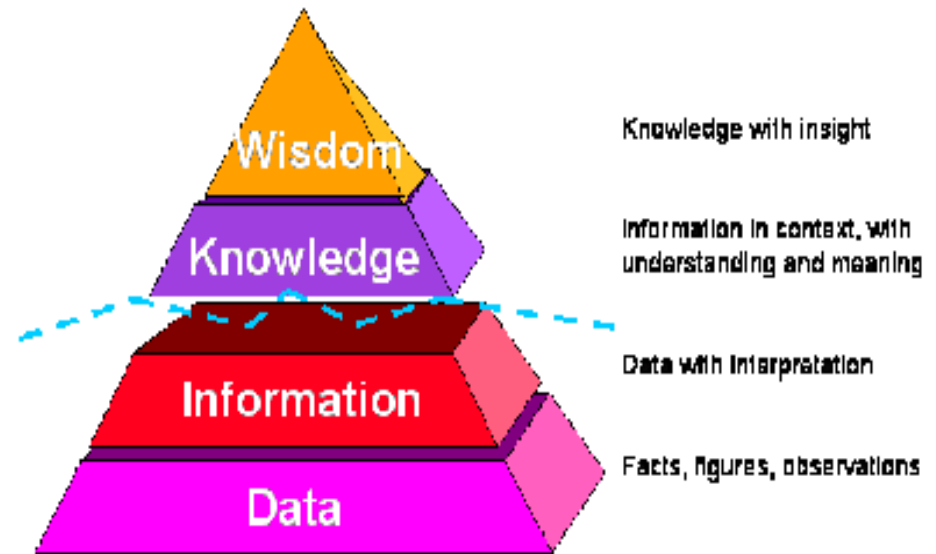
Recognizing Knowledge



- Knowledge is intangible assets
- Insights, understandings, and practical know-how
- Fundamental resource that allows us to function intelligently
- Knowledge is stored in the individual brain or encoded in organizational processes, documents, products, services, facilities and systems
- Knowledge is a competitive advantage
- Most people tend to keep it to oneself to maintain an advantage.

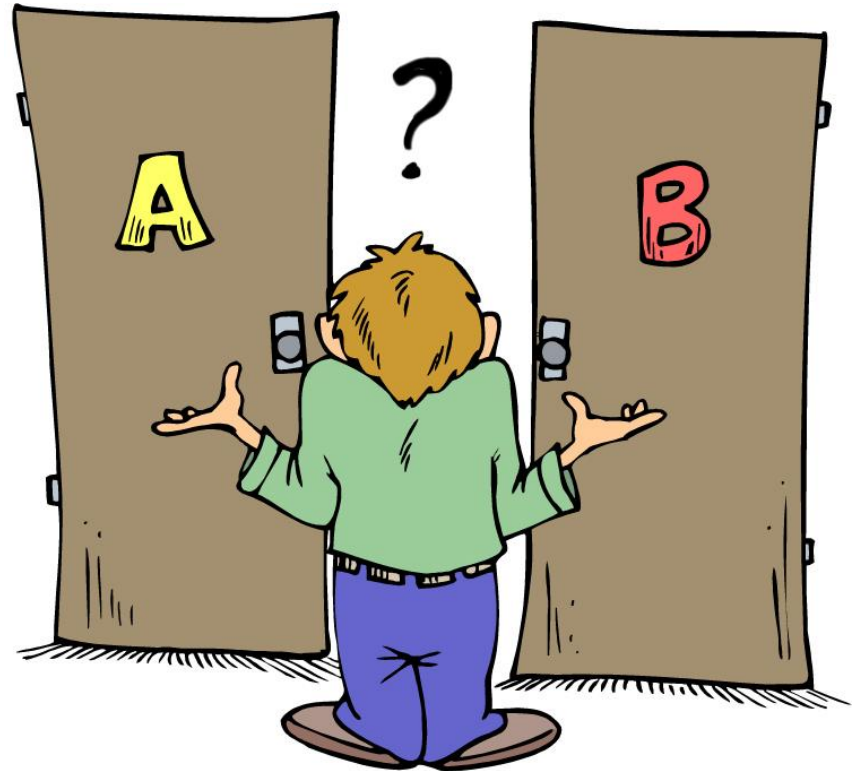
Organizational Knowledge

- Through organizing ,sharing, and application information turns into organizational knowledge
- knowledge is useless unless applied by members of the organization
- Knowledge is increasingly being recognized as the new strategic imperative of organizations
- Knowledge is the only core competence for coping with challenge and change.



Main Category

- Explicit Knowledge
- Tacit Knowledge



Explicit Knowledge



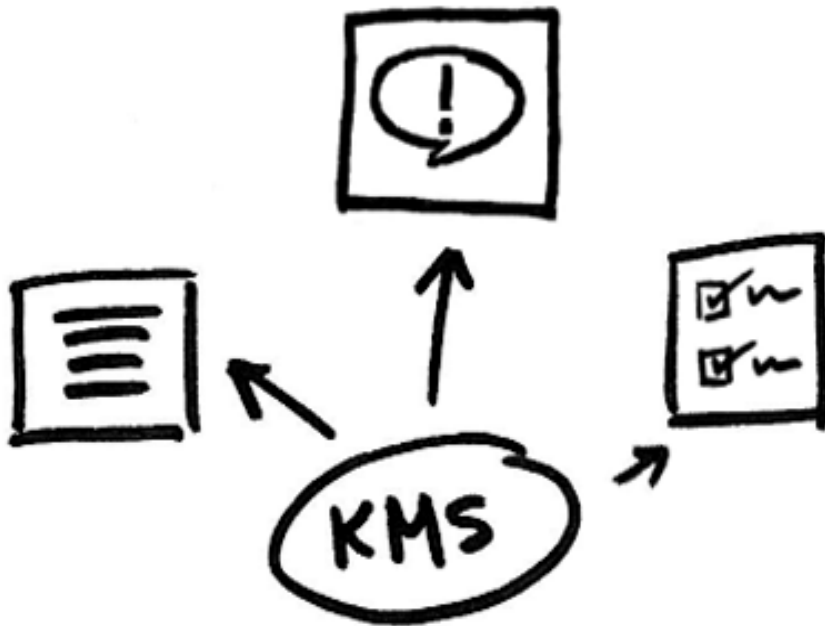
- Can be defined as knowledge that has been articulated in the form of
 - text
 - Diagrams
 - Specifications
 - Reports
 - Memos
 - Project plans
 - Methodologies etc.
- Refers to knowledge that has been expressed into words and numbers

Tacit Knowledge

- Knowledge we carry in our brain about how to do things
- Lessons learned through experience
- Difficult to articulate
- It grows through trial and error and from experience of success and failure
- Is often subconscious, internalized, and may be unable to express how he or she accomplishes particular results.
- Much harder to copy or distribute



Knowledge Management



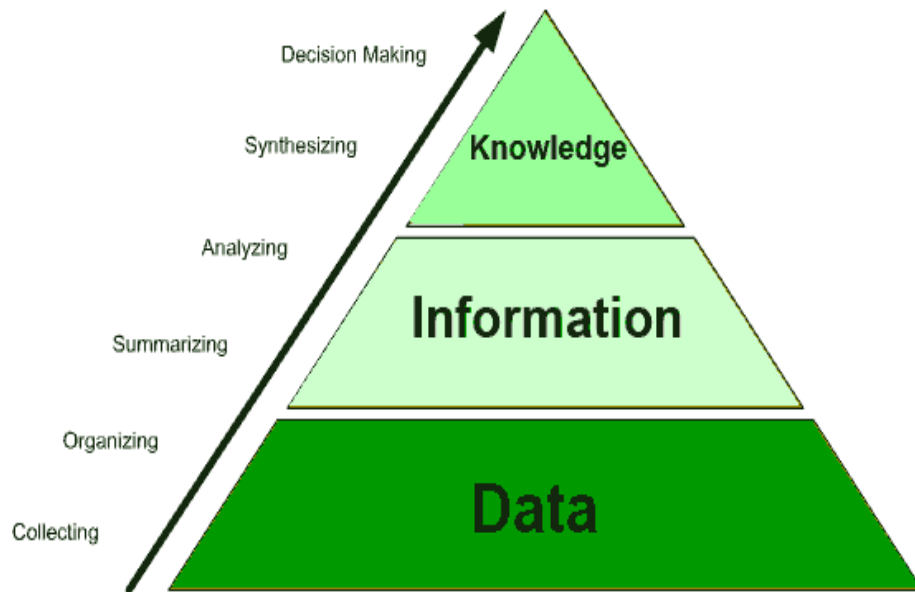
- Comprises a range of strategies and practices used in an organization to identify, create, represent, distribute, and adoption of **insights and experiences**
- Is the ability to acquire, record and access knowledge, for gaining competitive advantage
- It is the process through which organizations create and use their institutional or collective knowledge assets

Knowledge Management



- Knowledge management is an effort to increase useful knowledge within the organization by
 - encouraging communication
 - offering opportunities to learn
 - Promoting the sharing of appropriate knowledge artifacts
- The process of conversion of tacit knowledge into explicit knowledge and sharing it within the organization.

Four elements of knowledge Management



- Identification, creation and capture
- Sharing and enrichment
- Storage
- Dissemination and use

A wild guess!!!



What if 20 key staff member's of DAM left the organization at a time?

Why Knowledge Management

- The only thing that sets DAM apart from others is the quality of people (knowledge workers).
- Intellectual capital or knowledge is a valuable asset that should be managed as effectively as physical assets in order to improve performance.
- It is essential for DAM to discover and utilize the tacit knowledge of its employees in order to optimize the use of its own intellectual capital.
- Managing intellectual capital and intellectual assets to enhance our performance and competitiveness
- Enable us efficient use of the human knowledge that exists in DAM
- It is essential for DAM to discover and utilize the tacit knowledge of its employees in order to optimize the use of its own intellectual capital.
- To gain competitive advantage
- To protect our intellectual assets from decay

Process of Knowledge Management



- Explicit knowledge from within and outside DAM should be captured (printed reports, record of meetings, copies of memos etc)
- Identify areas of tacit knowledge available and with whom
- Capture tacit knowledge from all sources
- Tacit knowledge can be created and captured during discussions and meetings with office colleagues, stakeholders, institutional partners, consultants and experts
- Seminars and workshops provides excellent scope for creating and capturing tacit knowledge
- Degree of sharing of tacit knowledge depends to a great extent on the ability and willingness of the person possessing it and culture of sharing

Barriers of Sharing –Problem of Attitude



- Why should I share it and create a competition if my knowledge is a valuable resource that makes me an essential asset of the organization?
- Why should I use the knowledge of others when it might put to risk the quality of the work that I am doing?

KM is a Cultural Change Process: What we believe?

I know	We know
Knowledge is mine	Knowledge is ours
Knowledge is owned	Knowledge is shared
Knowledge is personal property	Knowledge is collective property
Knowledge is personal advantage	Knowledge is collective advantage
Knowledge is personal	Knowledge is inter-personal
Other people's knowledge is a threat to me	Our shared knowledge helps me
Admitting I don't know is weakness	Admitting I don't know is the first step to learning

Moving ahead- some considerations

- Identify knowledge assets of the organization (identifying who knows what) and how they can be managed(identification- sharing-storage- use)
- Identification of strengths and gaps in the current processes
- Review and redefine existing knowledge management strategy, vision and objectives as per our need
- Identification of appropriate technologies and systems to stimulate collaboration and sharing
- Facilitate the process of sharing and reward for sharing and actual utilization
- Get commitment from all levels including top management

Moving Ahead- some considerations

- Allocation of needed resources to enable the sharing and application of knowledge
- Arrangement of training in some of the tools and techniques of knowledge management
- Support and nurture the right culture within the organization for proper sharing of knowledge
- Information reports, statistical data, official documents, once approved can be stored in databases in a centralized location with sufficient provisions for easy access
- Understanding of the value of KM by all

Reflection



- Selection of topics for presentation-how ?
- Documentation of discussion!
- Is there deliberate attempt?
 - Capture-sharing-storage-dissemination and use
 - Protect missing/ undocumented knowledge?
- Are we satisfied with the volume of explicit and tacit knowledge available in DAM in terms of its present thematic coverage and long working experience?

Are these presentations generic or reflecting organizational learning's ?

- **Good Governance in NGO sector**
- **Total Quality Management (TQM)**
- **Findings of Focus Group Discussion (FGD) of Para Centres of ICDP, CHTDB-UNICEF**
- **Diagnostic Teaching Techniques for active learning**
- **Bangladesh in Risk of Earthquake: What Can Be Done**
- **Poverty Sensitive Budgeting, Principles, Anecdotes and Way Forward**
- **Adult Literacy & Education as tool for people's empowerment**
- **Use of ICT in Education**
- **Climate Change Effect in Bangladesh**
- **Corporate Social Responsibility**
- **Digital Bangladesh: Target and Present Scenario**
- **DMAIN OF LEARNING: Doorways to Improve Knowledge**
- **Equivalence Education in Bangladesh**
- **Psychosocial Support**
- **Sector Wide Approach of Planning for Non Formal Education**
- **Social Rating of MFIs**
- **The Science of Climate Change and its Consequences**
- **Poverty, demography, health and the development of basic education in South-Asia. A critical analysis of selected data on human development.**
- **Development Issues and Priorities of Indigenous People in CHT**
- **Contribution of Microfinance in Rural Poverty Reduction**
- **Time Management**
- **The private sector as potential partners in creating and sustaining literate environment**

Where we are ?



- **knowledge identification and creation(explicit and tacit)?**
- **Knowledge sharing and enrichment?**
- **Storage of knowledge?**
- **knowledge dissemination and use?**
- **Management support?**

**Let's explore all potentials and manage knowledge in DAM
efficiently to continue our journey towards a
Better Tomorrow**

