



# Knowledge management

## Your knowledge as a competitive advantage

### Seminar objective

Capturing knowledge centrally and in a structured way and making it accessible is important for your success and that of your company. Because the retrievability and efficient use of knowledge determines its future use - and is therefore your competitive advantage! Your work environment should be able to adapt to new knowledge and you need efficient tools to deal with and manage a growing flood of data and information. Good knowledge management is characterized in particular by the structure and prioritization in which the various sources of information must be bundled and made available through fast access options. The valuable knowledge of the employees should be made usable for the company and integrated into the daily work routine.

### Seminar content

#### Organizing knowledge successfully:

- Knowledge management as a key competitive factor
- How do I use the symbiosis between intelligence and knowledge
- Creating a learning organization through knowledge management
- Optimizing learning processes
- Creating case studies and best practice examples for knowledge transfer

#### Knowledge management of employees:

- Methods for effective knowledge management of employees
- How do employees gain access to new knowledge?
- How can employees successfully apply new knowledge in the company?

#### Dealing with new knowledge:

- What methods can I use to gain new knowledge?
- How do I store new knowledge?
- How is new knowledge retrieved and applied?
- Forms and types of knowledge

#### Practical recommendations:

- "Dos and Don'ts"
- Practical and case studies for practice
- Analysis of current trends
- Overview of selected technologies

### Methodology

Interactive and experience-oriented exchange Moderated exercise sequences Supervision Short trainer inputs Simulation of everyday situations

### Target audience

#### Course ref.

AO3004

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

17.06.2024 – 18.06.2024  
03.07.2024 – 04.07.2024  
02.09.2024 – 03.09.2024  
28.11.2024 – 29.11.2024  
06.03.2025 – 07.03.2025  
07.07.2025 – 08.07.2025  
24.07.2025 – 25.07.2025  
17.11.2025 – 18.11.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



**MANAGEMENT-INSTITUT  
DR. A. KITZMANN**

Seminare für Fach- und  
Führungskräfte

The seminar "Knowledge Management" is aimed at specialists and executives from business enterprises of all sizes and industries as well as from public administration.



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Veranstaltung                      Seminarcode

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