



K³ Knowledge Laboratory®

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World Conference on Intellectual Capital for Communities
- Fourth Edition -

Overview

1. K³ Knowledge Laboratory®: Background – FOKUS Study & Executive Master of Knowledge Management
2. K³ Knowledge Laboratory®: Logics – Project PAC's
3. K³ Knowledge Laboratory®: Underlying K-3 model
4. K³ Knowledge Laboratory®: Function and Practice
5. K³ Knowledge Laboratory®: Development

K³ Knowledge Laboratory® - Background I *FOKUS study – specific features of SMC*

- 1. Scarce resources**
- 2. Problems of perception and assessment**
- 3. Concentration of knowledge on single persons**
- 4. Strategy deficits**
- 5. Differentiation problem**
- 6. Flexibility**
- 7. Specific culture**
- 8. „Locked in“**

K³ Knowledge Laboratory® - Background I *FOKUS study – CATI survey*

5 branches:

- manufactures
- trade
- services
- handwork/building trade
- mining/energy branch/
farming

3 size groups:

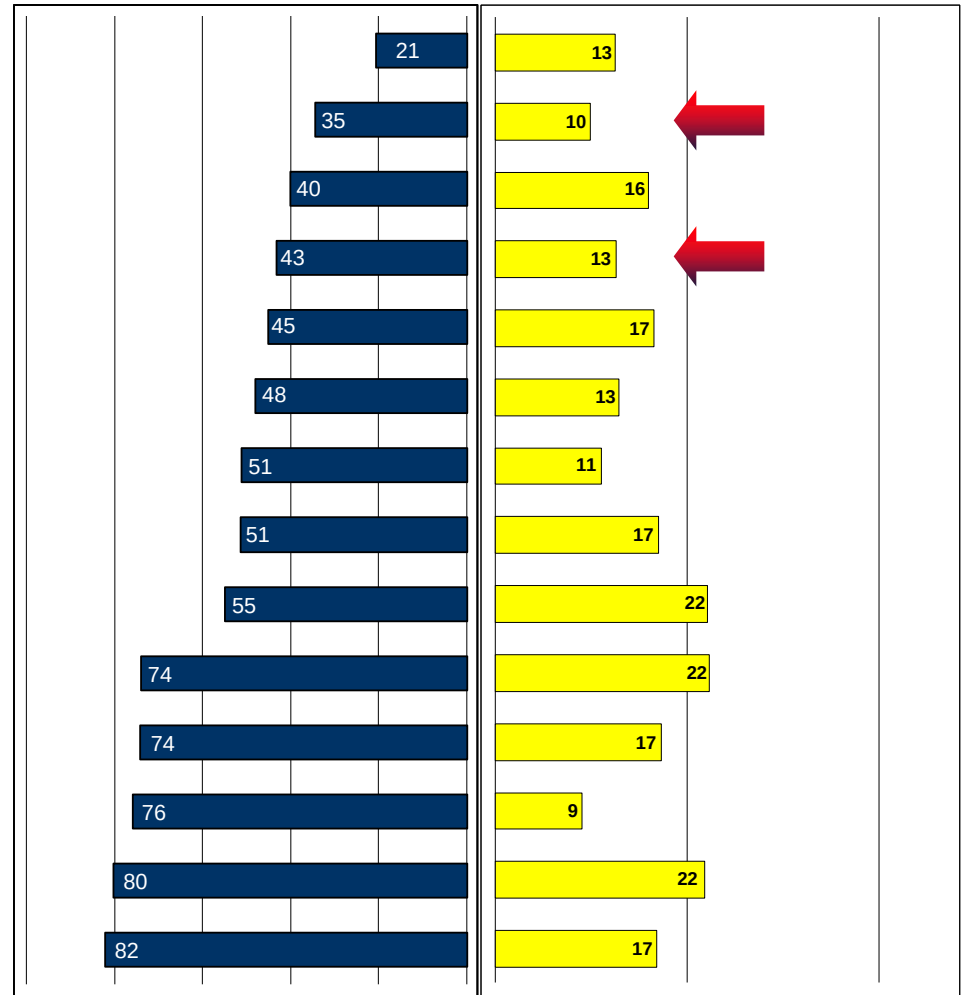
10 - 49 EE
50 - 249 EE
249 - 500 EE



K³ Knowledge Laboratory® - Background I

FOKUS study – results – current activities & planning

- Cooperation with research institutes & universities
- Documentation of employees-knowledge
- Learning from other companies
- Retain knowledge from retiring employees
- Customers and suppliers involved in the development
- Networking of specialists
- To recognize Persons with special experience
- To support the Implementation of ideas into new products
- To recognize knowledge deficits by employees
- Continuing education
- Internal staff training
- Internet access for employees
- Learning from project experience
- Access to information for employees



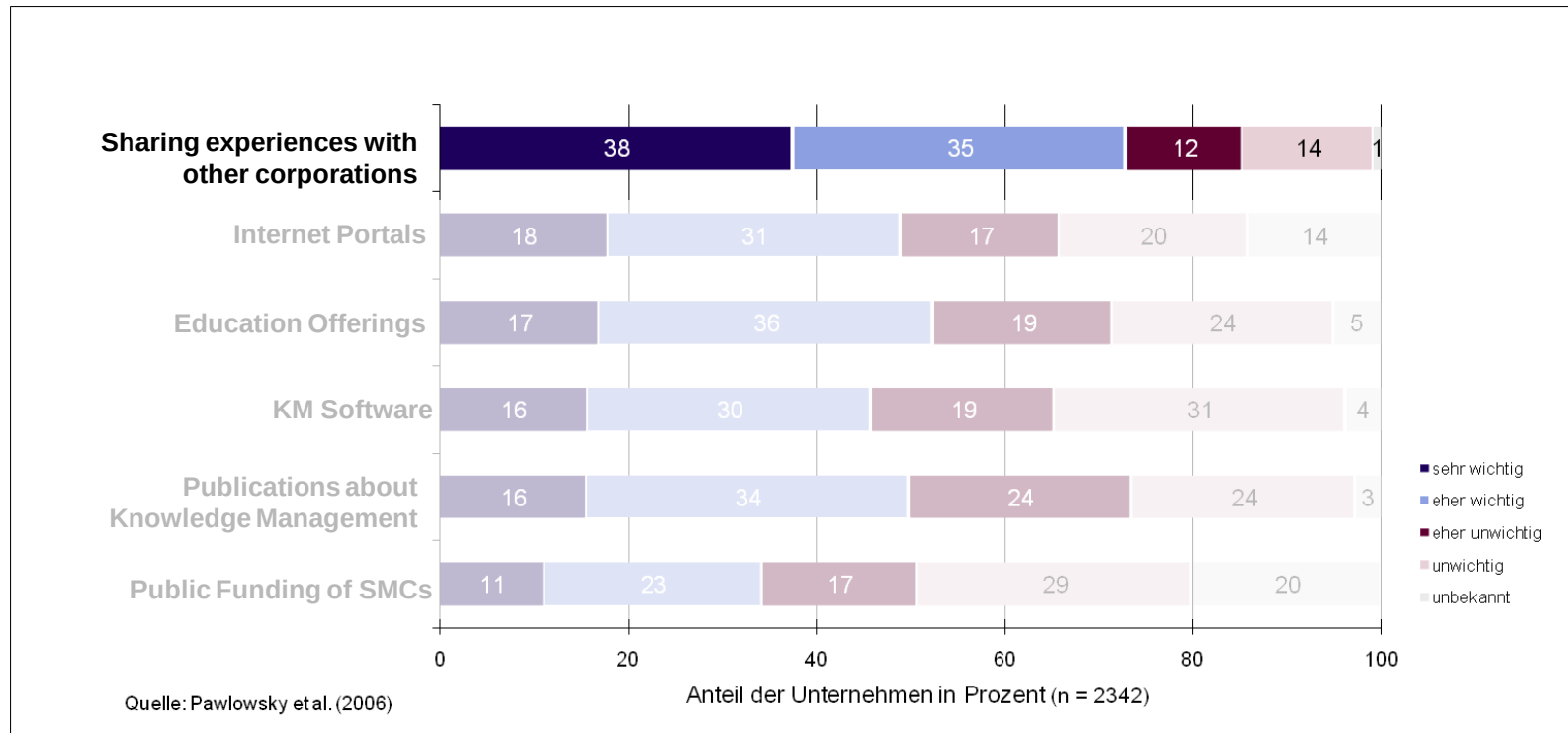
100% „Wir haben Maßnahmen für...“:
Zustimmung (zusammengefasst +4, +3)

40 % „Wir werden diese Maßnahmen
künftig verstärken“

n=2342

K³ Knowledge Laboratory® - Background I **FOKUS study – results – corporate demands**

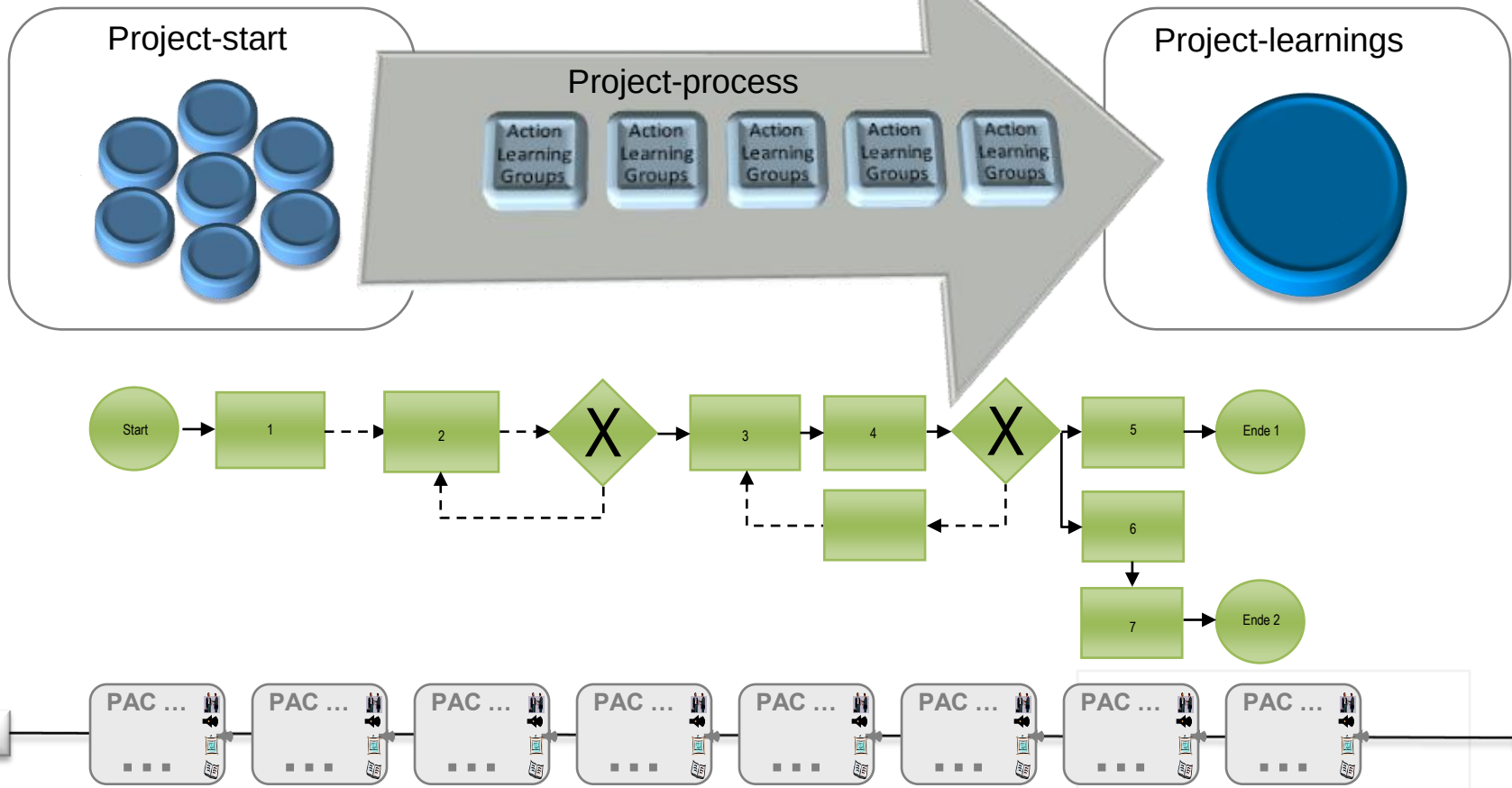
Question: “How important are the following offerings for your corporation?”



Pawlowsky, P.; Gerlach, L.; Hauptmann, S.; Puggel, A. 2006 : *Wissen als Wettbewerbsvorteil in kleinen und mittelständischen Unternehmen*. [Knowledge as Advantage in Competition Processes in German SMCs] Link : http://www.tu-chemnitz.de/wirtschaft/bwl6/prints/fokus_prints_09-06.pdf

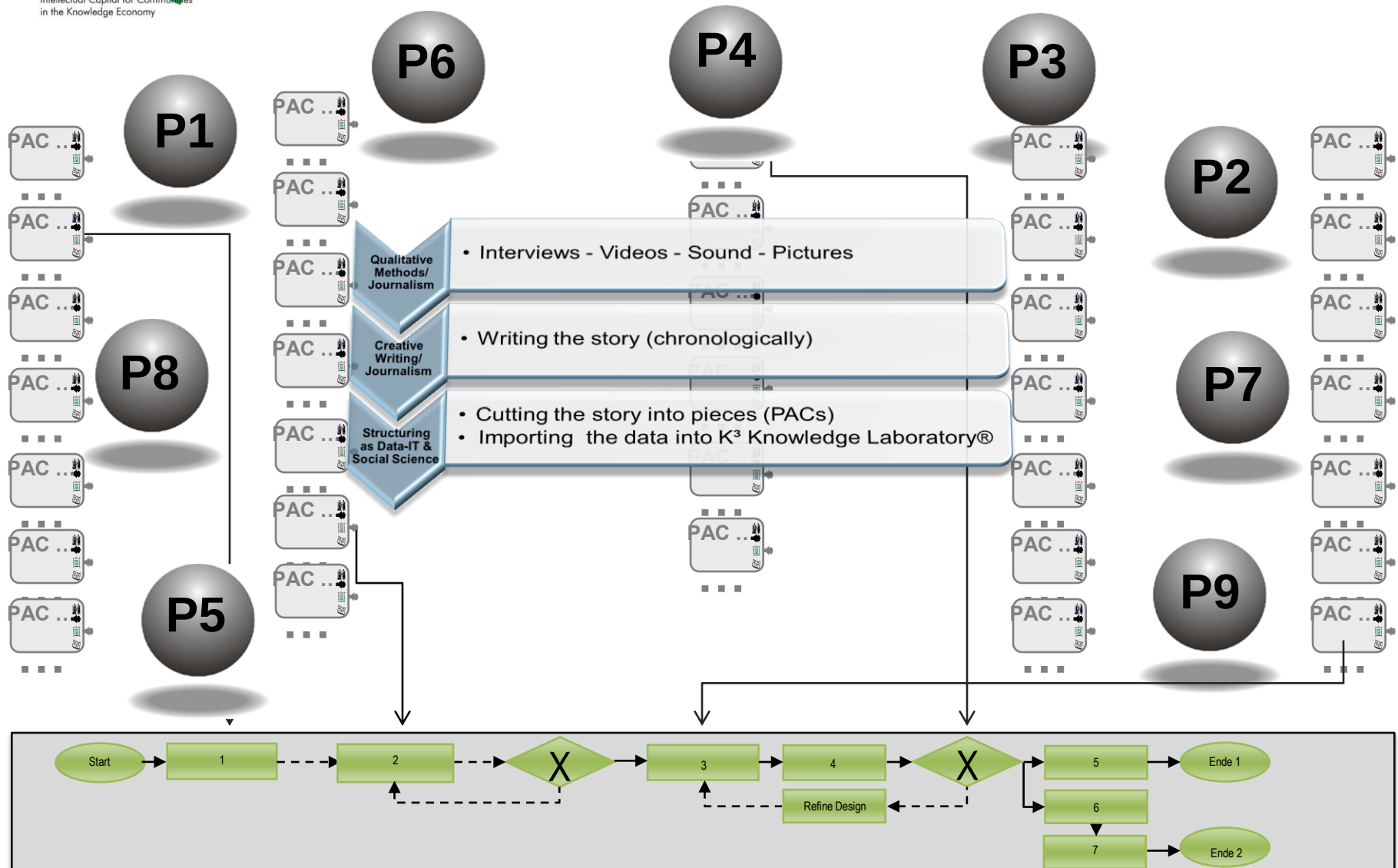
K³ Knowledge Laboratory® - Background II *Executive masters program – project experiences*

executive master of
knowledge
management



Overview

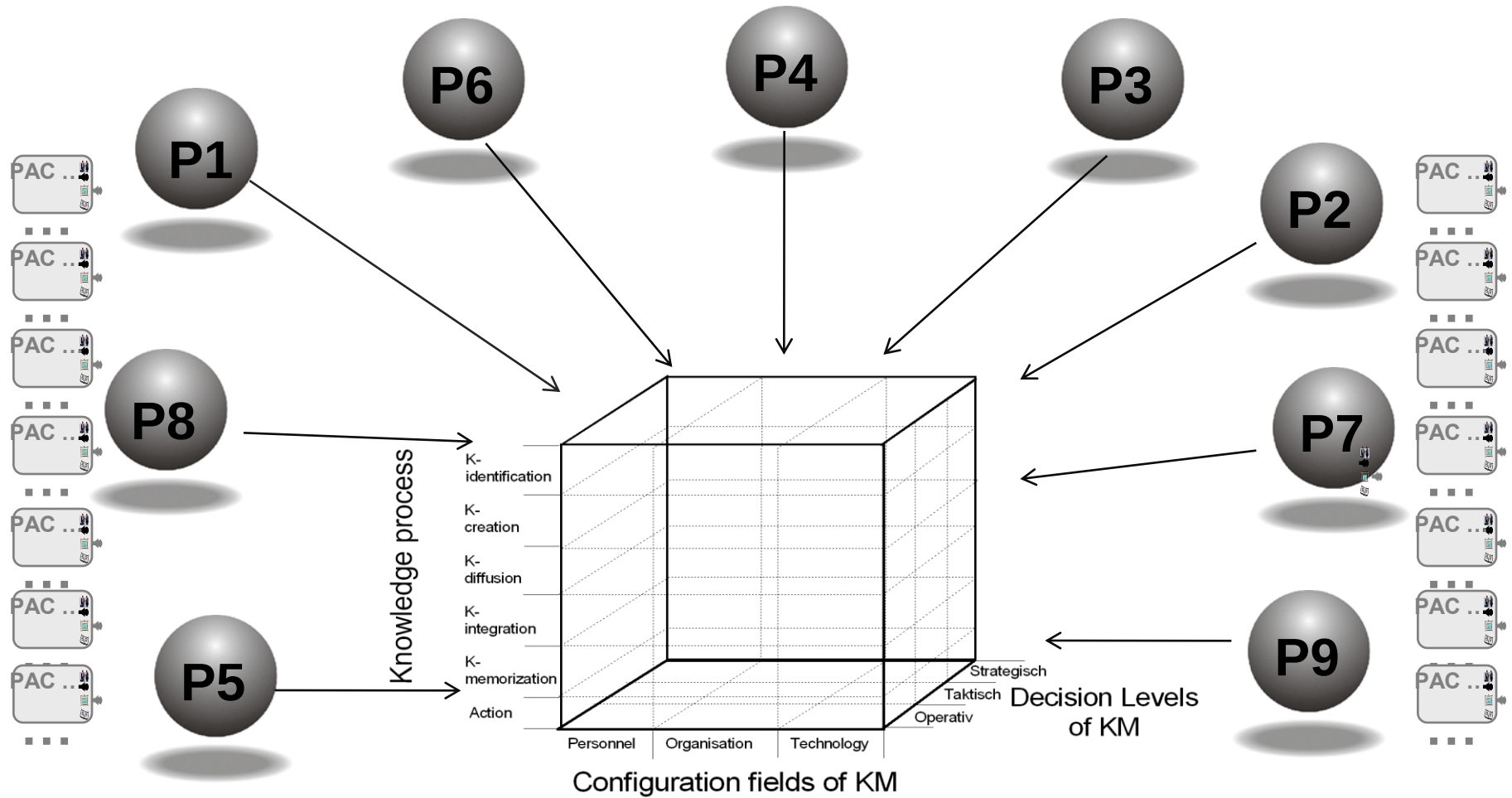
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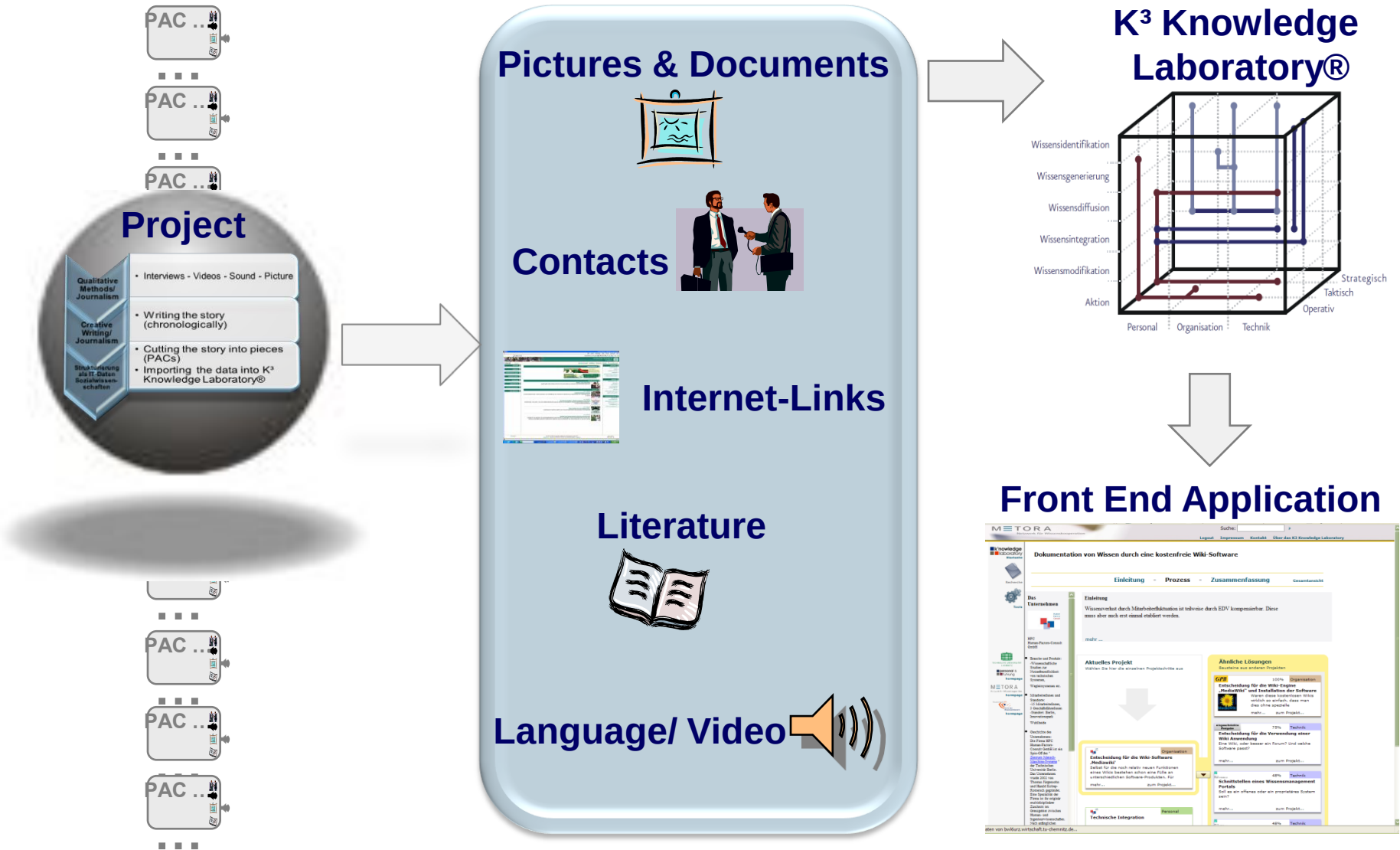
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K³ Knowledge Laboratory® : K-3 Meta-Model



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**Project
description
PAC's**

**Similar PAC's
from other
projects**

**Description
of company &
background**

**Live
Start**

The screenshot displays the METORA Wiki interface, titled "Dokumentation von Wissen durch eine kostenfreie Wiki-Software". The interface includes a search bar, navigation links (Logout, Impressum, Kontakt, Über das K3 Knowledge Laboratory), and a sidebar with categories like "k'nowledge laboratory Startseite", "Recherche", and "Tools". The main content area shows a page titled "Das Unternehmen" with a sidebar listing company details for HFC Human-Factors-Consult GmbH, including its products, employees, and location. The main text area contains sections for "Einleitung" (Introduction) and "Aktuelles Projekt" (Current Project). A yellow arrow points from the "Project description PAC's" box to the "Einleitung" section. Another yellow arrow points from the "Similar PAC's from other projects" box to the "Ähnliche Lösungen" (Similar Solutions) section, which lists related projects like "Entscheidung für die Wiki-Engine" and "Entscheidung für die Verwendung einer Wiki Anwendung". A third yellow arrow points from the "Description of company & background" box to the company sidebar. The interface also features a "Live Start" button and a footer with the URL "aten von bwl6urz.wirtschaft.tu-chemnitz.de...".

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K³ Knowledge Laboratory® - development stages *Circle of Knowledge and Learning – „CirKLe“*

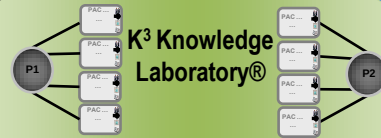
Content:
KM-Communities
& Consultants

Transfer: Communication strategy, Interest groups
KM-Workshop , Education, Master programs,
BITKOM, Consultant-Network ...

Content
supply:
Interest
groups

Content supply:
Project-
Debriefing+
Monitoring(KICM)

Content supply:
field research



Einfachheit im Fokus
Freude beim Nutzen
Asynchrone Datenkommunikation
Wikis
Verschlagwortung durch Nutzer
Empfehlungstools
Soziale Netze
Blogs
Mitwirkung
Netzerfreundlichkeit
The Long Tail
Wirtschaftlich
Partnerprogramme
Netz2.0
Medienübergreifend
Audio
Video
Mobilität
Weiterverwendbar
Gestaltung

Transfer:
Usability-Tests with SMC+KF

K³ Knowledge Laboratory® - development stages *Circle of Knowledge and Learning – „CirKLe“*

Goals of CirKLe:

