Knowledge Creation Framework

Technology Based Communities of Practices

Knowledge Mapping

Shared Future Vision

All better enabled by the use of IT Tools and Collaborative Environment

Project Snapshots
Technology Communities of Practice

- Creates new knowledge within the community
- Connects, acquires, exchanges and builds new knowledge
- New science occurs through the process of building upon internal and external knowledge communities

Breakthrough Knowledge Usually Occurs at the Boundaries of the Old” McDermott, 1999
Knowledge Mapping

Where should Communities of Practice be focused?

Technology maps which define the core capabilities, competencies and gaps of the organization

- Technology Knowledge Strategy should be based on Core Competencies and Capabilities of the Organization
  - Core Competencies and capabilities are more enduring than product and market knowledge
"Nothing happens until there is a vision"

"Genuine energy, enthusiasm and preference occurs, even in the face of setbacks, when people understand the vision of the future"

"It is a process of continually focusing and refocusing on what one truly wants"

Project Snapshots

“Collaborative” Project Snapshots
- LiveLink (www.opentext.com)
- NetMeeting
  (www.microsoft.com/windows/netmeeting)
- WebEx (www.webex.com)
- E-room (www.)

- Captures the current and past learning of the projects
- Approaches, insights and outcomes are captured from experiences of:
  - What is working?
  - Has worked
  - What hasn’t?
IT Tools

IT Tools Better Enable Knowledge Creation

Intellectual Property
- Aurigin (www.aurigin.com)
- MapIt (www.mnis.com)
- Delphion (www.delphion.com)

Technology Search Engines
- Semantic search engines
  - Co-Brain (www.invention-machine.com)
  - Ex-Caliber(www.convera.com)
- Co-citation Literature Searching
  - Vx Insight

Inventing Tools
- TRIZ
  - Tech Optimizer (www.invention-machine.com)
- Mind Mapping
  - Tech Optimizer (www.invention-machine.com)
  - Mindmanger (www.mindman.com)
  - Innovator (www.us-mindmatter.com)

Initial Focus of IT Group from Ethicon, ExxonMobil and Rohm and Haas

Visualization Tools
- ClearForest (www.clearforest.com)
- Spotfire (www.spotfire.com)
Collaborative Environment

Collaborative Environments Better Enable Knowledge Creation