Personal experience discovery.

Tacit Tacit

Capture

Tacit

Creation

Explicit

Explicit

Four areas of knowledge

- **Data**: measures of the environment, facts. i.e. 6 ft
- **Information**: “meaningful data**. i.e. intelligence reporting
- **Knowledge**: “human or organizational asset enabling effective decisions and action in context**, experience. i.e. how to sell a product, how to make a widget, the information and data (the “context”) when it is needed to make decisions and or take actions

*International Standard (ISO) 30401.

How to build a knowledge repository? You don’t.

An organization’s knowledge repository exists in the brains of its employees. The challenge is to find efficient ways to make that knowledge discoverable, transferable and persistent to the organization and how to create new knowledge. Try to avoid confusing information management with knowledge management.