

**Präsentation beim n2early Business Frühstück  
am 15.11.2007 in Nürnberg**

# Wissensmanagement



- Dipl.-Ing. Elektrotechnik (Nachrichtentechnik)
- Digitale Nachrichten Technik im Fraunhofer IIS
- Aufbau Wissensmanagement-System für das Fraunhofer IIS
- Gründung der Cogneon GmbH im Jahr 2001
- Vizepräsident der Gesellschaft für Wissensmanagement e.V.
- Projekterfahrungen:



<b>Branche</b>	<b>Schwerpunkte</b>
Automobil, OEM	Wissensbasen, Wissenslandkarten, Expert Debriefing, Project Debriefing, Wissensportal, Wissensstrukturierung, Wiki, Wissensmanagement-Modell
Automobil, Zulieferer	Praxisleitfaden WM, Ablagesystematik, Communities of Practice, Wissenslandkarten, Wissensaudit, Wissensstrategie
Software	Wiki, Wissenslandkarten, Project Debriefing, wissensorientiertes Projektmanagement, Yellow Paging, Wissensmanagement-Modell
Maschinenbau	Expert Debriefing, Wiki, Wissenslandkarte, Un-Conference
Automobil, Zulieferer	Expert Debriefing, Wissenslandkarten, Project Debriefing, Communities of Practice, Wissensmanagement-Modell, Taxonomien, Web 2.0

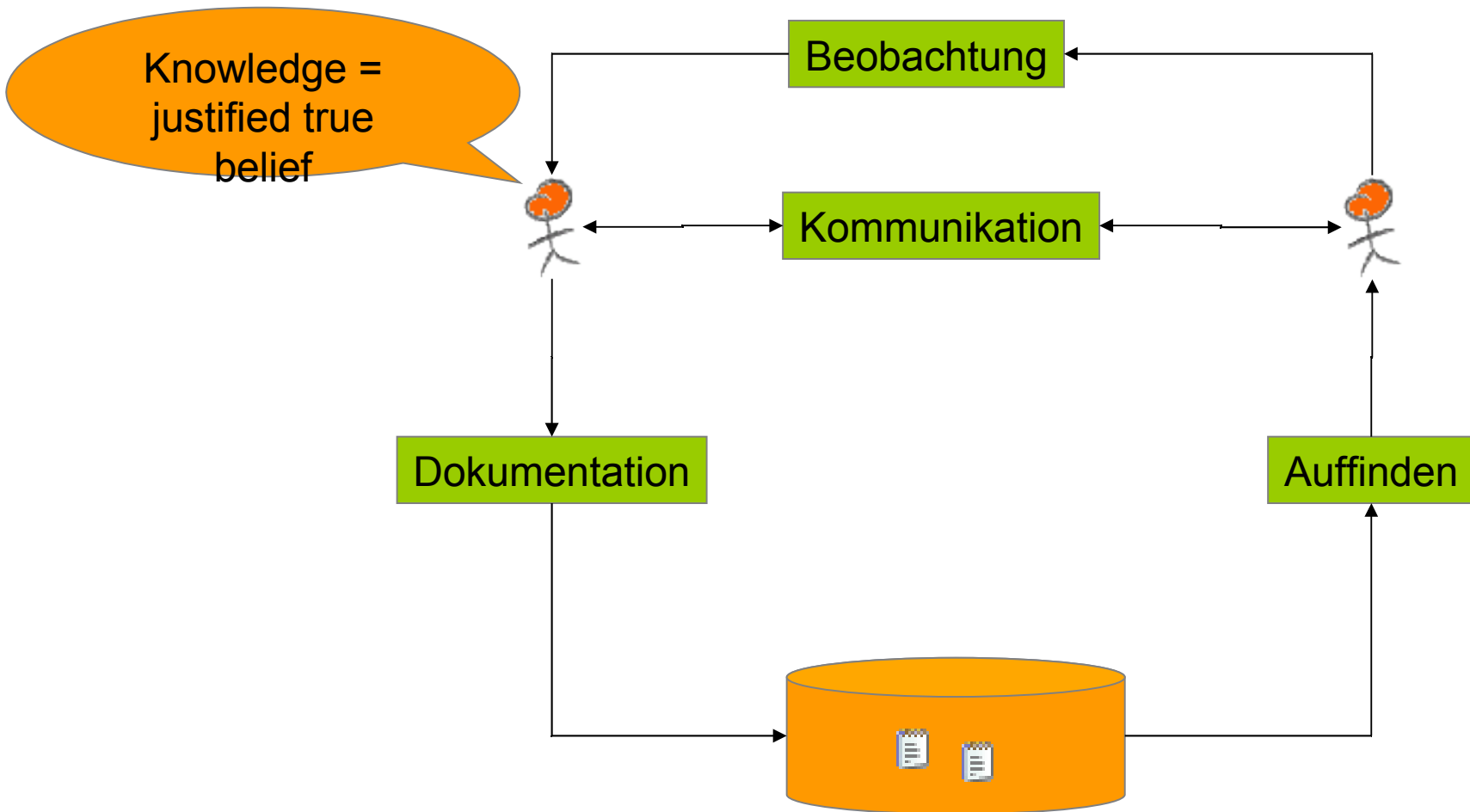
- Vorstellung
- Begriffsklärung Wissen
- Überblick Wissensmanagement anhand der GfWM-Wissenslandkarte
- Praxisbeispiele
  - Wissenslandkarte
  - Wiki
  - Weblog
  - Yellow Pages
  - Communities of Practice
- Zum Weiterstöbern

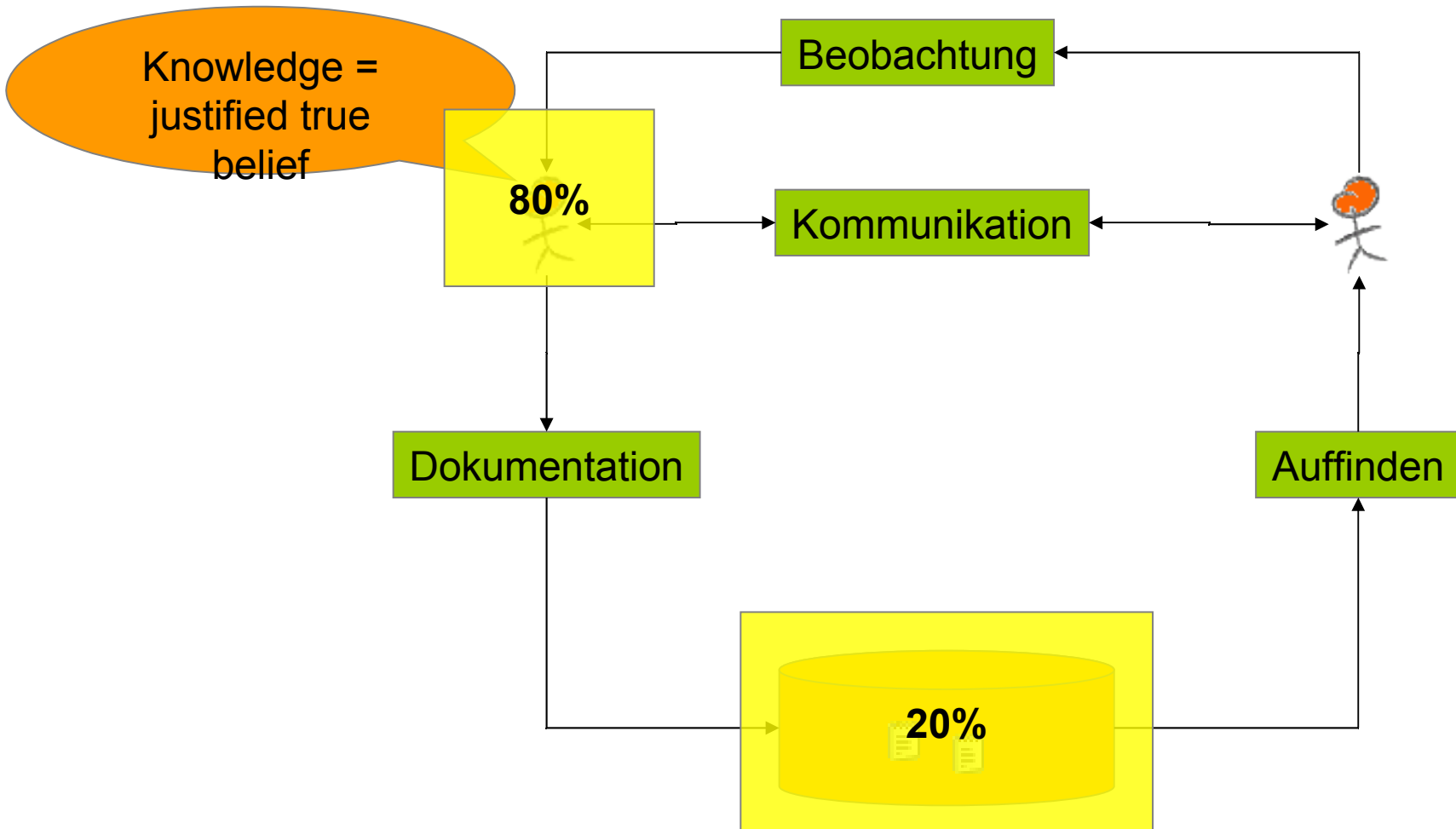


- **Unsere Mission:** Wir befähigen Menschen und Organisationen durch Wissen richtig zu handeln
- **Ganzheitlichkeit:** Betrachtung der Gestaltungsdimensionen Mensch, Organisation und Infrastruktur
- **Portfolio:** Beratung, Coaching, Dienstleistung, Schulung (Software nur mit Partnern)
- **Branchenfokus:** Engineering-Branchen (Automotive, Maschinen- und Anlagenbau, Medizintechnik)
- **Reichweite:** Sitz in Erlangen, Einsatzgebiet weltweit
- **Kunden:** Audi, Bosch, Elektrobit, Festo, Johnson Controls, Leoni, LTB, Schaeffler, Telekom, TRW, VW, WaveLight etc.



# Begriffsklärung Wissen

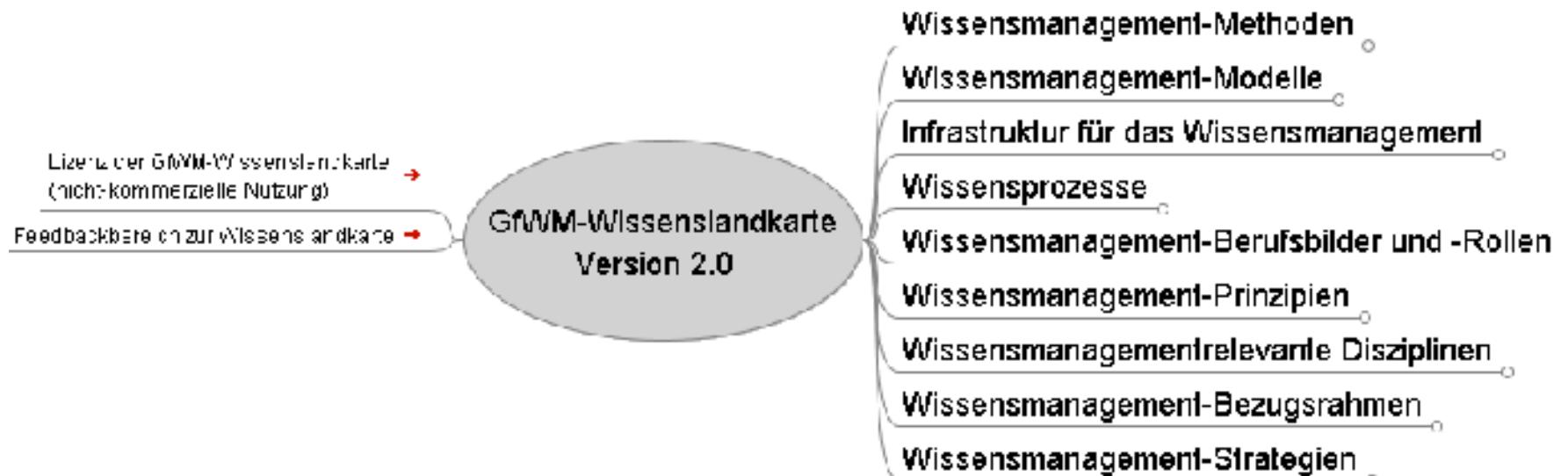




# Überblick

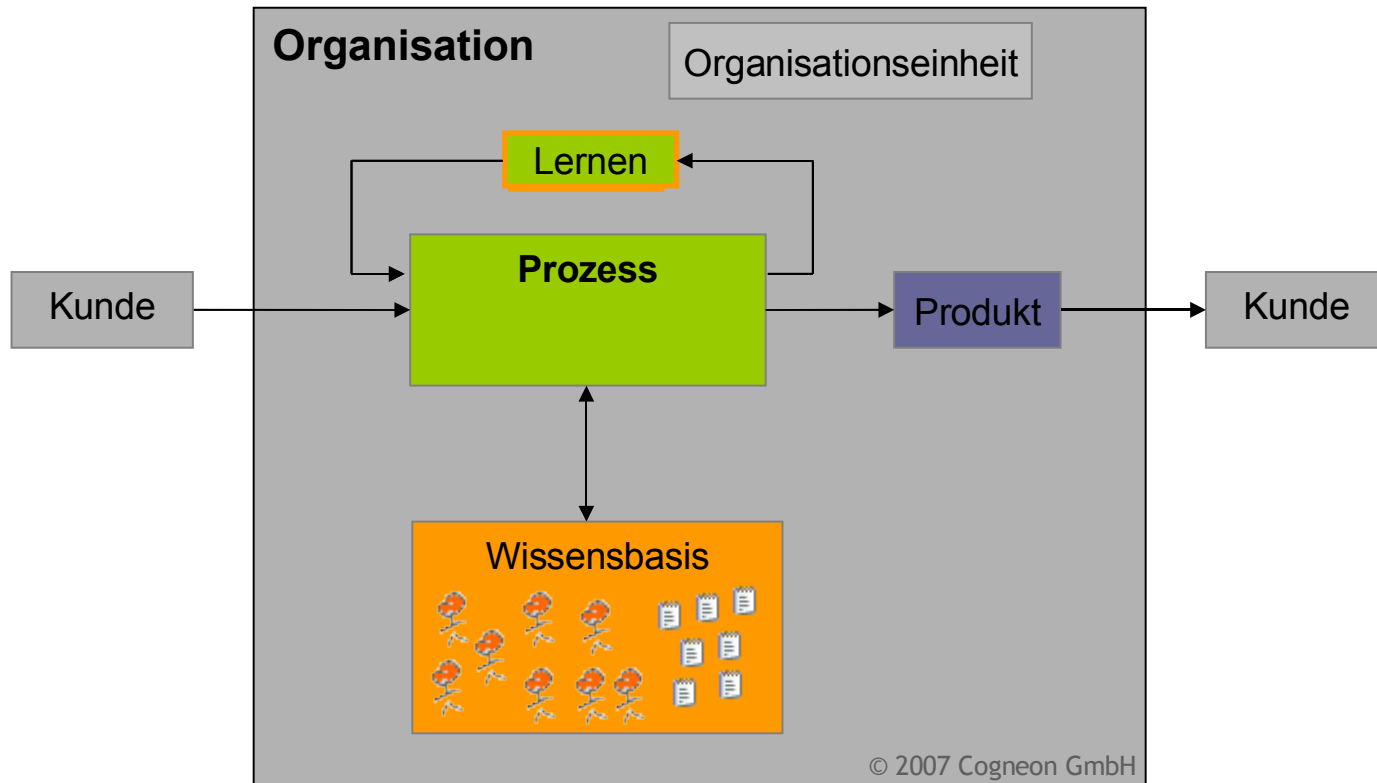
## Wissensmanagement anhand der GfWM-Wissenslandkarte

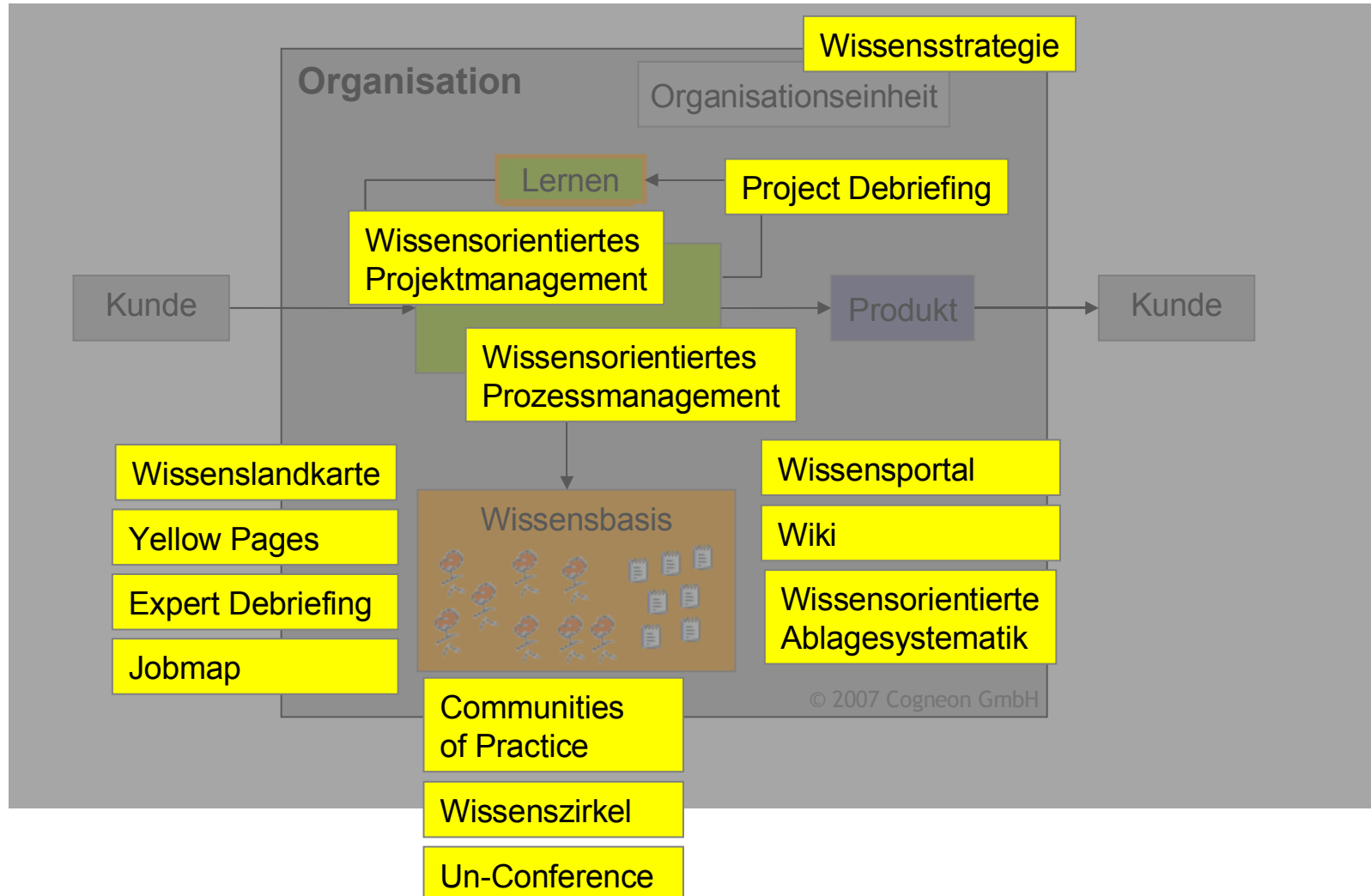




Quelle: <http://www.gfwm.de/node/316>

# Cogneon Wissensmanagement Modell





# Wissenslandkarte



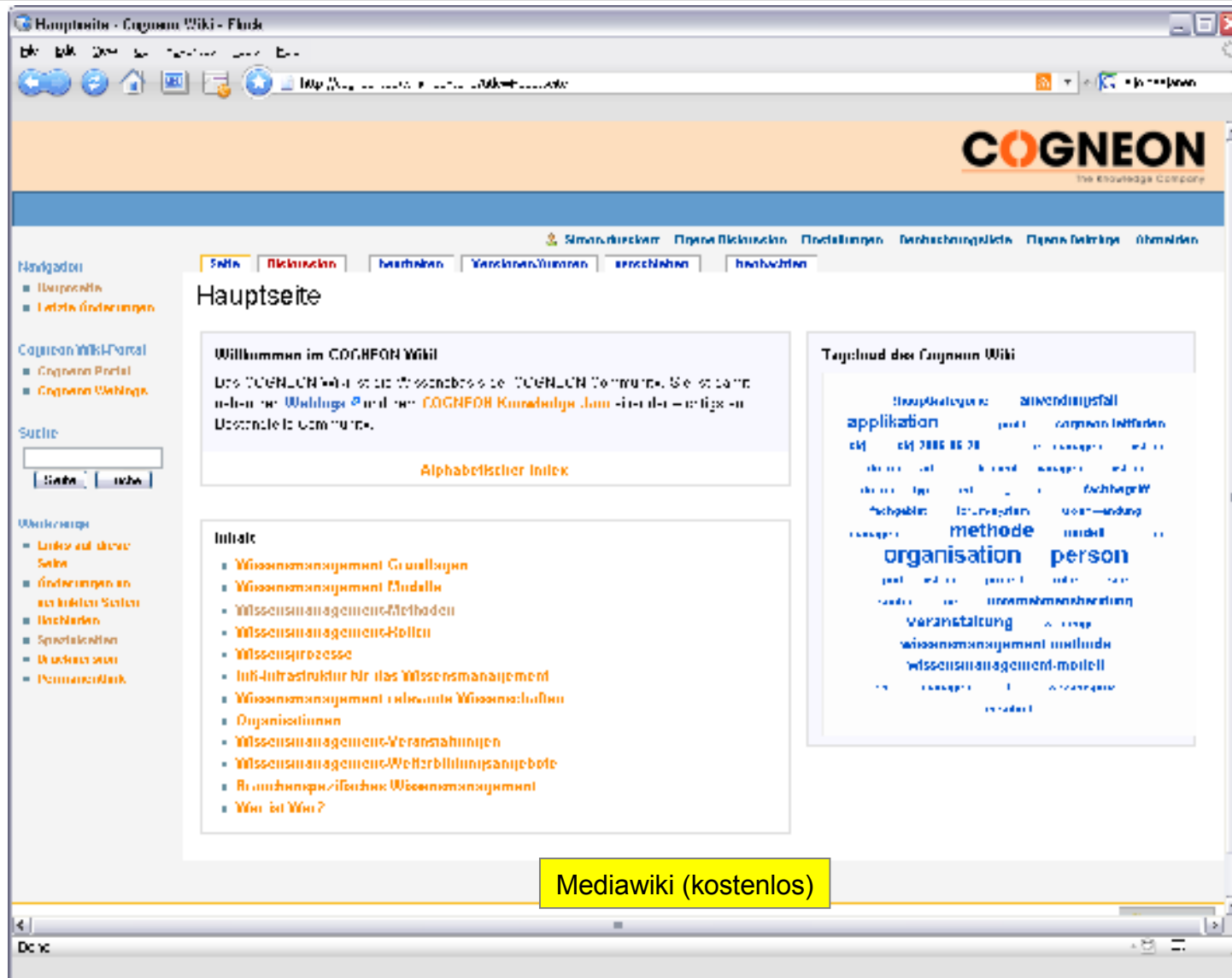
Freemind (kostenlos)

Drupal (kostenlos)

# Wiki







# Weblog

Wissenslandkarte | TagCloud | Impressum | Kontakt

## Suchen

## Navigation

- Startseite
- Profil
- Leistungen
- Referenzen
- Kontakt
- Download
- recent popular content

## Community

- Einführung
- Weblogs
- Wiki
- Knowledge Jam
- Mediathek
- Podcasts

## Newsletter

- Newsletter bestellen
- Newsletter abbestellen
- Archiv

## User login

## Weblogs

### Un-Conferencing

Simon.Dueckert am 28. Februar 2007 19:09:30 [Kurzlink](#) | [Wahltag](#) | [Wiki](#) | [Wissensmanagement](#) | [Seminare](#)

Un-conferencing = Sinnvolle Zusammenarbeit in physischer und virtueller Welt, bei der Teil eines Vortrags, der die 1000-2000 TeilnehmerInnen in der Welt mit sich verbindet

[read more](#) | [Simon.Dueckert's blog](#) | [add new comment](#) | 125 reads

### Innovative Wege im Wissensmanagement

Simon.Dueckert am 28. Februar 2007 17:11 [Geschichte des Wissensmanagements](#) | [Corporate Knowledge Management \(CKM\)](#) | [Corporate Knowledge Management for SME \(CKM4SME\)](#) | [Management Portal-System](#) | [Semantische Web](#) | [Wiki](#) | [Wissenschaft](#) | [Wissensbewertung](#) | [Wissensmanagement](#) | [Wissensmanagement Strategie](#) | [Wahltag](#)

Heute habe ich bei der MFG Baden-Württemberg die Veranstaltung Innovative Wege im Wissensmanagement moderiert, die mit 27 Teilnehmern ausgeteilt wurde und gut verlief

[read more](#) | [Simon.Dueckert's blog](#) | [add new comment](#) | 321 reads

### Bilder und Infos zum GFWM-Stammtisch Mittelfranken am 17.01.2007

Simon.Dueckert am 17. Januar 2007 16:21 [Team Knowledge Management \(TKM\)](#) | [Corporate Knowledge Management \(CKM\)](#) | [Kundenbeziehungsmanagement](#) | [Lernen](#)

Am 17.01. haben 6 GFWM-Mitglieder an Themen Knowledge Management und Weblogs teilgenommen

[read more](#) | [Kerstin.Bauerler's blog](#) | [add new comment](#) | 141 reads

### Enterprise 2.0 Workshop

Simon.Dueckert am 17. Januar 2007 16:07 [Corporate Knowledge Management \(CKM\)](#) | [Corporate Knowledge Management for SME \(CKM4SME\)](#) | [Semantische Web](#) | [Wahltag](#) | [Wiki](#)

Der Workshop ist ein 1-tägiges Workshop, bei dem es um die zukünftige Entwicklung der IT-Infrastruktur eines Kunden geht, wobei die Thematik Web 2.0, Enterprise 2.0 und Social Software im Vordergrund steht

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### Happy Birthday Cogneon!

Adminstrator am 21. Dezember 2006 13:02

Cogneon wird heute 6 Jahre alt und das haben wir auch im Haus der Mitarbeiter und deren Familien und Freunde gefeiert. Die Facts hatten die Aufgabe in einem Online-Wiki (Forum) möglichst viele Ideen zu sammeln. Die Ideen sind: Jeder darf mitbeweisen, jeder darf anderen eine Maßnahme vorschlagen, die den Kundengedanken fördert. Das ist was im Jahr des Kunden geben sollte und im

[read more](#) | [Adminstrator's blog](#) | [add new comment](#) | 238 reads

## Quickfinder

## Upcoming events

- COGNEON Knowledge Jam am 08.03.2007 [\(17 reads\)](#)
- GFWM-Stammtisch Mittelfranken am 08.03.2007 [\(17 reads\)](#)
- GFWM-Forum auf der CeBIT 2007 [\(17 reads\)](#)
- Knowledge and Content UK 2007 [\(317 reads\)](#)
- CKM 2007 [\(17 reads\)](#)
- 1-Know [\(188 reads\)](#)

## Recent blog posts

- Einführung im
- Innovative Wege im Wissensmanagement
- Bilder und Infos zum GFWM-Stammtisch Mittelfranken am 17.01.2007
- Enterprise 2.0 Workshop
- Happy Birthday Cogneon!
- Drupal4km: Ablauf der Diplomarbeit und Umfrage
- Drupal4km: Diplomarbeit zu Social Software im Wissensmanagement
- Seminar Expert Debriefing
- Knowtech 2006: Rahmenkonzept

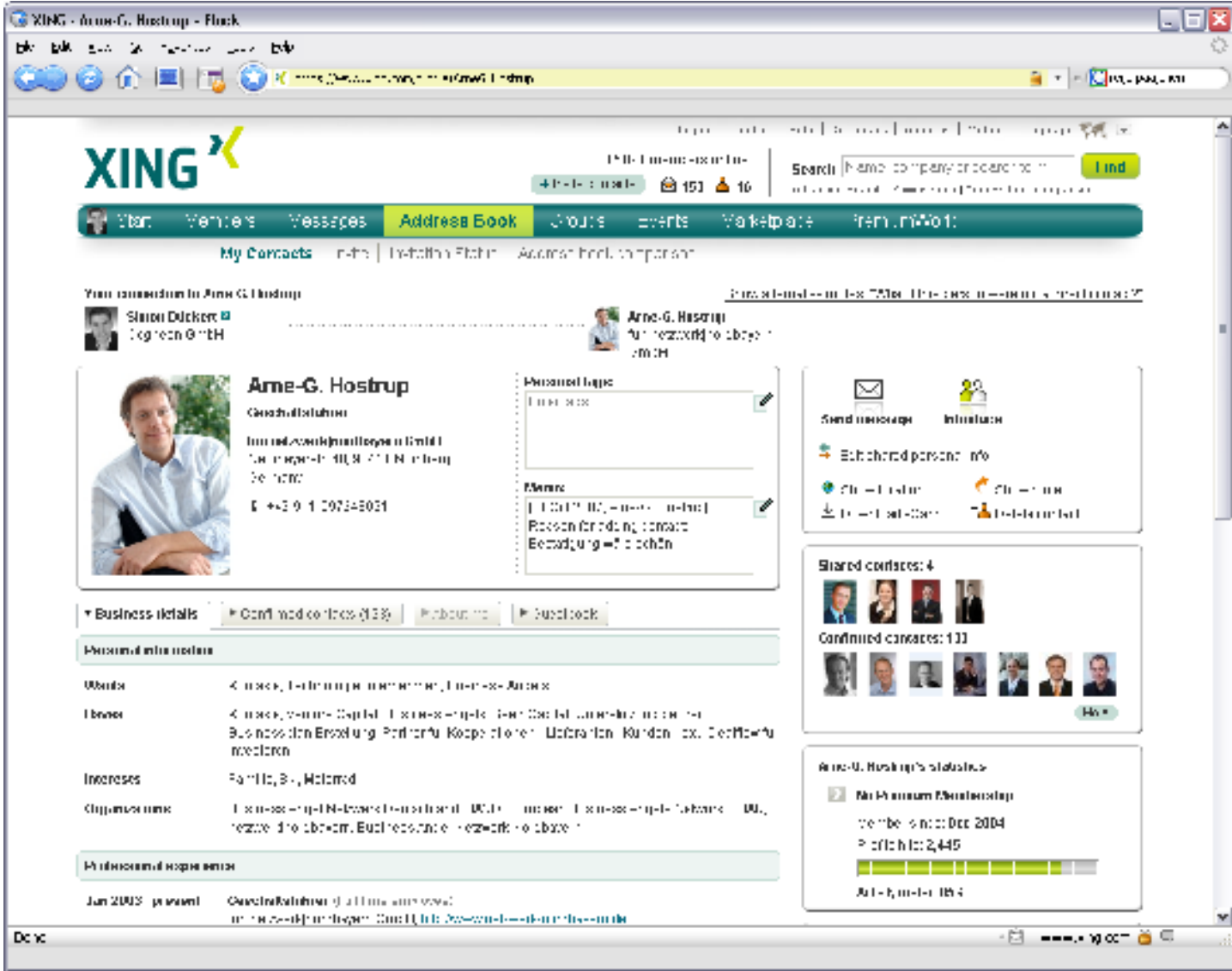
Drupal (kostenlos)

© COGNEON 2007

Wissensmanagement (S. 19)

Wissen muss frei sein!

# Yellow Pages



The screenshot shows a web browser window displaying a XING profile for Anne-G. Hostrup. The browser's address bar shows the URL <https://www.xing.com/profile/Anne-G.Hostrup>. The XING logo is at the top left, and the user's name and profile picture are at the top right. The main navigation bar includes 'Start', 'Members', 'Messages', 'Address Book', 'Groups', 'Events', 'Workspace', and 'Item ID: 101'. Below this, there are tabs for 'My Contacts', 'Installation', 'Address book comparison', and 'Personalized info for 750k+'. The profile for Anne-G. Hostrup is the central focus, featuring a profile picture, a 'Personal info' section with fields for 'First name' and 'Name', and a 'Business details' section with tabs for 'Confirmed contacts (133)', 'Published', and 'Feedback'. The 'Personal info' section includes fields for 'Work', 'Hobbies', and 'Interests'. The 'Business details' section includes a 'Personal info section' and a 'Professional experience' section. The 'Confirmed contacts' section shows a grid of 133 contact photos. The 'Professional experience' section shows a timeline of work history. The 'Work' section lists 'Consulting' and 'Business development'. The 'Hobbies' section lists 'Business development', 'Partners', 'Keypoint', 'Motivation', 'Kunden', 'ex. Zertifizierung', and 'Medien'. The 'Interests' section lists 'Family', 'B+', and 'Holland'. The 'Professional experience' section shows a timeline of work history, including 'Jun 2003 - present' and 'Geschäftsführer der alltime services'.

# Communities of Practice

**Definition:** Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

•**The domain:** A community of practice is not merely a club of friends or a network of connections between people. It has an identity defined by a shared domain of interest. Membership therefore implies a commitment to the domain, and therefore a shared competence that distinguishes members from other people. (You could belong to the same network as someone and never know it.) The domain is not necessarily something recognized as "expertise" outside the community. A youth gang may have developed all sorts of ways of dealing with their domain: surviving on the street and maintaining some kind of identity they can live with. They value their collective competence and learn from each other, even though few people outside the group may value or even recognize their expertise.

•**The community:** In pursuing their interest in their domain, members engage in joint activities and discussions, help each other, and share information. They build relationships that enable them to learn from each other. A website in itself is not a community of practice. Having the same job or the same title does not make for a community of practice unless members interact and learn together. The claims processors in a large insurance company or students in American high schools may have much in common, yet unless they interact and learn together, they do not form a community of practice. But members of a community of practice do not necessarily work together on a daily basis. The Impressionists, for instance, used to meet in cafes and studios to discuss the style of painting they were inventing together. These interactions were essential to making them a community of practice even though they often painted alone.

•**The practice:** A community of practice is not merely a community of interest--people who like certain kinds of movies, for instance. Members of a community of practice are practitioners. They develop a shared repertoire of resources: experiences, stories, tools, ways of addressing recurring problems—in short a shared practice. This takes time and sustained interaction. A good conversation with a stranger on an airplane may give you all sorts of interesting insights, but it does not in itself make for a community of practice. The development of a shared practice may be more or less self-conscious. The "windshield wipers" engineers at an auto manufacturer make a concerted effort to collect and document the tricks and lessons they have learned into a knowledge base. By contrast, nurses who meet regularly for lunch in a hospital cafeteria may not realize that their lunch discussions are one of their main sources of knowledge about how to care for patients. Still, in the course of all these conversations, they have developed a set of stories and cases that have become a shared repertoire for their practice.

# Zum Weiterstöbern

Veranstaltungen, Communities,  
Zeitschriften und Bücher





Knowtech



WM-Symposium



I-Know



European KM Thought  
Leader Forum



ICKM



Global Knowledge Based  
Development Week



Gesellschaft für WM e.V.



Plattform WM



Knowledgeboard



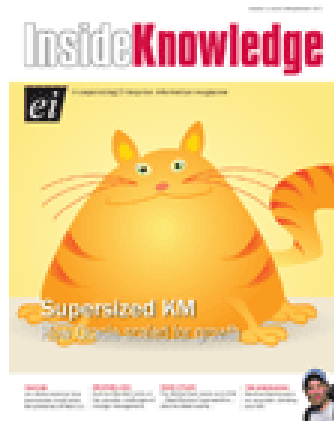
KM4Dev(elopment)



actKM



New Club of Paris



Inside Knowledge



Global Knowledge Review



Journal of KM



KM Pro Journal



The Learning Organization



Lernende Organisation



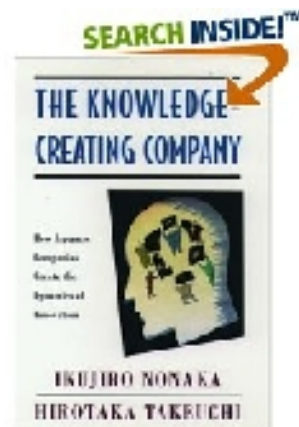
Ludwig Wiesenbauer



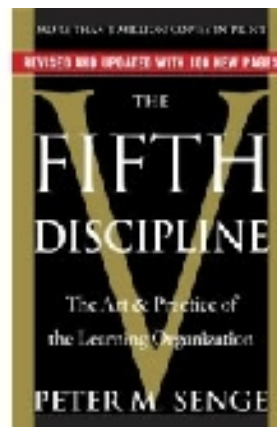
Probst, Raub, Romhardt



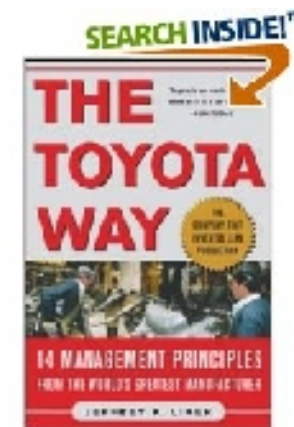
Klaus North



Nonaka, Takeuchi



Peter Senge



Jeffrey Liker

Vielen Dank!

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