Building the knowledge-creative enterprise

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Video Byte

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Abstract

Strategic organizational learning is the heart of any productive activity – it's the trending form of labor. A new article in Design Management Review illustrates how, over the long run, superior performance relies on superior learning. Specifically, knowledge assets embedded in routines, and effective organizational learning undergird dynamic capabilities, and these in turn help top performers to keep a competitive edge. Today, the leader's new work is therefore to build knowledge-creative enterprises – enterprises that are extremely good at organizational learning and that buzz with positive energy and innovation. The five-stage consulting cycle for co-creating value (Discover-Design-Develop-Deliver-Decide Impact) presented in the article's case study, can help. Ultimately, making an organization truly knowledge-creative can be done in many ways, but all of them require rigor resourcefulness, and a positive learning culture. Learn how your organization can learn too. Tkaczyk B. 2015. "Leading as constant learning and development: The knowledge-creative enterprise." Design Management Review 26(3), 38-43.