



*Training Course:  
How to Build your Organization's Knowledge*

*14 - 25 September 2026  
Casablanca (Morocco)*

## Training Course: How to Build your Organization's Knowledge

Training Course code: MA9200 From: 14 - 25 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

In today's knowledge-driven economy, an organization's ability to create, capture, share, and utilize knowledge is a key driver of competitive advantage and long-term success. Knowledge is one of the most valuable organizational assets, yet it often remains underutilized or poorly managed.

This program, developed by [Global Horizon Training Center](#), provides participants with practical frameworks and tools to systematically build and manage organizational knowledge. It focuses on creating a culture that encourages knowledge sharing, developing effective knowledge systems, and integrating knowledge management into daily operations.

Participants will learn how to transform individual expertise into organizational capability, enhance collaboration, and ensure that knowledge is retained, shared, and continuously developed.

### Course Objectives

By the end of this program, participants will be able to:

- Understand the importance of knowledge as a strategic asset
- Identify different types of organizational knowledge tacit and explicit
- Develop strategies to capture and retain knowledge
- Build a culture that encourages knowledge sharing
- Design and implement knowledge management systems
- Enhance collaboration and communication across teams
- Integrate knowledge management into performance systems
- Support continuous learning and organizational development

### Target Audience

This program is designed for:

- Managers and Department Heads
- Human Resources and Organizational Development Professionals
- Knowledge Management Specialists
- Team Leaders and Supervisors
- Strategy and Performance Management Professionals
- Professionals responsible for learning, development, and innovation

## Outline

### Day 1: Foundations of Organizational Knowledge

- Introduction to Knowledge Management Concepts
- Knowledge as a Strategic Asset
- Types of Knowledge: Tacit vs. Explicit
- The Knowledge Lifecycle Creation, Storage, Sharing, Application
- Characteristics of Knowledge-Driven Organizations
- Case Studies on Knowledge Management

### Day 2: Capturing and Structuring Knowledge

- Techniques for Capturing Tacit Knowledge
- Documentation and Knowledge Codification
- Knowledge Repositories and Databases
- Lessons Learned and Best Practice Documentation
- Knowledge Mapping and Classification
- Tools for Knowledge Capture

### Day 3: Building a Knowledge-Sharing Culture

- Creating a Culture of Trust and Collaboration
- Encouraging Knowledge Sharing Behaviors
- Leadership Role in Knowledge Management
- Incentives and Recognition Systems
- Overcoming Barriers to Knowledge Sharing
- Leveraging Social and Collaborative Tools

### Day 4: Knowledge Systems and Integration

- Designing Knowledge Management Systems
- Integrating KM into Business Processes
- Using Digital Platforms Intranets, Collaboration Tools
- Knowledge Governance and Policies
- Aligning KM with Organizational Strategy
- Measuring Knowledge Management Effectiveness

### Day 5: Sustaining Knowledge and Continuous Improvement

- Continuous Learning and Organizational Development
- Monitoring and Improving Knowledge Systems
- Knowledge Retention Strategies
- Managing Knowledge Risks Loss, Obsolescence
- Best Practices and Benchmarking
- Developing Organizational Knowledge Action Plans

## Registration form on the Training Course: How to Build your Organization's Knowledge

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
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