



*Training Course:
Knowledge Management, Employee Engagement
& Organizational Learning*

*2 - 6 August 2027
Casablanca (Morocco)*

Training Course: Knowledge Management, Employee Engagement & Organizational Learning

Training Course code: MA9228 From: 2 - 6 August 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's knowledge-driven economy, organizations must effectively capture, share, and utilize knowledge to maintain a competitive advantage. However, successful Knowledge Management KM depends not only on technology, but more importantly on people, culture, and leadership.

This program, developed by [Global Horizon Training Center](#), focuses on the human aspects of Knowledge Management—building a culture of trust, collaboration, and engagement where employees actively share knowledge, experiences, and insights. It highlights how organizations can empower employees, encourage participation, and integrate knowledge-sharing practices into daily operations.

Participants will gain practical tools to foster a learning organization, enhance employee engagement, and develop systems that support knowledge sharing and continuous improvement.

Course Objectives

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

- Understand the principles and importance of Knowledge Management
- Build a culture that encourages knowledge sharing and collaboration
- Capture and retain organizational knowledge effectively
- Empower employees and enhance engagement
- Develop systems that recognize and reward knowledge sharing
- Integrate knowledge management into performance management systems
- Strengthen communication, teamwork, and trust within organizations
- Promote continuous learning and organizational development

Target Audience

This program is designed for:

- Department Heads and Managers
- Human Resources Professionals
- Team Leaders and Supervisors
- Organizational Development Specialists
- Professionals responsible for employee engagement and knowledge sharing

Outline

Day 1: Foundations of Knowledge Management and Engagement

- Introduction to Knowledge Management Concepts
- The Learning Organization: People, Teams, and Structure
- Knowledge as a Strategic Asset
- Competitive Advantage, Productivity, and Performance
- Characteristics of Engaged vs. Disengaged Employees
- Empowerment: Concepts and Impact
- Motivation: Intrinsic vs. Extrinsic

Day 2: Techniques for Employee Engagement and Knowledge Sharing

- Strategies for Employee Engagement
- Participative Decision-Making Approaches
- Job Enrichment and Role Design
- Self-Managed Work Teams
- Formal and Informal Consultation Processes
- Leveraging Enterprise Social Networking, Blogs, and Multimedia
- Creating a Collaborative Work Environment

Day 3: Leadership Role in Knowledge Management

- Role of Supervisors and Team Leaders in KM
- Encouraging Initiative and Reciprocity Quid Pro Quo
- Communication Skills: Listening, Influence, and Assertiveness
- Delegation and Empowerment
- Building Trust and Accountability
- Recognition and Reward Systems for Knowledge Sharing

Day 4: Integrating Knowledge Management with Performance Systems

- Linking Knowledge Management with Performance Management
- Designing Performance Reviews that Encourage Knowledge Sharing
- Providing Constructive Feedback and Coaching
- The Power of Recognition and Positive Reinforcement
- Continuous Learning and Development Practices
- Building High-Performance Teams

Day 5: Managing Change, Networking, and Sustainability

- Understanding and Managing Change Change Curve
- Upward and Cross-Functional Management
- Engaging External Stakeholders Suppliers, Contractors, Partners
- Building Strong Professional Networks
- Knowledge Sharing Across the Value Chain
- Sustaining a Knowledge-Driven Culture
- Developing Action Plans for Organizational Knowledge Management

Registration form on the Training Course: Knowledge Management, Employee Engagement & Organizational Learning

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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