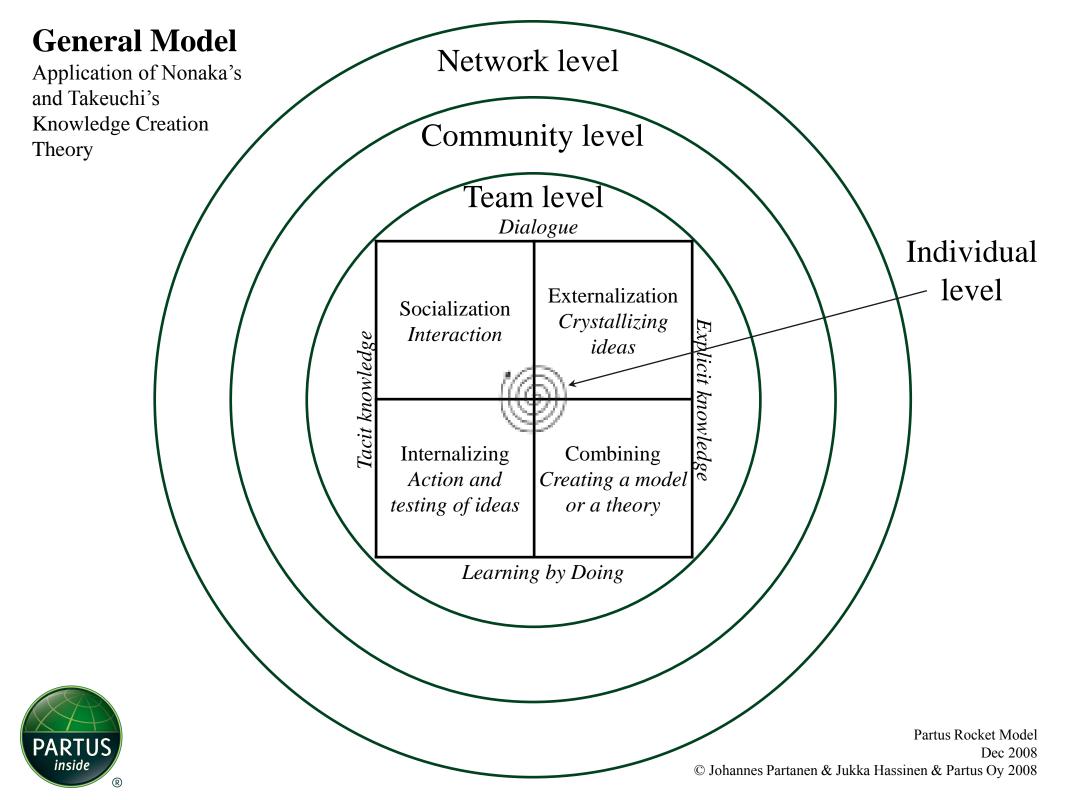


By
Johannes Partanen & Jukka Hassinen (author)

December 2008



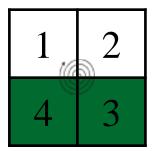
From Dialogue to Action and From Explicit Knowledge to Tacit Knowledge

Dialogue

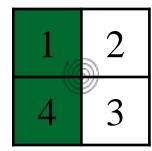
1	2
4	3



Explicit knowledge



Tacit knowledge



Learning by Doing



Window 1 Talking, "throwing ideas", "talking during breaks", formal dialogue sessions

"Silent knowledge", intuitive knowledge, practical knowledge, hardto-describe -knowledge

Window 4 Testing ideas in practice, using plans to generate action

Interaction and conversations with others, brainstorming, intensive thinking, selfreflection Dialogue

Externalization Socialization Crystallizing Interaction Internalizing

Action and testing of ideas

Tacit knowledge

Combining Creating a model or a theory

ideas

Explicit knowledge

Learning by Doing

Action, using plans, doing

Window 2 Crystallizing ideas, making lists of main points, finding leverage points

Transferrable knowledge, analysis, plan, list, picture, model, book, knowledge base, manual

Window 3 Making specific plans and prototypes, creating theories, finding interesting ideas and theories from books

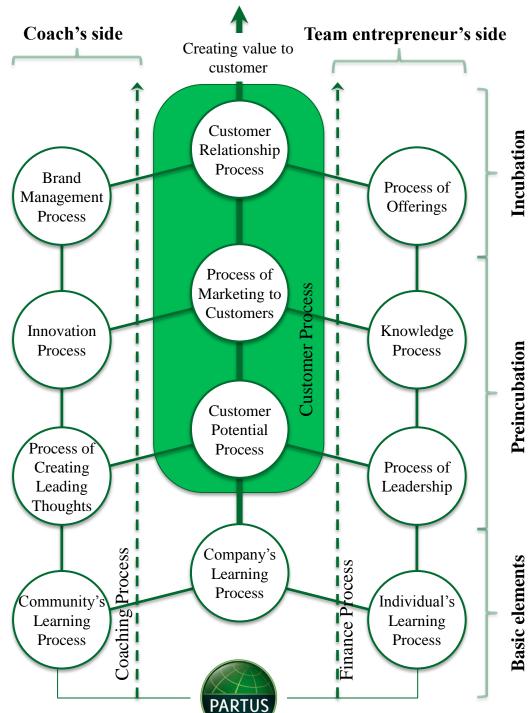


Pitfalls Caused by Missing Parts of Process

- Without *dialogue* no new ideas are generated.
- Without *learning by doing* ideas are not tested in practice so no new knowledge on their effectiveness can be known.
- Without *explicit knowledge* there is no transfer of knowledge from the individual to the community or team.
- Without *tacit knowledge* there are no capabilities to do anything.
- Without *outer rings* ("levels") knowledge is out of it's context and is thus useless.



The Process of Creating Team Entrepreneurs

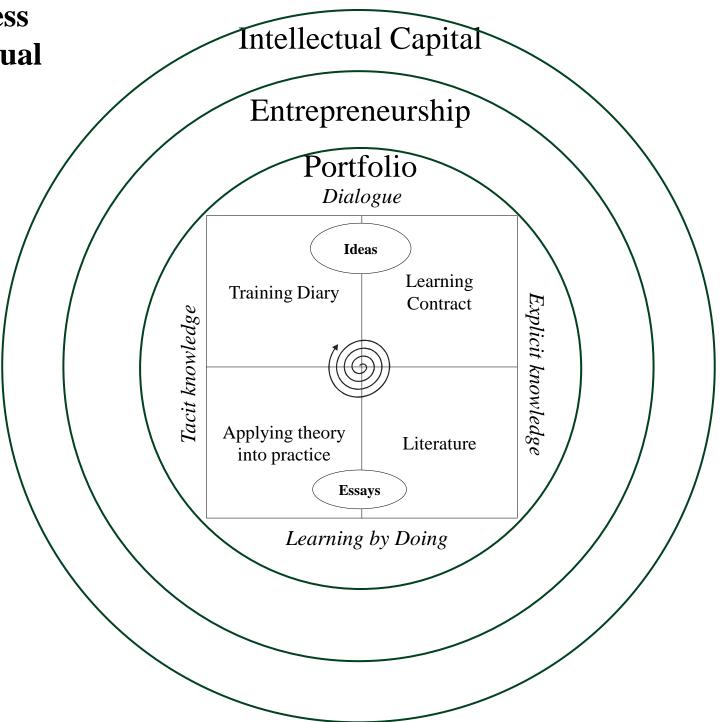




Partus Rocket Model Dec 2008

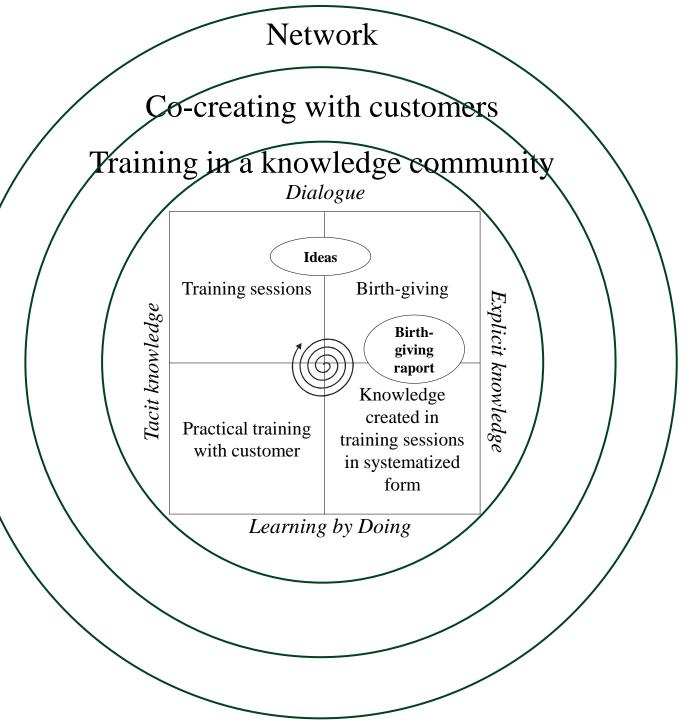
© Johannes Partanen & Jukka Hassinen & Partus Oy 2008

The Process of Individual Learning



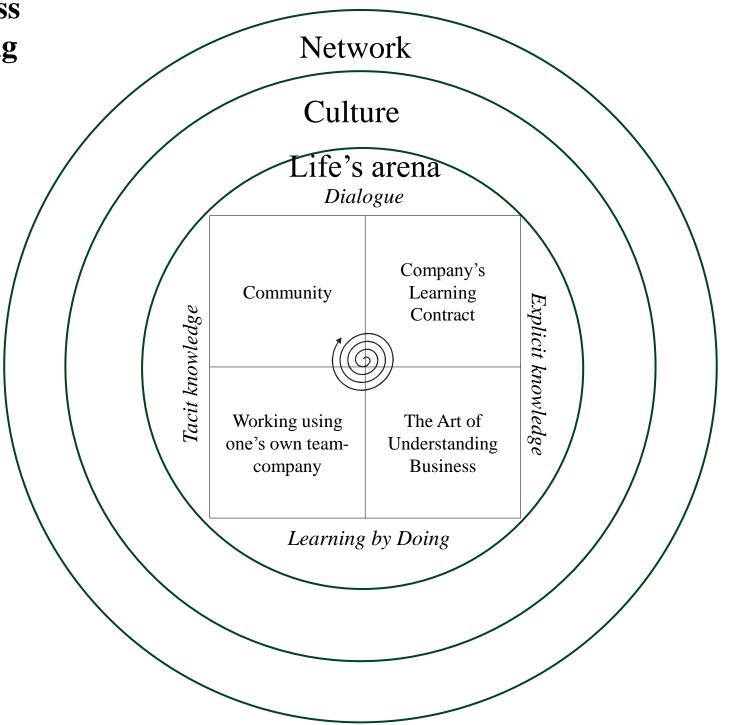


The Process of Learning from Your Community





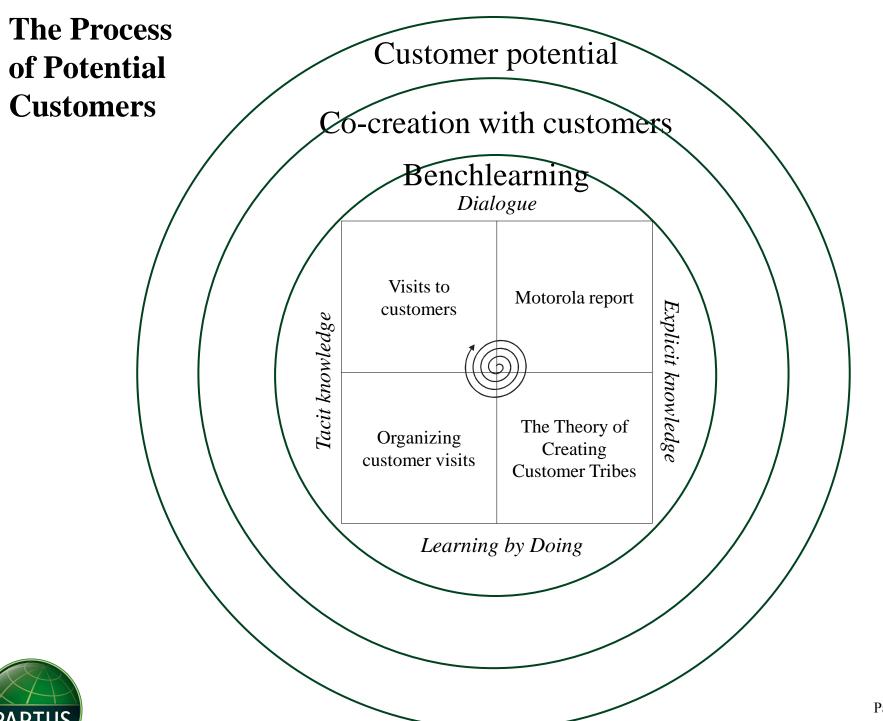
The Process of Learning from Your Company



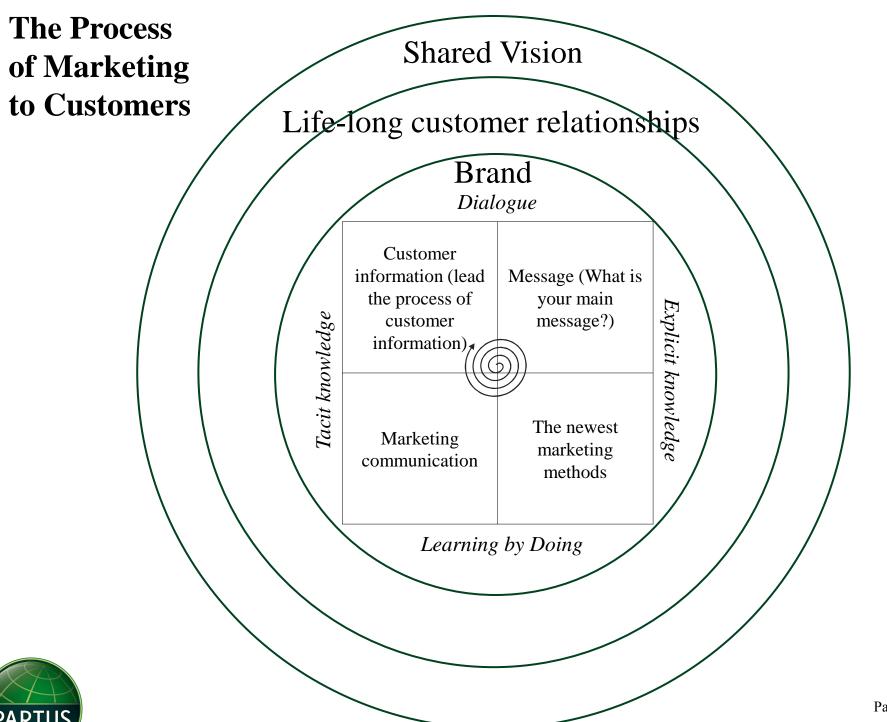


Partus Rocket Model Dec 2008

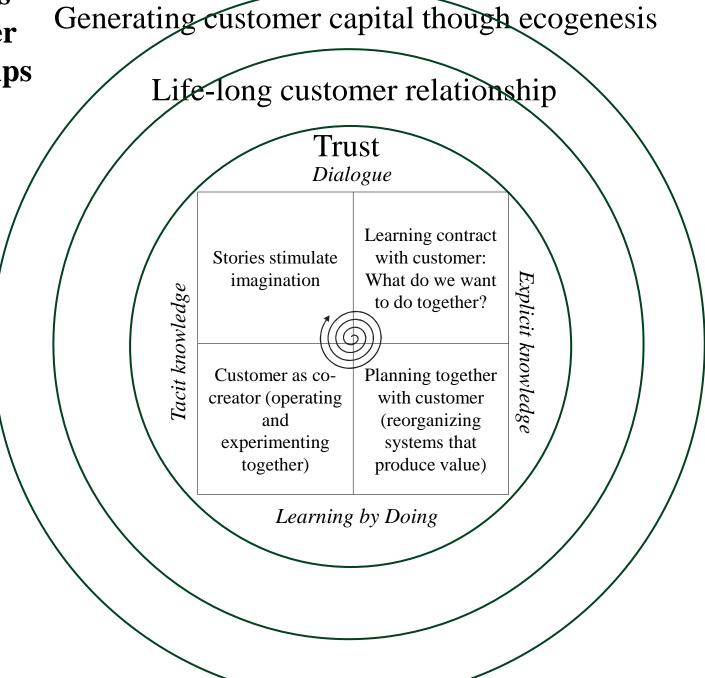
© Johannes Partanen & Jukka Hassinen & Partus Oy 2008





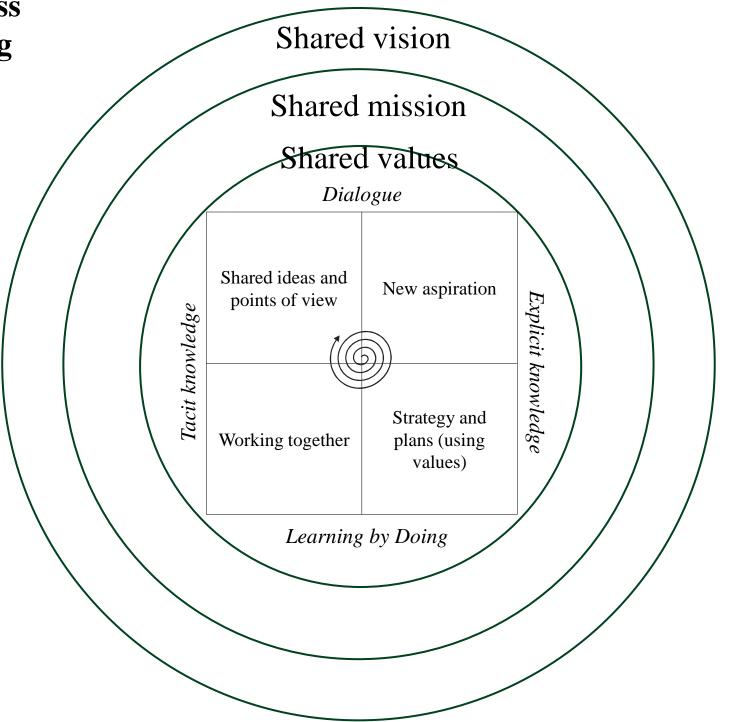


The Process of Customer Relationships

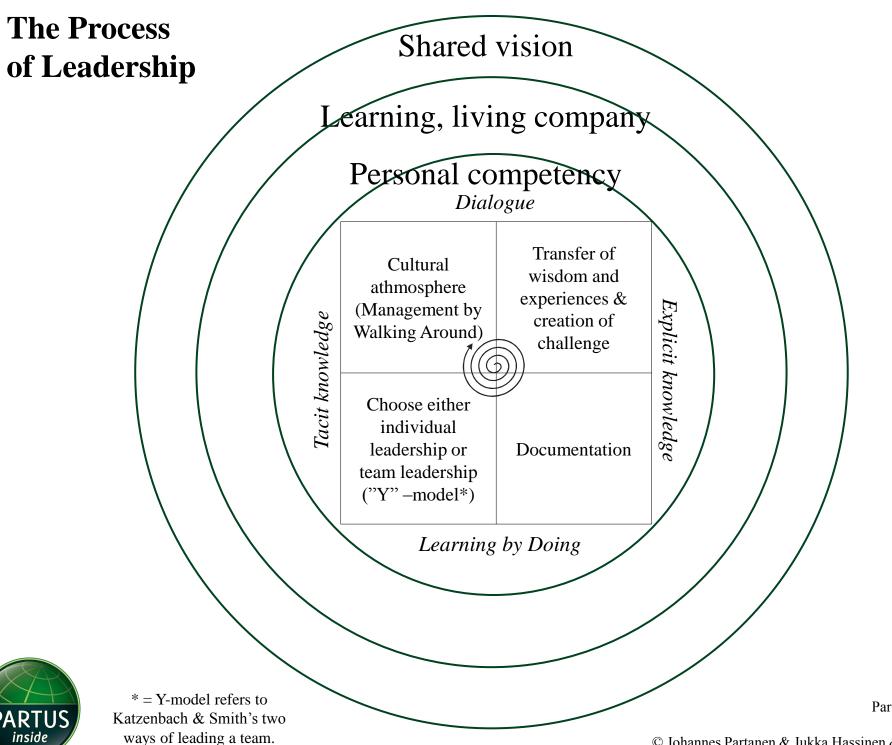


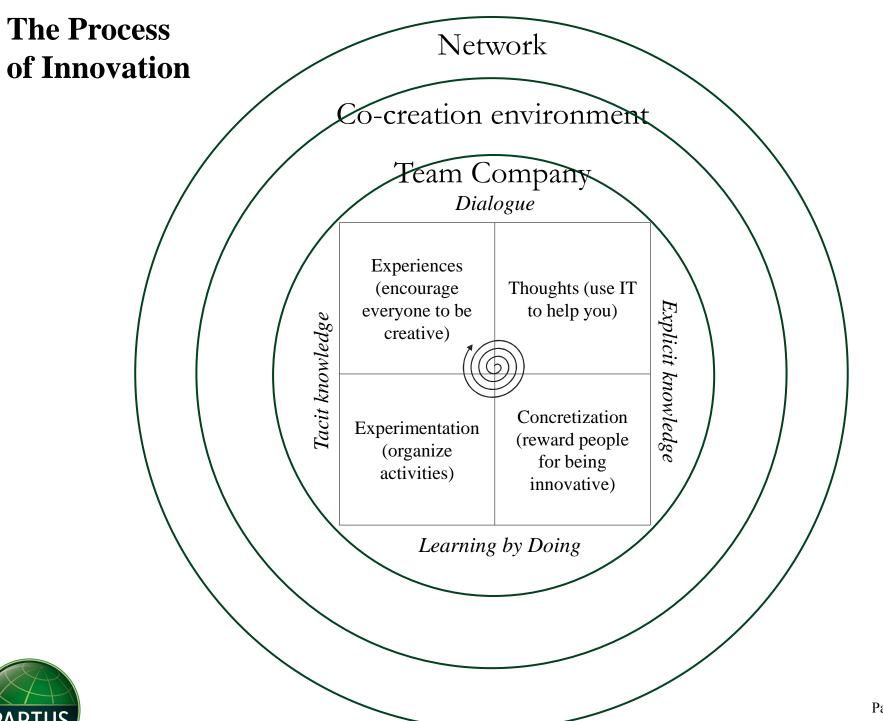


The Process of Creating Guiding Thoughts

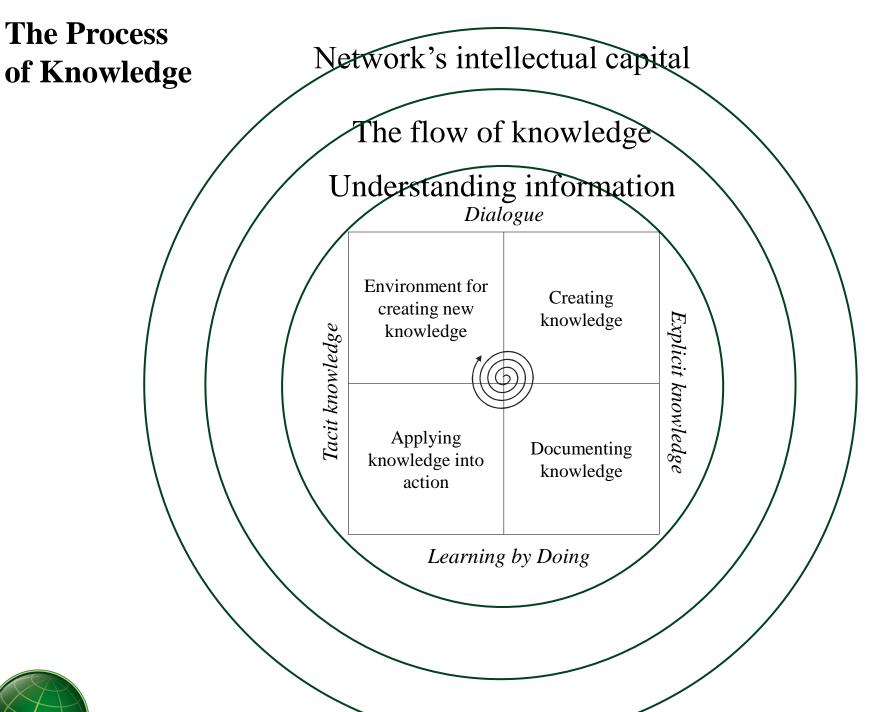




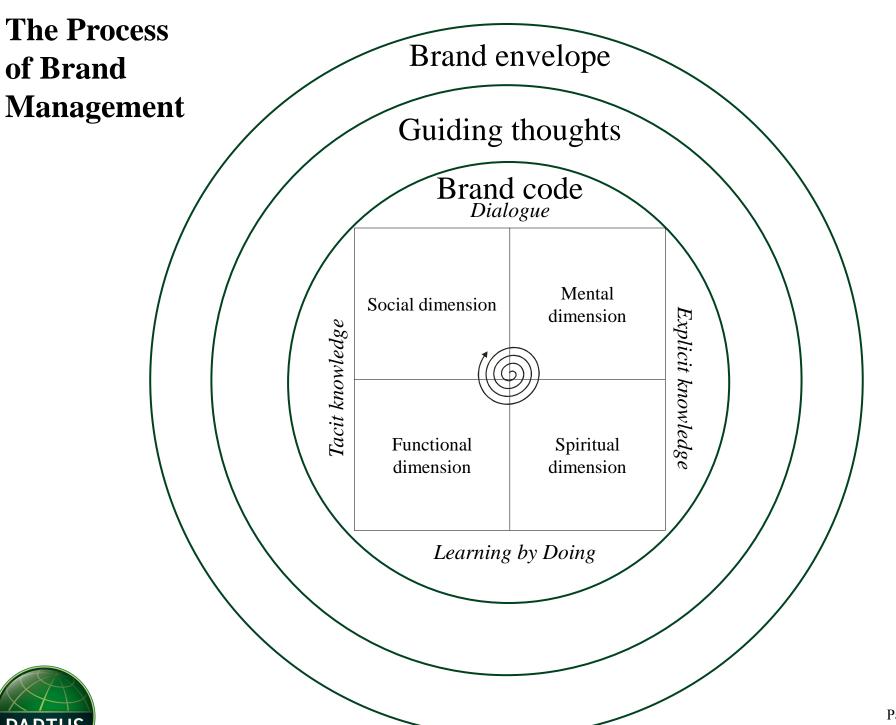












The Process Life-long customer relationship of Offerings Learning relationship Communication Dialogue Creating a shared Design the offering with space (ba) with Explicit knowledge Tacit knowledge customer your customers Co-creation with Value creation to the customer customers Learning by Doing



Literature

- Cunnigham: The Wisdom of Strategic Learning (learning contract)
- Gad: 4-D Branding Cracking the Corporate Code of the Network Economy (brand envelope)
- Katzenbach & Smith: The Discipline of Teams (Y-model)
- Nonaka & Takeuchi: The Knowledge Creating Company (knowledge creation theory)
- Normann: Normannin liiketoimintateesit (ecogenesis and co-creation)
- Senge: Dance of Change (learning processes)
- Senge: The Fifth Discipline (background)
- Waterman: What America Does Right (Motorola reports)

