



NORDCONN

Knowledge management

Székely Vilté

2024. 03. 22

About Nordconn



We provide Recruitment & Analytics services for company growth to serious players.

Our Services

HR Services

Recruitment Strategy ● Outsourced Recruitment
Recruitment Consulting ● OD, Performance Management

People KPI

Data Analytics ● Analytics Workshop for HR experts

HR Digitalization

System Selection ● PM, QA for implementation



Vilte Szekely

Co-founder & Recruitment Analytics Expert

Experience in data analytics, technology, management, hiring.

Guest lecturer at Budapest University of Technology and Economics (BME), in HR digitalization.



Peter Renfer

Co-founder & Company Growth Expert

Experience in sales, technology, management, personnel hiring.

HR advisory board (of HR Directors) member at METU.

Lecturer and Course Leader at Metropolitan University (METU), HR and HR digitalization.







Why do you want to
manage knowledge?

Types of knowledge

Tacit knowledge

Personal knowledge
Based on experiences
Know-how
Not tangible
Cannot be learnt directly
Unstructured
Hard to observe
Complex
Not documented



**This is what you learn from
a book or a lecture**



Explicit knowledge

Informs
Structured
Coded
Can be described
Can be transmitted easily
Can be learnt directly
Observable
Schematic
Simple
Documented

What differentiates us from them?



Mark Zuckerberg
Facebook/Meta
Established at age 19

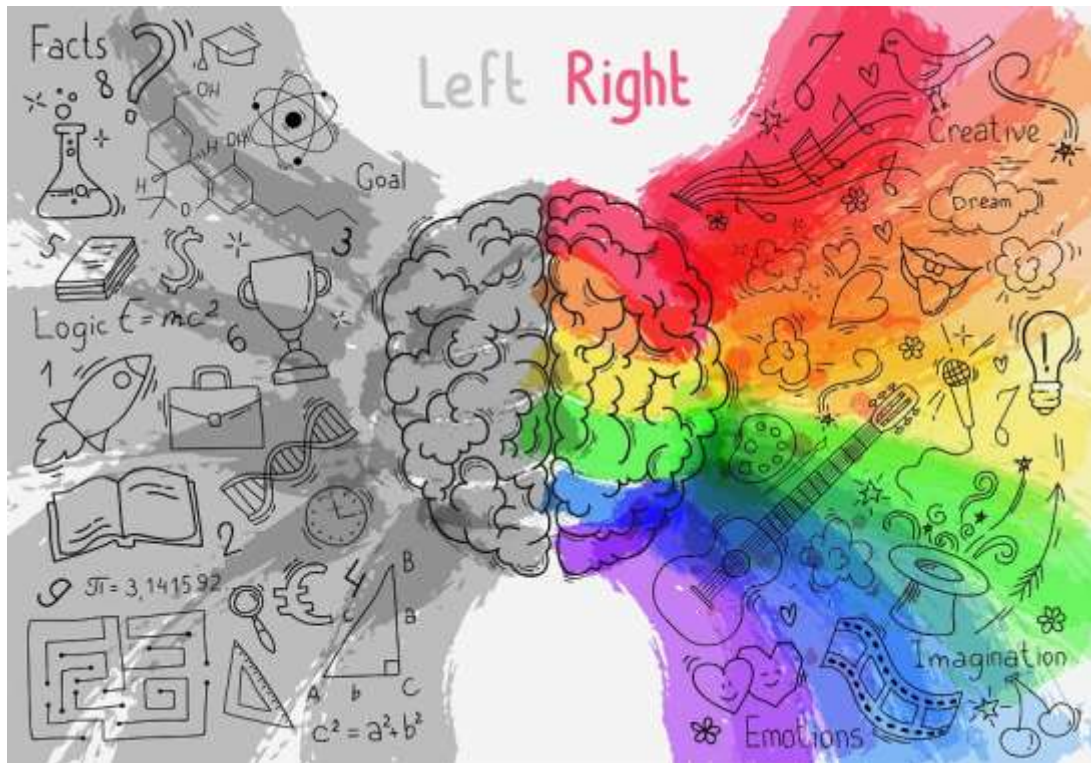


Sanna Marin
Prime Minister of Finland
Became PM at age 34

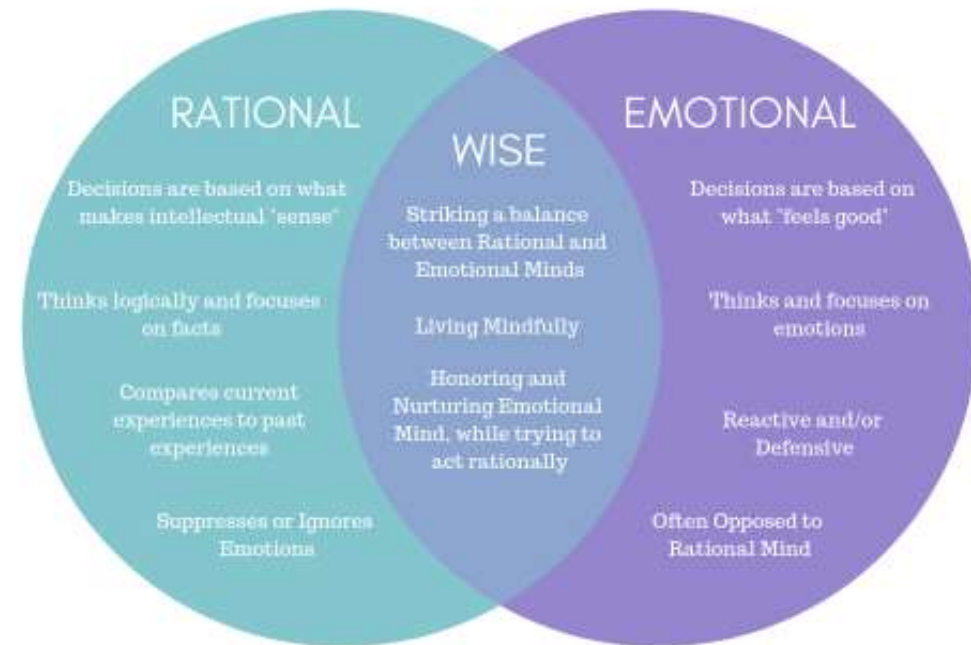


Daniel Ek
Spotify
Established at age 23

Where does your brain store the knowledge?



THE THREE MINDS



NEUROPLASTICITY

The Ability of the Brain to Reorganize Itself,
Both in Structure and How It Functions

HOW THE BRAIN CHANGES



NEUROGENESIS

Continuous generation
of new neurons in
certain brain regions



NEW SYNAPSES

New skills and
experiences
create new neural
connections



STRENGTHENED SYNAPSES

Repetition and
practice strengthens
neural connections



WEAKENED SYNAPSES

Connections in the
brain that aren't used
become weak

NEUROPLASTICITY CAN RESULT FROM:



Traumatic Events



Stress



Social Interaction



Learning



Paying Attention



Diet



Meditation



Emotions



Exercise



New Experiences



Neuroplasticity makes
your brain resilient.

Neuroplasticity enables you to
recover from stroke, injury,
and birth abnormalities.

You can learn new ways
of being and responding
to conflict.

In many cases, you can also
overcome depression, addiction,
obsessive compulsive patterns,
ADHD, and other issues.



Neuroplasticity means
the brain is always learning.

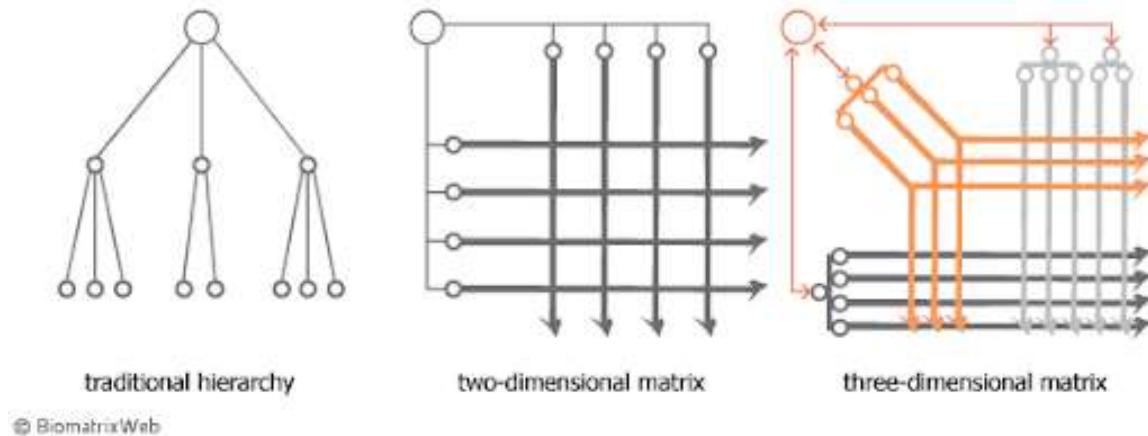
But the brain is neutral -
it doesn't know the difference
between good and bad.

It learns whatever is repeated -
both helpful and unhelpful
thoughts, actions, and habits.

Therefore neuroplasticity may
entrench depressive, anxious,
obsessive, and over-reactive
patterns.

Knowledge, as the greatest asset of the company

Where is the strongest knowledge flow?



Why is knowledge important?



Knowledge Management (KM)

KM is an approach used in an organization

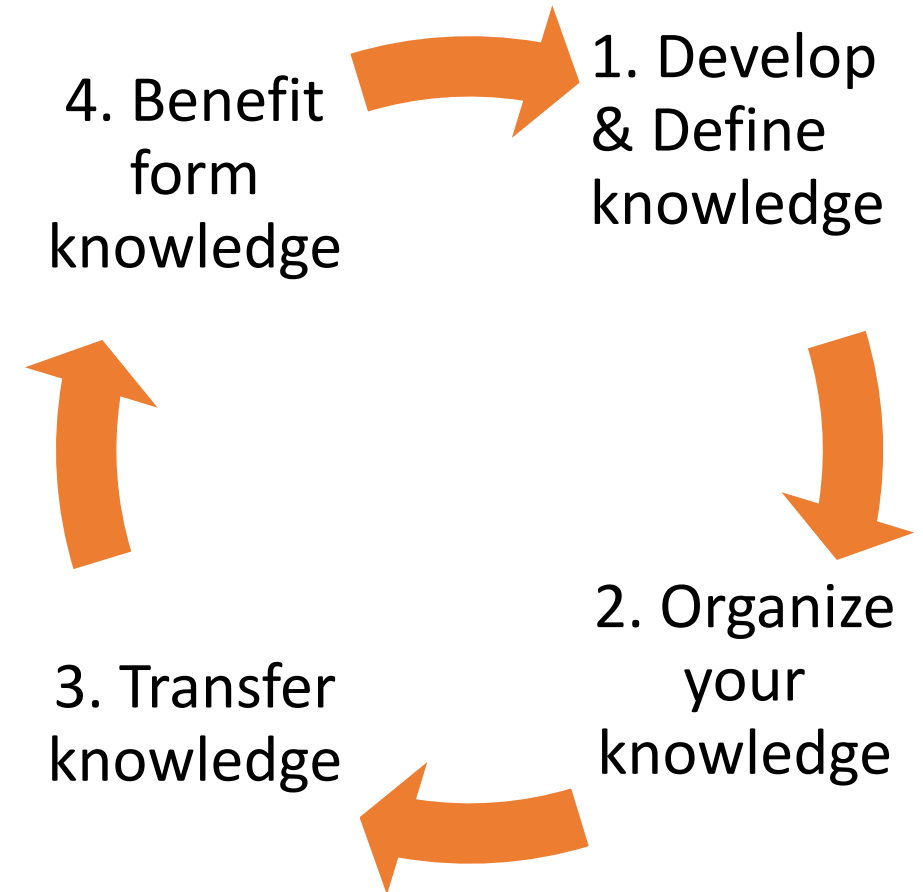
- to identify, create, represent, distribute, and enable adoption
- of knowledge (insights and experiences)
- for business aims.



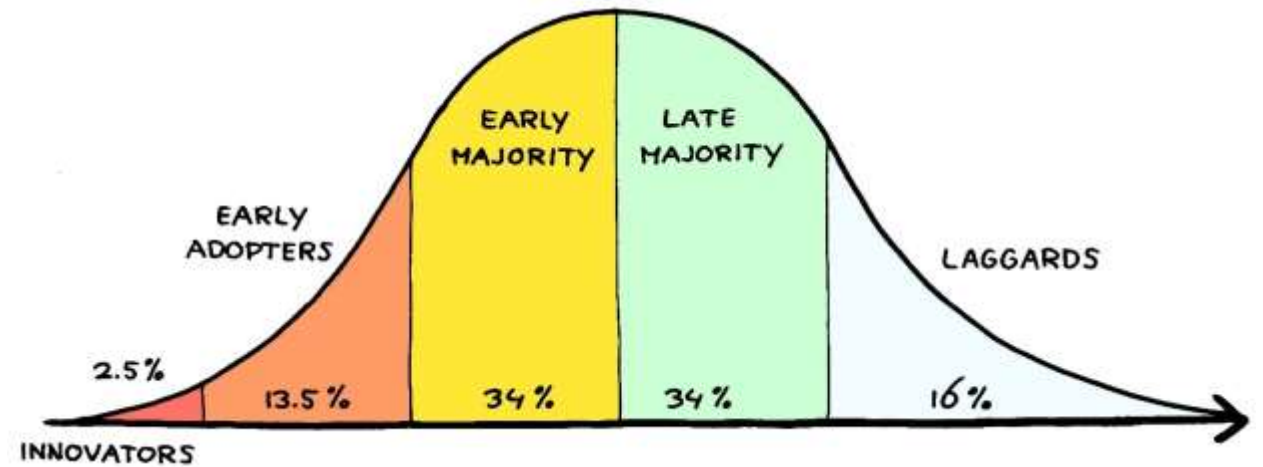
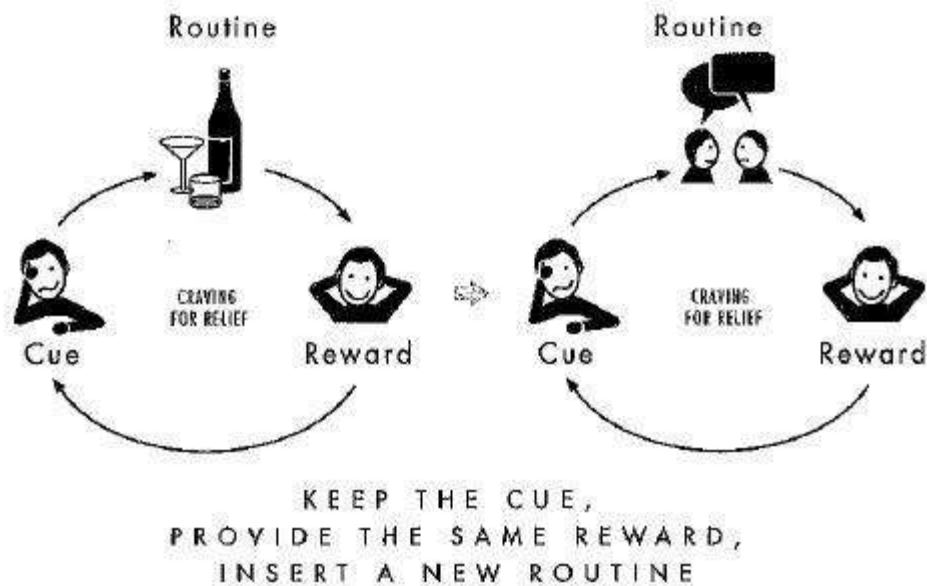
<https://eternalsunshineoftheismind.wordpress.com/2013/03/10/the-many-different-types-of-information-system-continued/>

Tools for containing knowledge

1. Documentation
2. Process drawings
3. Shared during employee onboarding
4. Repeating it many times (all-company meetings)

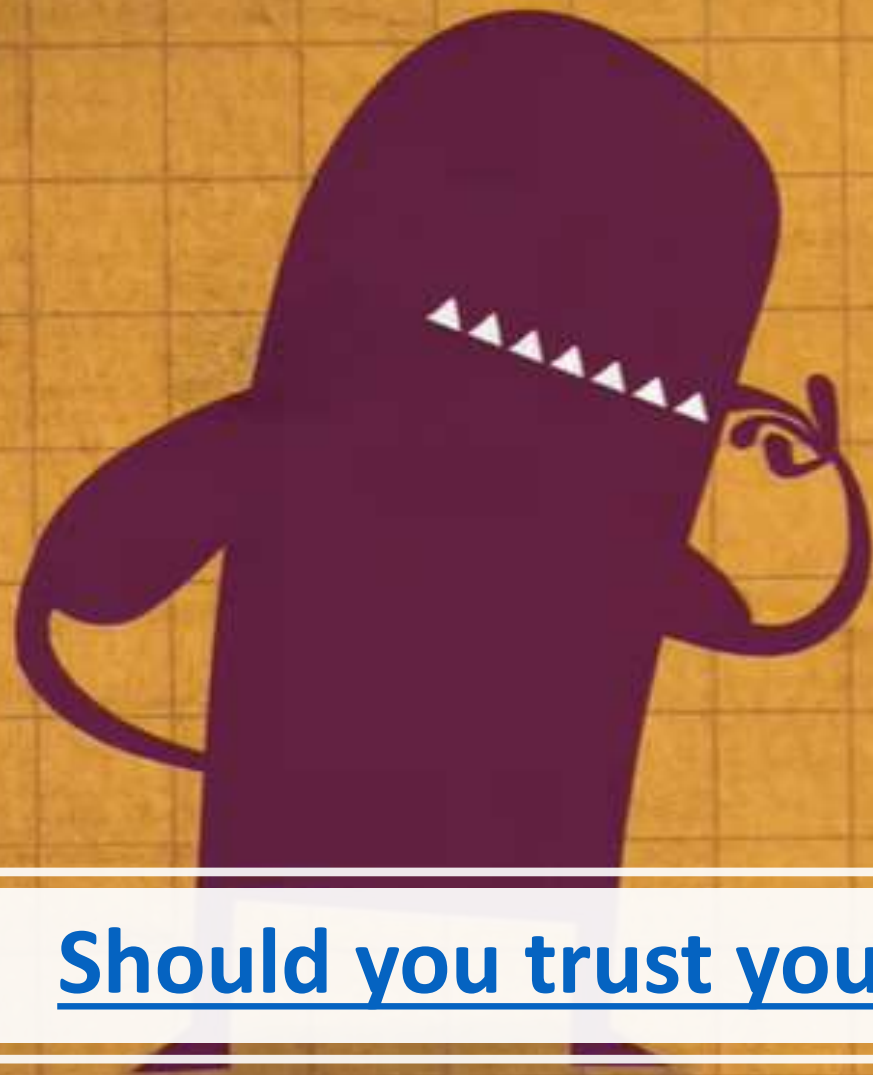


Some people never adapt to change. Why?



The power of habit can be stronger than the new information you get.

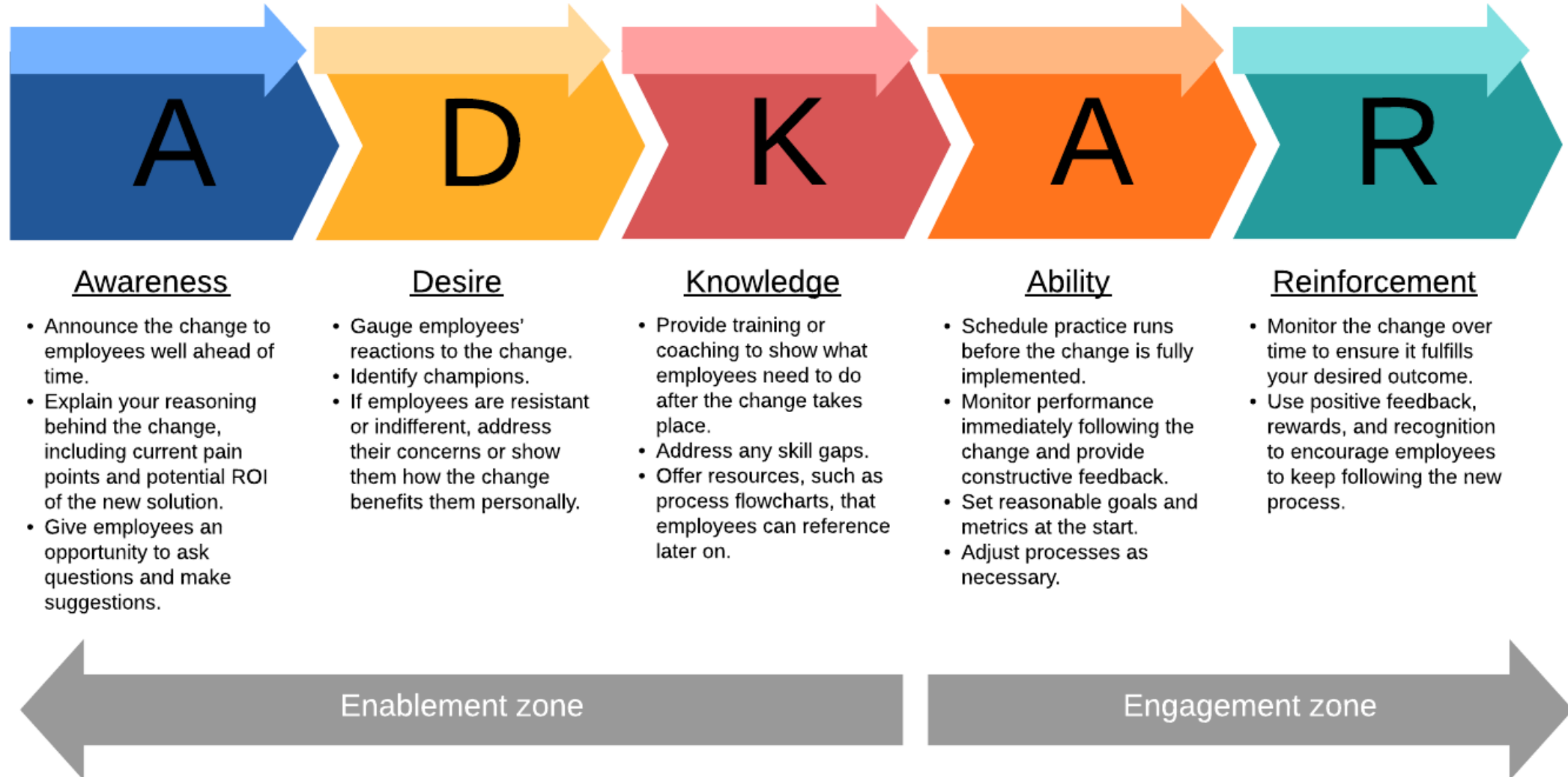
The memory of reward of pain can be MUCH STRONGER than logical reasoning.



Should you trust your first impression?



Change management is built on knowledge



Leadership

- Setting direction / creating vision
- Assembling team
- Creating shared values
- Knowing skills / motivations of each team member
- Adjudicating / resolving conflict
- Inspiring / leading by example
- Knowing when to devolve power
- Changing team to get right chemistry

Management

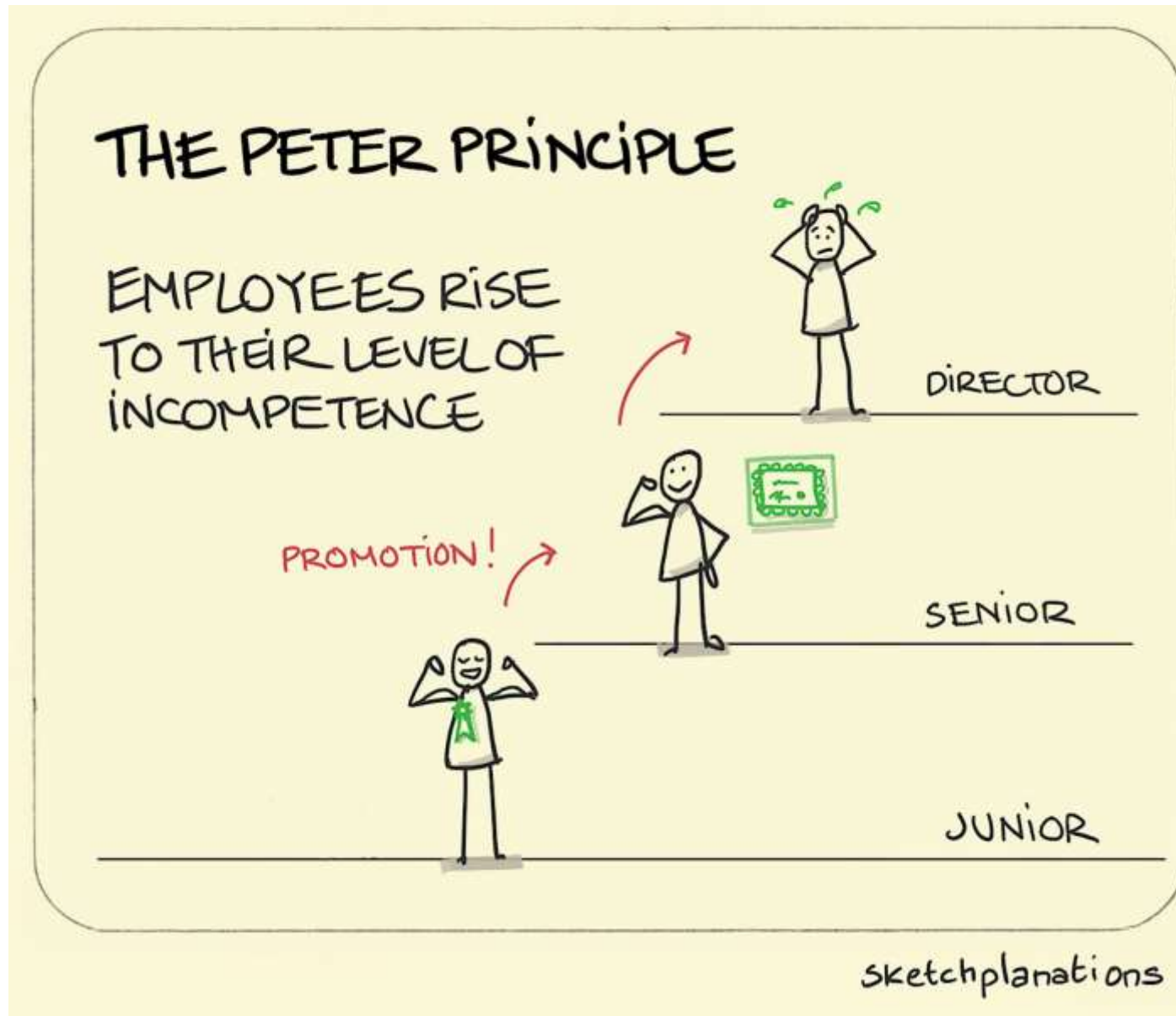
- Understanding goals of team & company
- Creating & prioritizing tasks to be completed (a project)
- Assigning tasks to appropriate team member
- Motivating & guiding individual contributors (carrot vs. stick)
- Reviewing work output & quality
- Controlling scope of project
- Reporting status up, down & to peers

Which one do you need?

- Make sure all the support tickets are handled and resolved.
- Build a new brand for your pet food company.
- Increase team productivity during COVID home office.
- Deliver a fixed scoped project on time, on budget.

What Is the **Peter Principle**?

The **Peter Principle** is an observation that the tendency in most organizational hierarchies, such as that of a corporation, is for every employee to rise in the hierarchy through promotion until they reach a level of respective incompetence.



Barriers of knowledge transfer at the workplace

Barriers of knowledge transfer *and possible solutions*

Lack of trust => *organize a personal meeting*

Different cultures, vocabulary => *build a mutual base with discussion, education*

Lack of time, place => *use conference speaking*

Award only for knowledge => *establish a stimulating system for knowledge sharing*

Lack of reception ability => *motivate people to be open for new ideas*

Hierarchy at knowledge source => *put a higher quality value of thought than knowledge source*

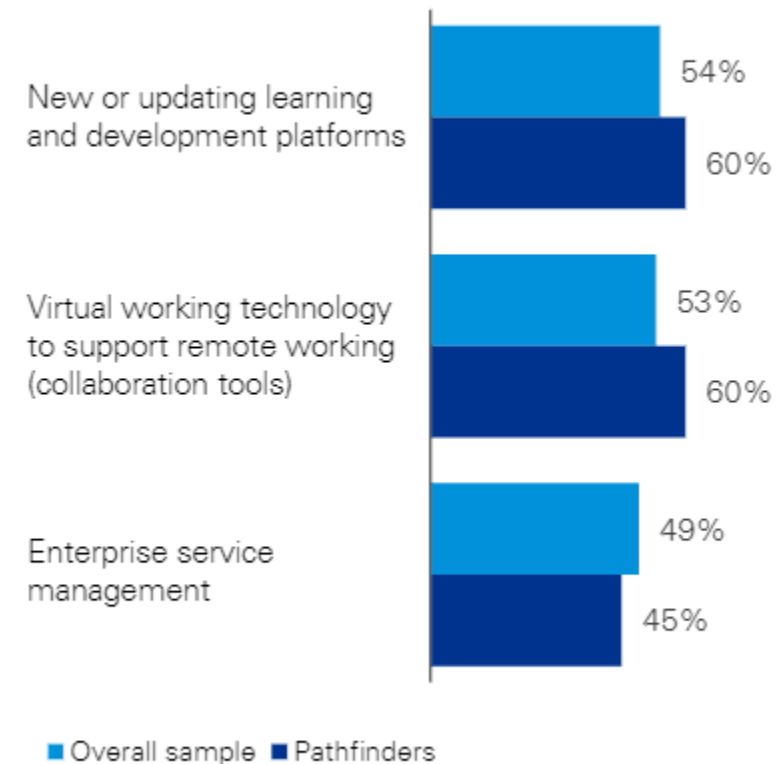
Intolerance of mistakes and questions => *stimulate cooperation and understanding of lacks*



Where can technology solutions help?

- Social sharing
- Easy search by tagging
- Online training and testing platform
- Development of a mixed group – experts with different knowledge and experience
- Knowledge network – self-organizational groups in the organization

Figure 3. Top areas for HR tech investment over the next 12–24 months



Source: KPMG 2020 HR pulse survey

Key features of KM apps



Pages

Pages are documents where people create, edit, and discuss their work.



Spaces

Spaces are areas that contain pages for individuals, teams, and strategic projects.

Organize, search & find content

Create, collaborate, and comment on pages & project plans



Real-time editing

Co-edit together in real time and publish updates that highlight changes, tracked with version history.



Commenting

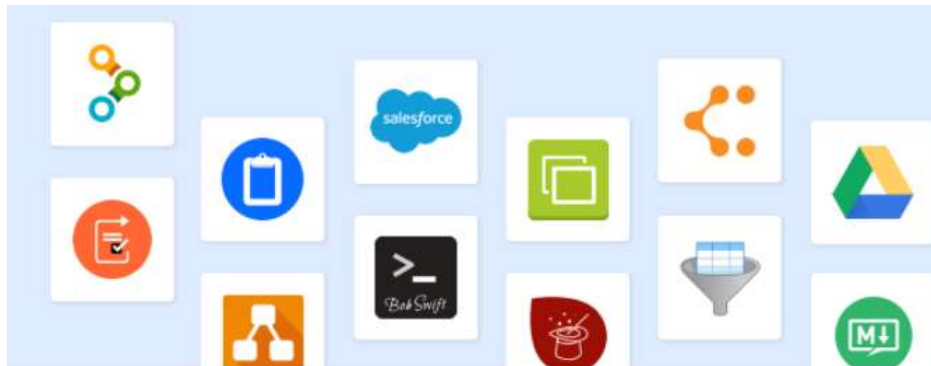
Make it a team effort with in-line and page comments, likes, and visual elements such as images, GIFs, and emojis.



Notifications

Alert your teammates when you tag them or assign a task so everyone stays on top of progress.

Integrate with other tools



Confluence

Share information between teams and the entire company



Permissions

Keep employees informed with open access to information they need, but share and protect sensitive content with permission settings.



Home & personalized feed

Get back to recent spaces, in-progress work, and drafts and stay updated with activity and popular feeds on your personal homepage.

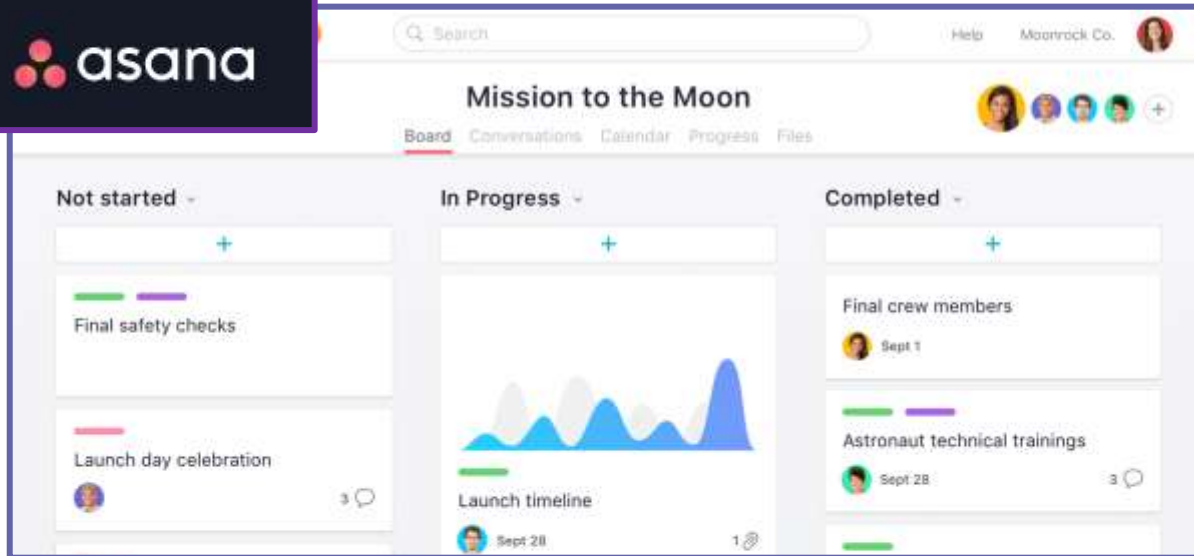


Announcements and blogs

Spread the latest news and bring everyone together with blogs that encourage transparency and inclusion.

HRTech – apps for task management

 asana



 Google Sites

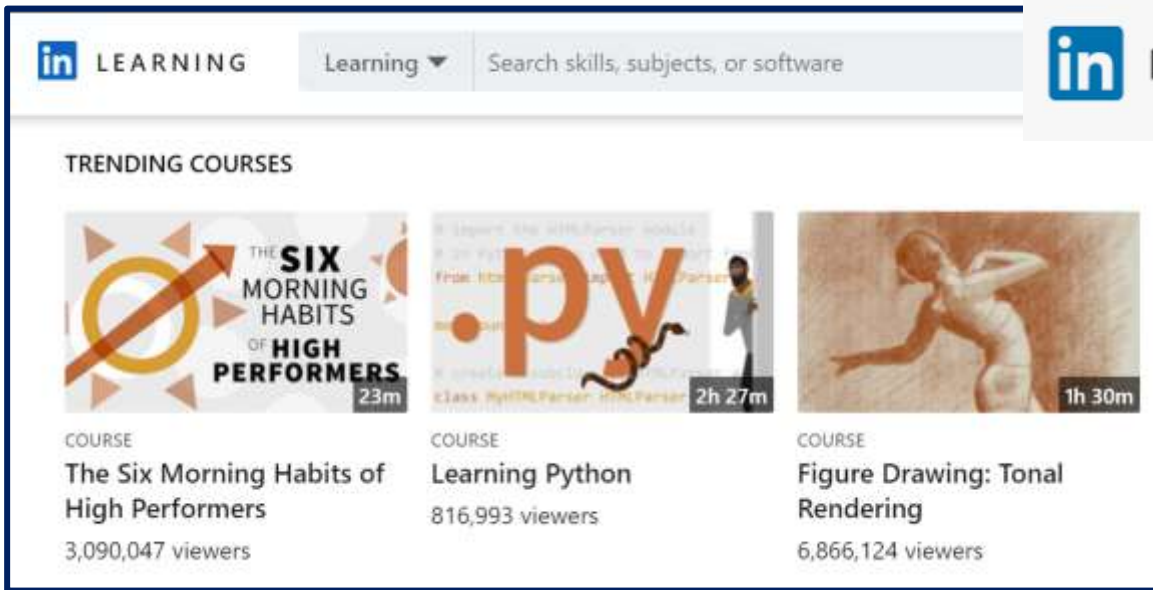


 Trello



 weekdone

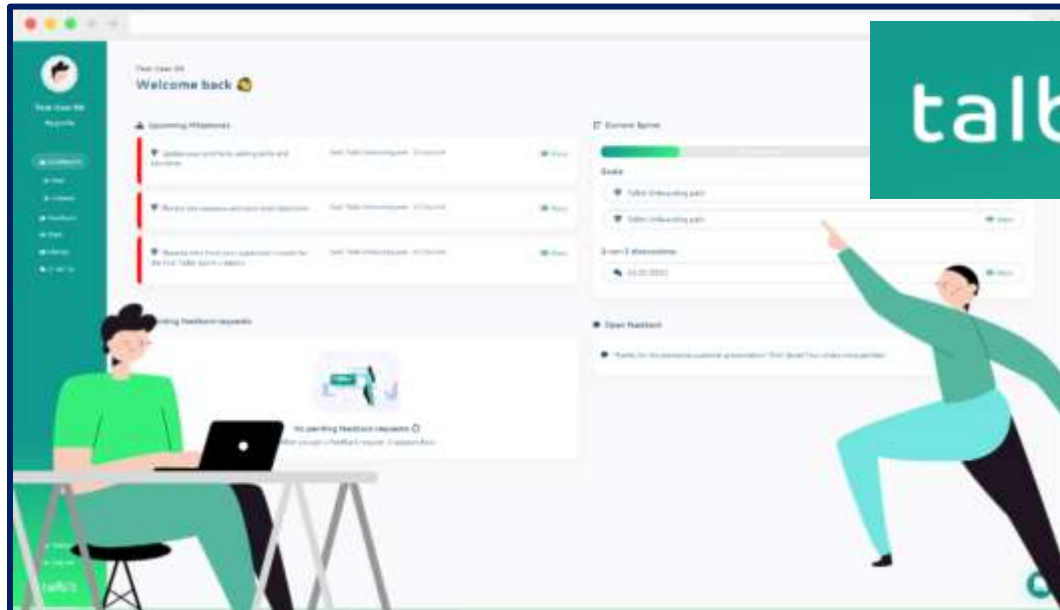
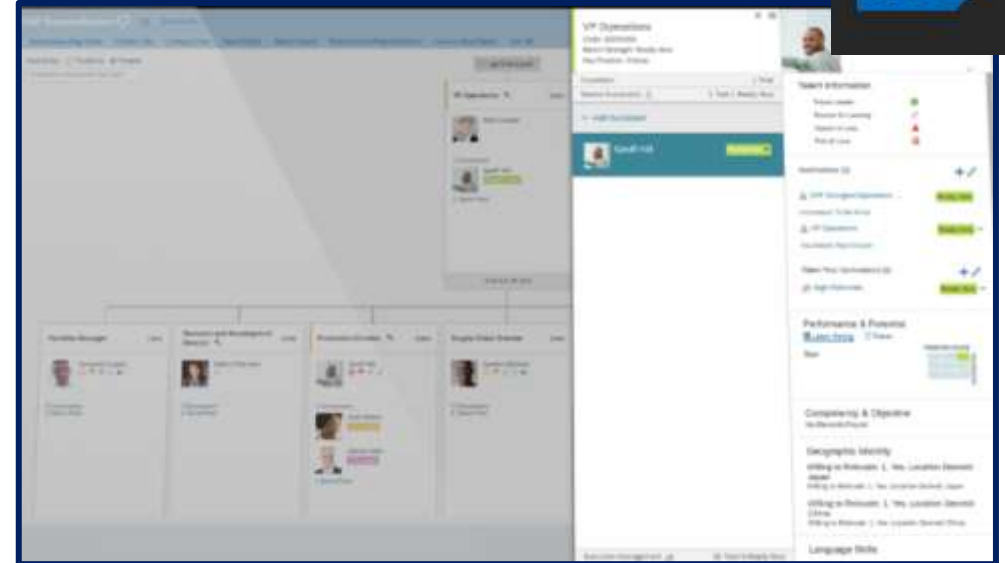
HRTech – apps for knowledge management



LinkedIn Learning interface showing trending courses. The header includes the LinkedIn Learning logo, a dropdown menu set to 'Learning', and a search bar labeled 'Search skills, subjects, or software'.

TRENDING COURSES

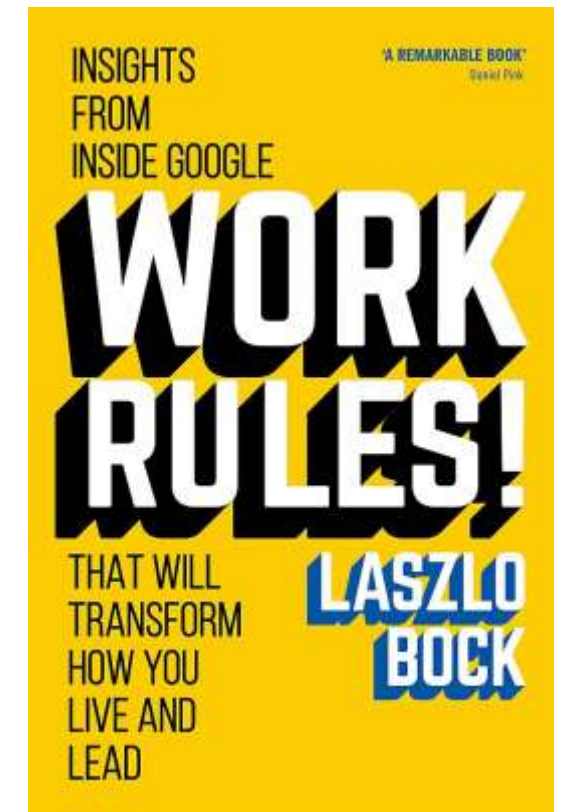
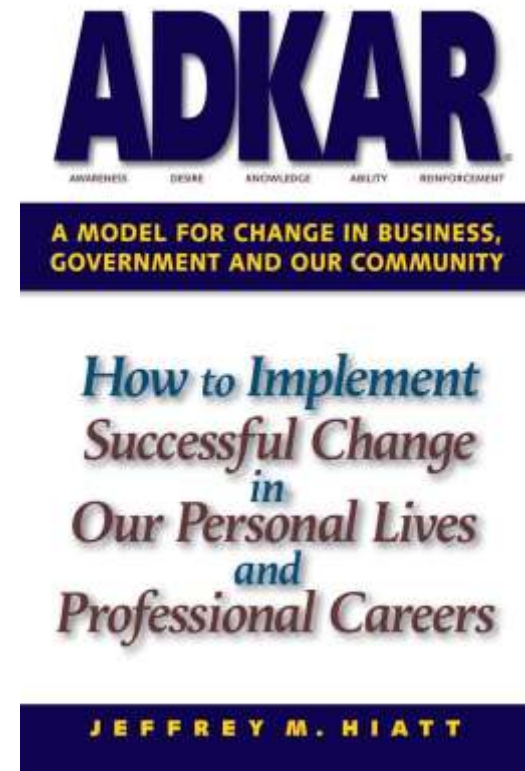
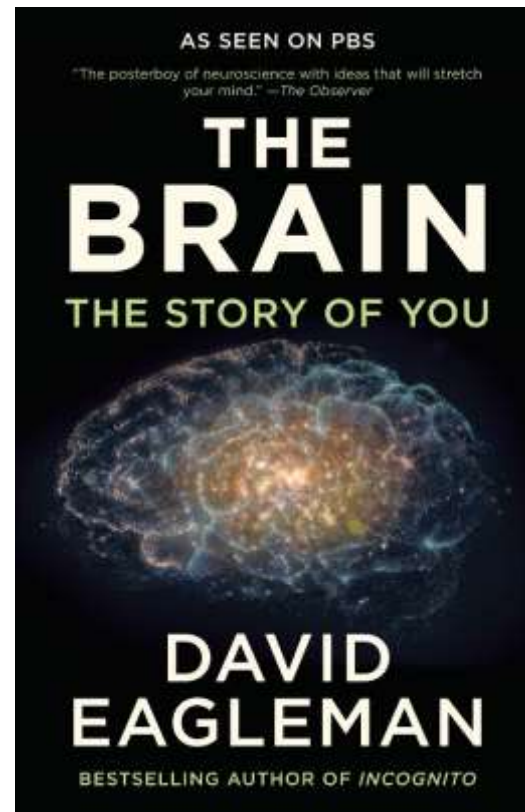
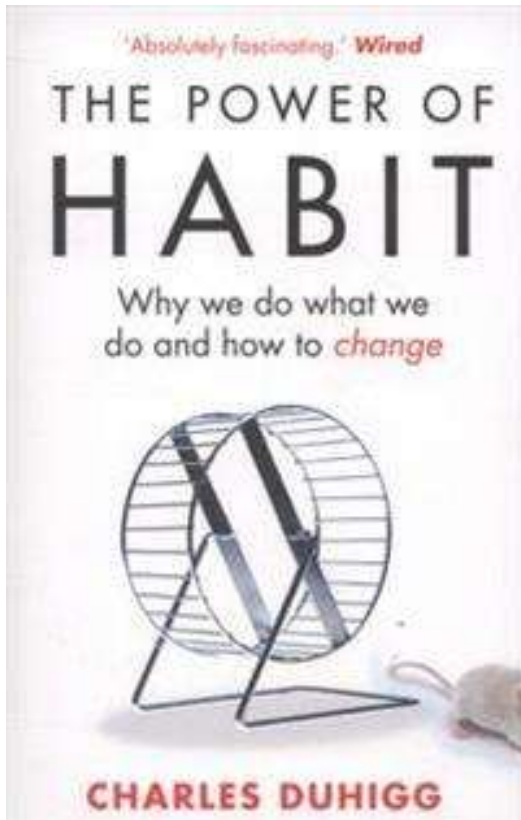
- COURSE: The Six Morning Habits of High Performers**
23m
3,090,047 viewers
- COURSE: Learning Python**
2h 27m
816,993 viewers
- COURSE: Figure Drawing: Tonal Rendering**
1h 30m
6,866,124 viewers



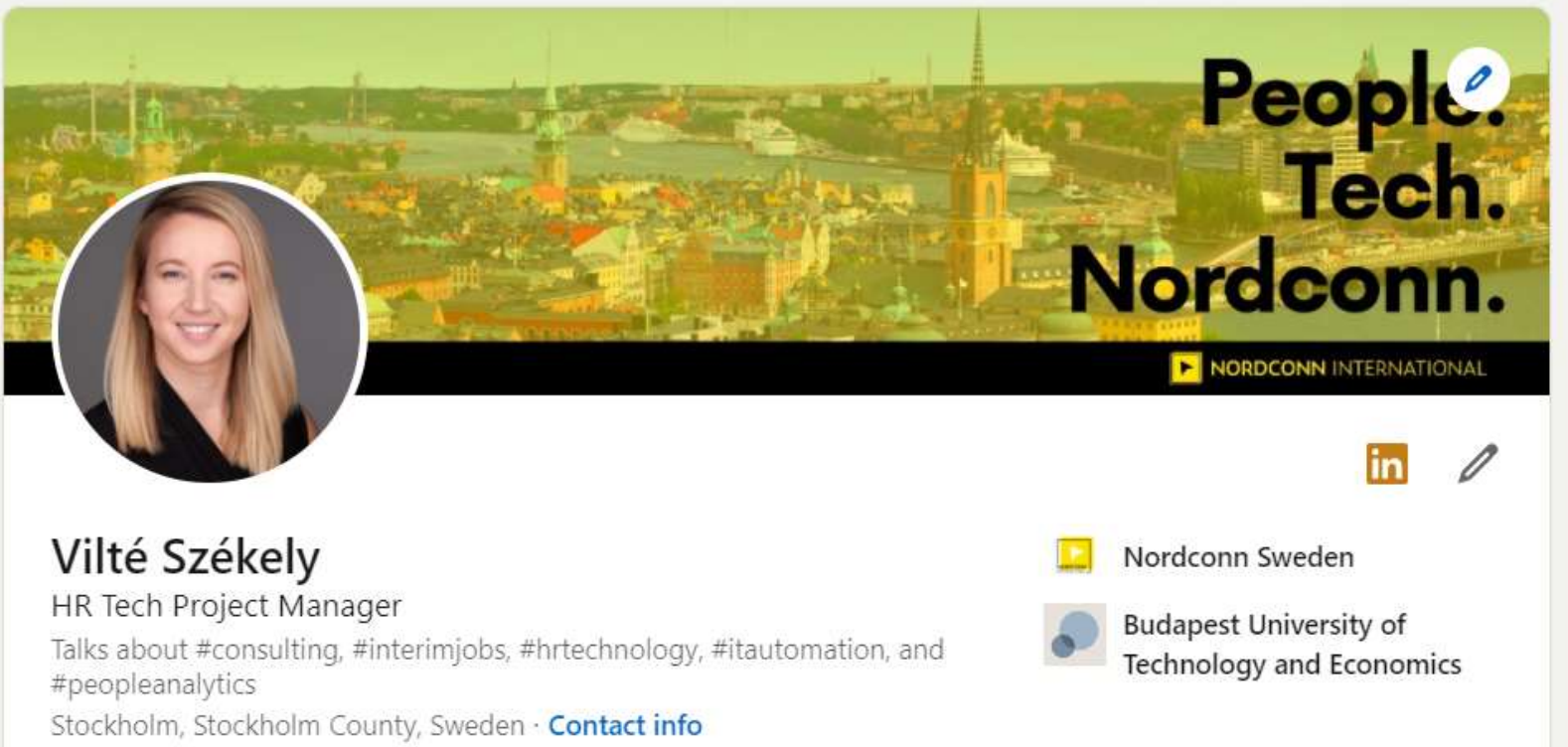
Talbitt interface showing a dashboard with a 'Welcome back' message and a list of tasks. The interface includes a sidebar with navigation options and a main content area with a list of items. An illustration of a person sitting at a desk with a laptop is on the left, and an illustration of a person jumping is on the right.



Books worth reading



Contact



The image shows a LinkedIn profile for Vilté Székely. The header features a cityscape background with the text "People. Tech. Nordconn." and the "NORDCONN INTERNATIONAL" logo. The profile picture is a circular portrait of a woman with blonde hair. Below the picture, the name "Vilté Székely" is displayed, followed by the title "HR Tech Project Manager". The bio mentions interests in consulting, interim jobs, HR technology, IT automation, and people analytics. The location is listed as Stockholm, Stockholm County, Sweden, with a "Contact info" link. To the right, there are icons for LinkedIn and a pencil, and two affiliations: "Nordconn Sweden" and "Budapest University of Technology and Economics".

Vilté Székely
HR Tech Project Manager
Talks about #consulting, #interimjobs, #hrtechnology, #itautomation, and #peopleanalytics
Stockholm, Stockholm County, Sweden · [Contact info](#)

Nordconn Sweden
Budapest University of Technology and Economics



vilte@nordconn.com



+46 76 7981 928

