

ALIGNING KM IN ORGANIZATION

LEARNING COGNITIVE SKILLS AND KM

Cognitive skills are brain-based skills and these skills are needed for employees to carry out organizational activities in an efficient manner.

Aligning employees' cognitive skills

Knowledge management involves in creation of knowledge where employees have to think out of the box to come with creative ideas. Cognitive skills help to bring in inquiry learning. Inquiry-based learning involves in learning by doing and also critically evaluate the reasons for the activities involved.

Mental models

Mental models represent the reality that is being investigated in inquiry learning. They influence the strategies applied to the task. Moreover, the developmental hierarchy of skills and understanding underlies should be identified as an object of inquiry.

Identification of customer needs

Cognitive skills are needed to identify the information and requirement of customers even before they ask for and deliver the information to them in a concise, targeted way.

Cognitive system for capturing customer needs

The cognitive system provides more natural and human- friendly means to interact with software applications. It helps in natural language understanding, predictive analytics and machine learning.

Cognitive process

The cognitive process includes the three steps of i)understand, ii)anticipate and iii) improve.

Understand: This indicates the understanding of customer behaviour.

Anticipate: This represents the anticipation of what information may be useful based on comparing the existing behaviour to previous customers.

Improve: This step indicates the improvement in the quality of knowledge base through understanding how it is being used and providing actionable guidance to maximize organizational effectiveness.