



Just A Moment...
IT Commentary

The Knowledge Quest

by Leon A. Enriquez

Witness the dot-com phenomenon and you will get an idea of the appeal of Internet startups whose success formulas are built on the foundation of the new knowledge-based economy. Imagine Internet startups that continue to run into the red and yet have seen very high market capitalisation!

What is knowledge? It is information that can help to focus action plans to yield tangible returns; ideas that change the rules and the way business is transacted.

Knowledge is really the know-how and know-when merged to bring about know-why. It is a proactive pursuit of a dynamic progression. It is giving the customer more than what he expects, and then some more.

The thrust of the new economy highlights the power of the mind in generating ingenious ideas to solve problems caused by the ever-shifting frontiers of e-commerce. Thus arises the notion of the knowledge worker whose skills are honed not by conventional training and thinking, but skills that enable him or her to source and sieve through seemingly unrelated data to form meaningful deductions for subsequent use.

When you are able to bring about dramatic change through exploiting your knowledge assets, you emerge as a potent force driving home the feeling that services is the name of the game.

People, after all, do not wish to purchase technology for technology's sake but want a viable solution to the problems that they face. IT is only the enabler; not the ends. People buy solutions and are willing to pay for them in order to make things work more efficiently and more effectively than before. Better still if the solutions help them to maximise their most precious resource -- time.



Consider that data comprise simple, indisputable facts. As you juggle and mix these facts together, you may cook up a new correlations which is now information. Going forward, you aggregate information to test new ideas, and you bring about knowledge. Ultimately, practical wisdom takes the form of accurately assessing knowledge and designing a workable action plan.

But bear in mind that knowledge by itself is useless. What needs to be done is to understand and follow the knowledge workflow sequence. Understand the culture of the company; evaluate payback expected of new ideas; process, gather, distribute and store, and take action; and strategise an action plan with this knowledge to produce the desired result. In other words, new knowledge must make an impact to your bottomline.

Triumph comes to those who recognise and move fast in the knowledge-based economy to gain mindshare and heartshare in executing on their action plans with a clear focus. Success is everything, and failure brings new wisdom transformed from experience.

Only when a company deploys IT as a decisive tool and can focus quickly to address issues in a clear-cut manner will stand to call the shots and win. Fundamentally, the idea of using knowledge is to adapt and grow, into a successful organisation that thrives in an environment of constant change.

*Copyright Reserved © 2002-Present
All Rights Reserved by Editorial Thoughtscapes
Permission is granted for you to download and print a copy for personal use.*

<ENDS>