

CREATION OF A LEARNING COMPANY

Basic Conditions Illustrated by a Sunflower

Purposes of the study:

Scientific purposes: a) Structuring the interdisciplinary field b) defining central terms of the reflected disciplines: science of communication and pedagogy before their economic background.

Practical driven purposes: a) Lack of quality standards for the (service sector) => Development of quality marks for

Methods of Study:

Benchmarking (Explorative study with triangulation of interviews, document analyses, field studies) of the main information processing departments: corporate communication and personal development. Explicitly reflected subjectivity is necessary for building benchmarks.

Participants of the benchmarking:

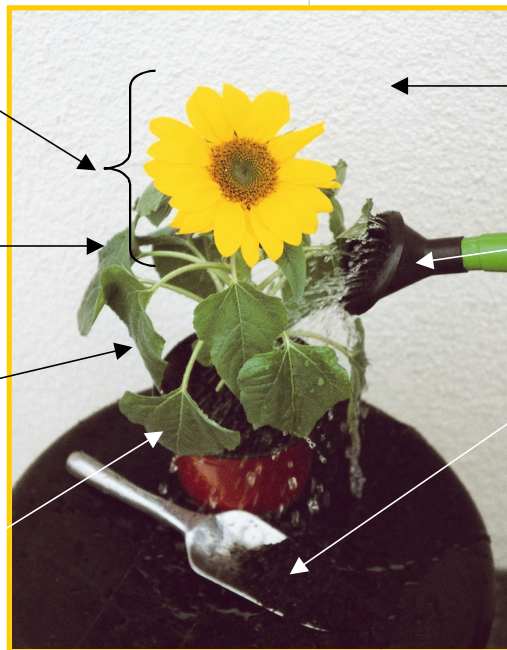
- Asea Brown Boveri AG (Deutschland),
- Bosch GmbH,
- General Electric Information Services / GE Medical Systems (Deutschland),
- Hewlett-Packard GmbH,
- Bayerische Hypotheken- u. Wechselbank AG,
- Siemens AG
- Toshiba Europe (I.E.) GmbH.

Characteristic of synergy plant: Blossom = Fruit: continued business success and enjoying work

Characteristic of synergy plant: special materialistic infrastructure (e.g. architectural)

Characteristic of synergy plant: special immaterialistic infrastructure (e.g. self purification through meetings)

Characteristic of synergy plant: certain political / cultural phenomena (e.g. positive perception of time)



Condition IV: daily sun light (shared value: dialogue)

Condition III: Exact measure of good water (corporate communication)

Condition II: good soil quality (Personal development)

Condition I (invisible): Sunfloyer seed (strong desire for a learning company)

corporate communication and personal development b) Need for adaptation to the changing world forces complex companies to modernize their handling of information. But most companies just get more information in and out, unable to really use that fuzzy quantity. => How can a company adapt itself more systematically and successfully?

Analyses of the discipline literature: extracting general statements. Conclusions based on benchmarking and literature analysis confronting individual and general statements. Finally conception of a learning company by combining corporate communication and personal development, powered by the value of dialogue.

Results

Benchmarking brought forth 31 concrete criteria proved in practise of good quality for corporate communication (14), personal development (8) and a learning company (9). Synergy Concept for a learning company, based on all former conclusions plus personal recommendations.

To become familiar with the basic elements of the Synergy Concept, please have a look at the sunflower, which serves as a "synergy plant" ...