



**KNOWLEDGE SHARED
= KNOWLEDGE²**
Knowledge shared is knowledge squared

An assignment done for the Customer Experience department for Flyco, aiming to design a concept for **improving collaboration** between the six different teams of the department by **stimulating knowledge sharing** through more **open and effective communication**.

The Community of Practice is a concept that **facilitates knowledge sharing** through a step-by-step plan between all the different teams. It helps employees **discover each others tacit knowledge**. Employees will be steered towards a **group focus**. Eventually this will lead to **alignment within the CX department** resulting in **more consistent implementation of the customer needs**.

The Communities of Practice can be done in small groups of minimum of four people, up to sixty people. The value is in the **flexibility** of its use, **adaptable** to any framed question, **applicable in any situation**.

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Enhancing team collaboration in the Customer Experience department
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Strategic Product Design

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The final design is inspired by the Communities of Practice devised by Wenger (2011)

