IT vs. HR

Who should lead?....
HR was chosen, but why?...

- HR vs IT was thought of as People vs Databases

- Danone recognized that databases are often ignored

- Danone’s profound insight was the perspective that Knowledge Management is… Social
What was IT’s role? ...

- IT contributed in a **support** role

- They helped provide technology that enabled the Social approach of Knowledge Management

- IT was also a **participant** in the cross-functional Networking Attitude initiative, provide their **unique perspectives**, value propositions, and problem solving
What is Social and Collaborative Learning?

An informal learning process that takes place in a social context.

- Work Experience
- Discussion
- Collaboration