



Partus Rocket Model

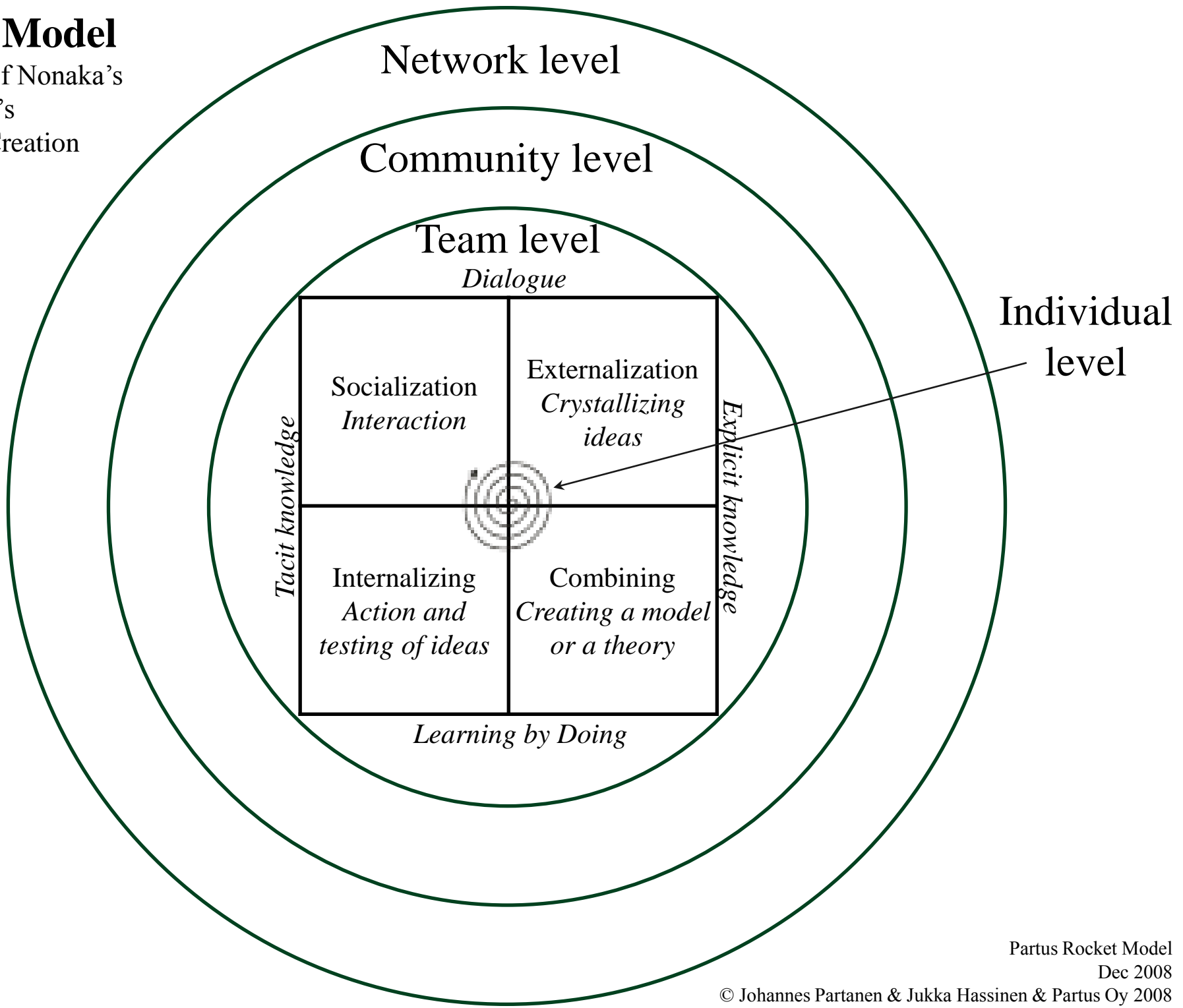
By

Johannes Partanen & Jukka Hassinen (author)

December 2008

General Model

Application of Nonaka's
and Takeuchi's
Knowledge Creation
Theory



From Dialogue to Action and From Explicit Knowledge to Tacit Knowledge

Dialogue

1	2
4	3

1	2
4	3

*Explicit
knowledge*

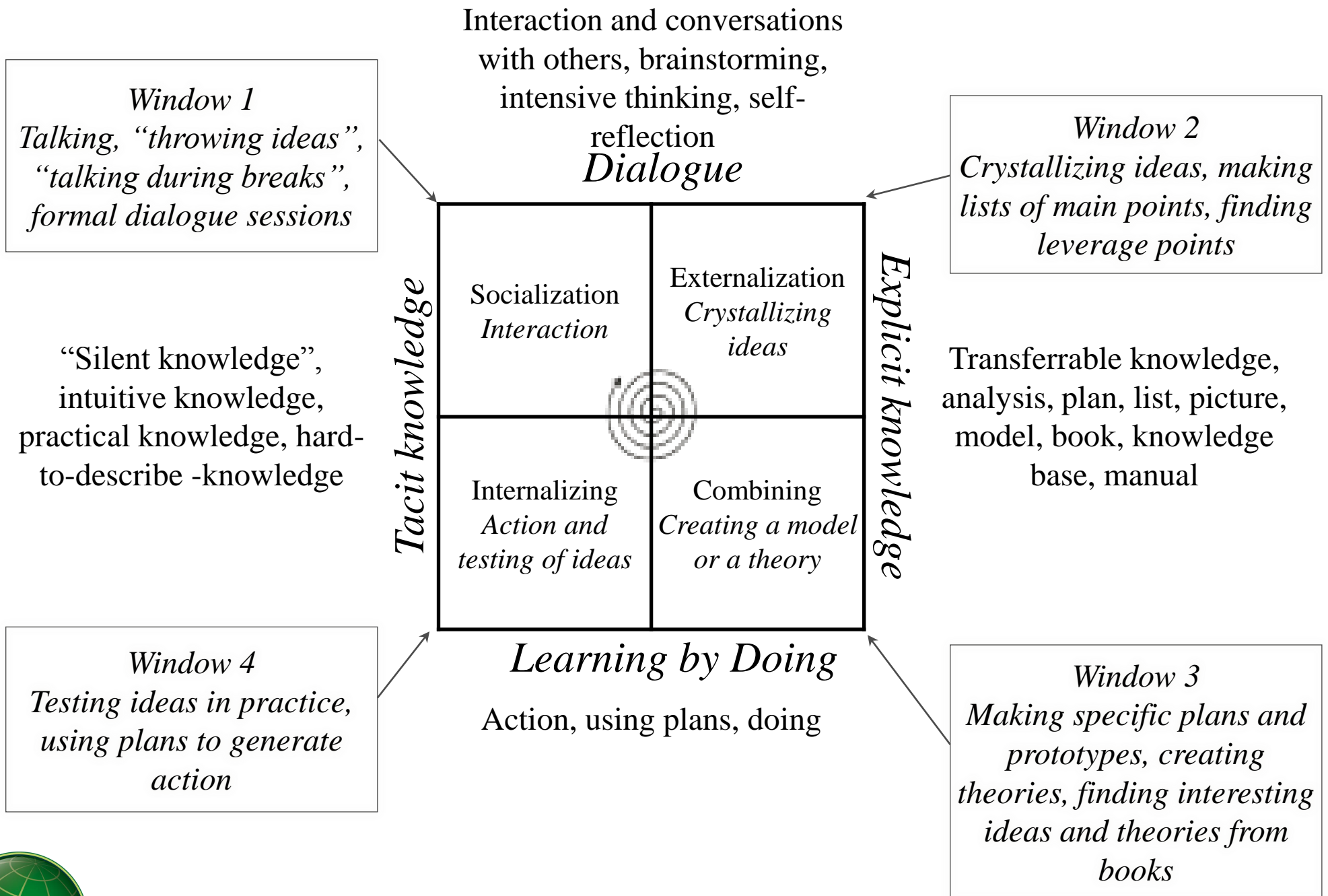
1	2
4	3

*Tacit
knowledge*

1	2
4	3

Learning by Doing



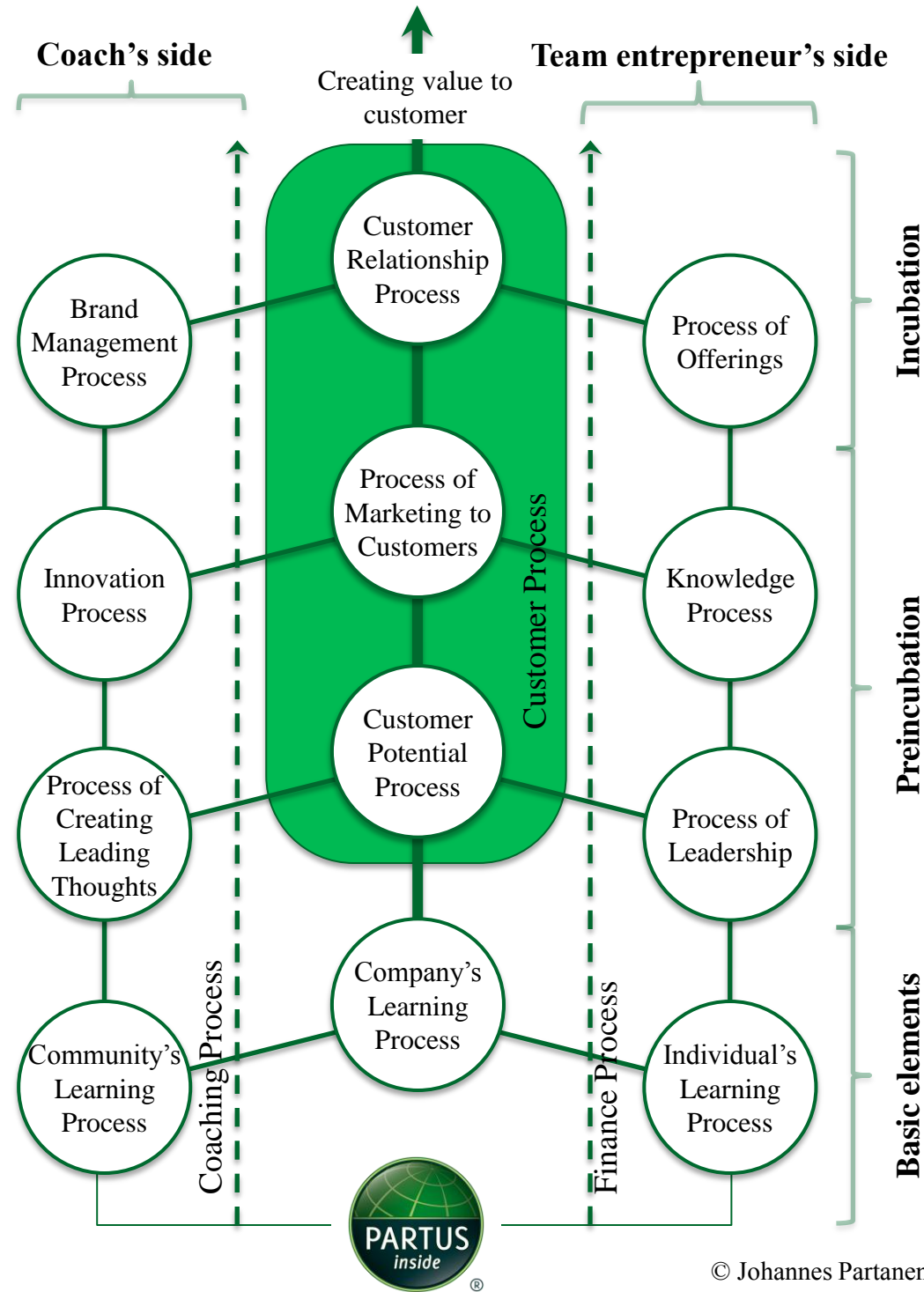


Pitfalls Caused by Missing Parts of Process

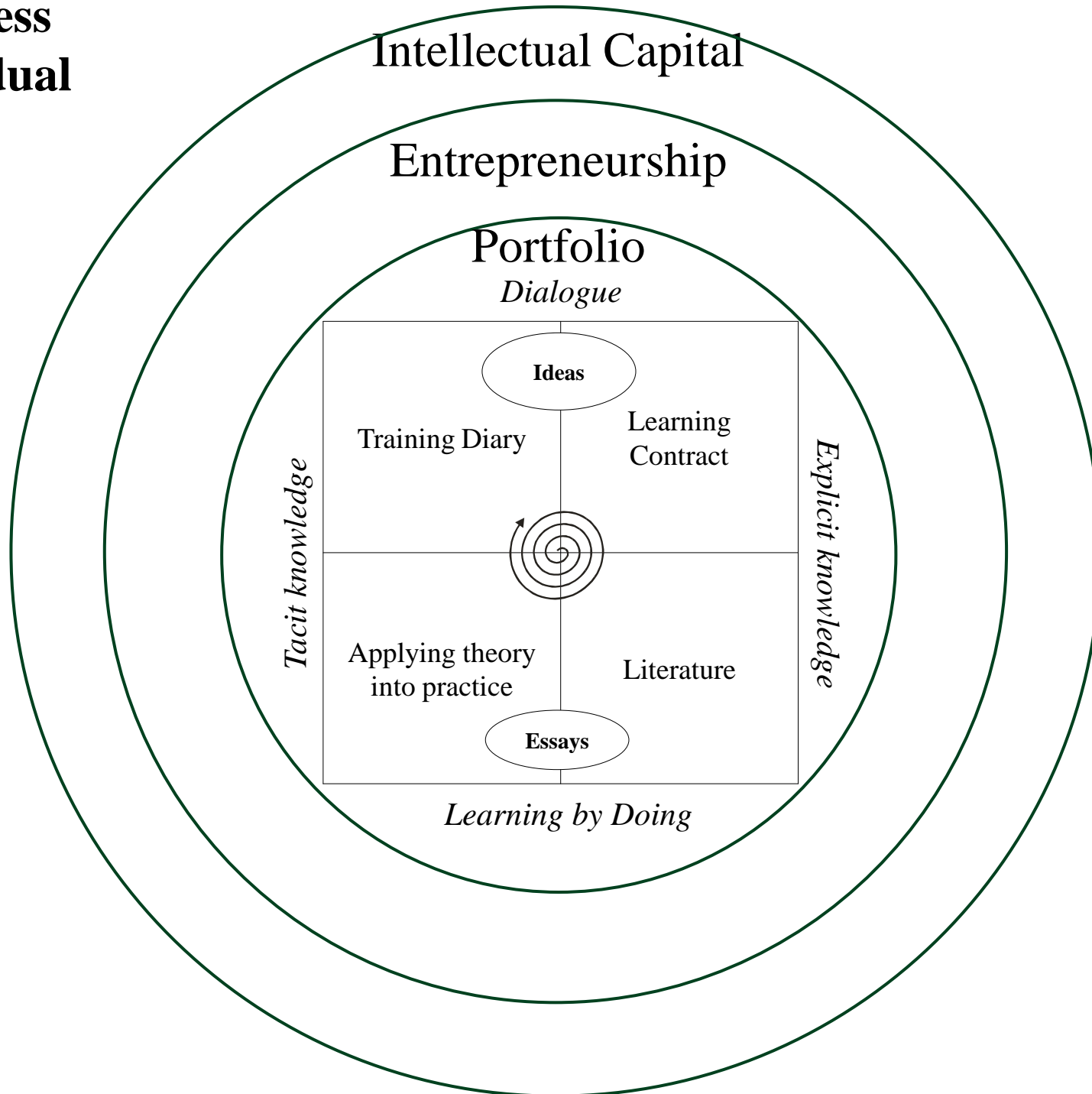
- Without *dialogue* no new ideas are generated.
- Without *learning by doing* ideas are not tested in practice so no new knowledge on their effectiveness can be known.
- Without *explicit knowledge* there is no transfer of knowledge from the individual to the community or team.
- Without *tacit knowledge* there are no capabilities to do anything.
- Without *outer rings* ("levels") knowledge is out of it's context and is thus useless.



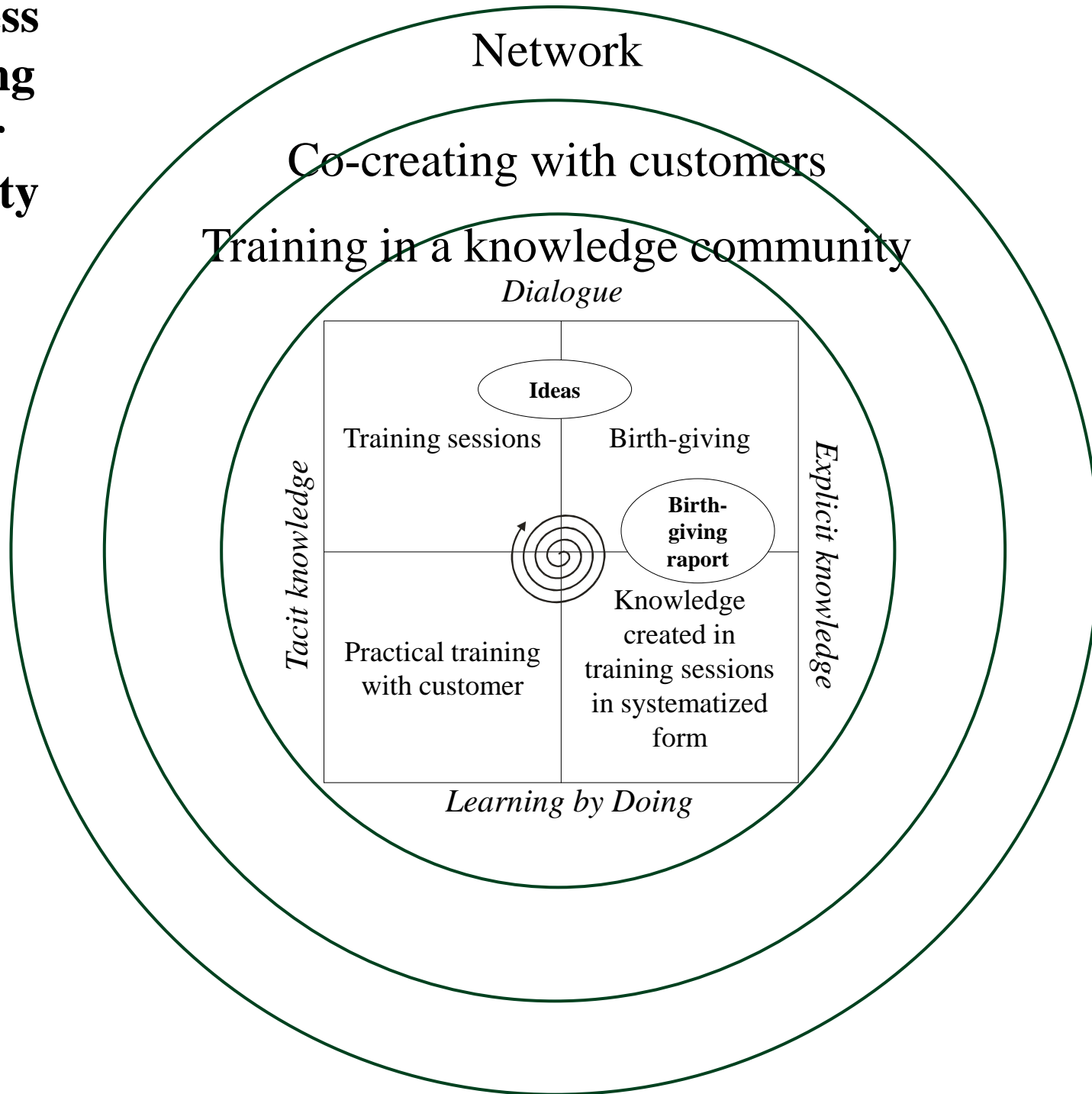
The Process of Creating Team Entrepreneurs



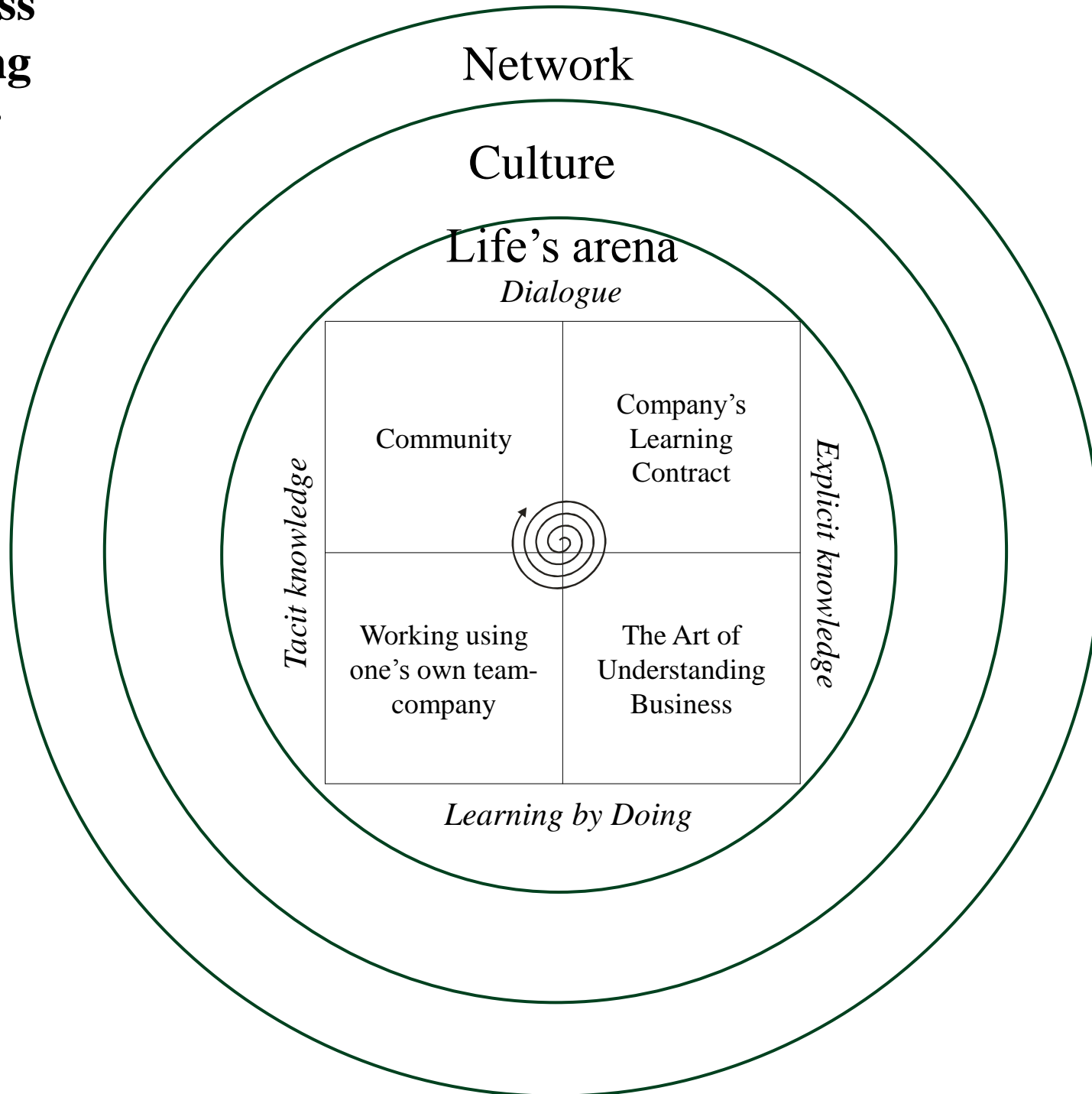
The Process of Individual Learning



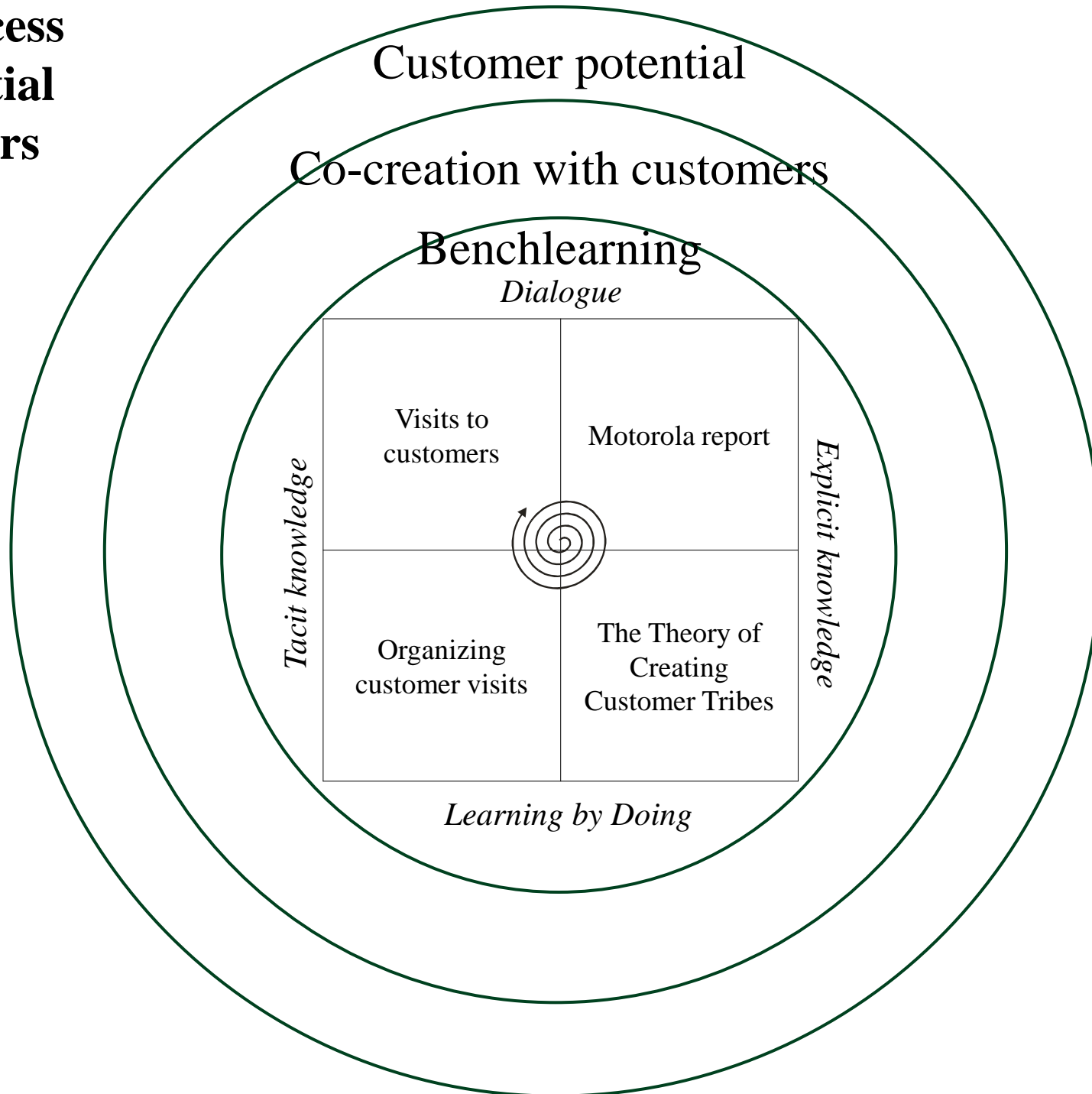
The Process of Learning from Your Community



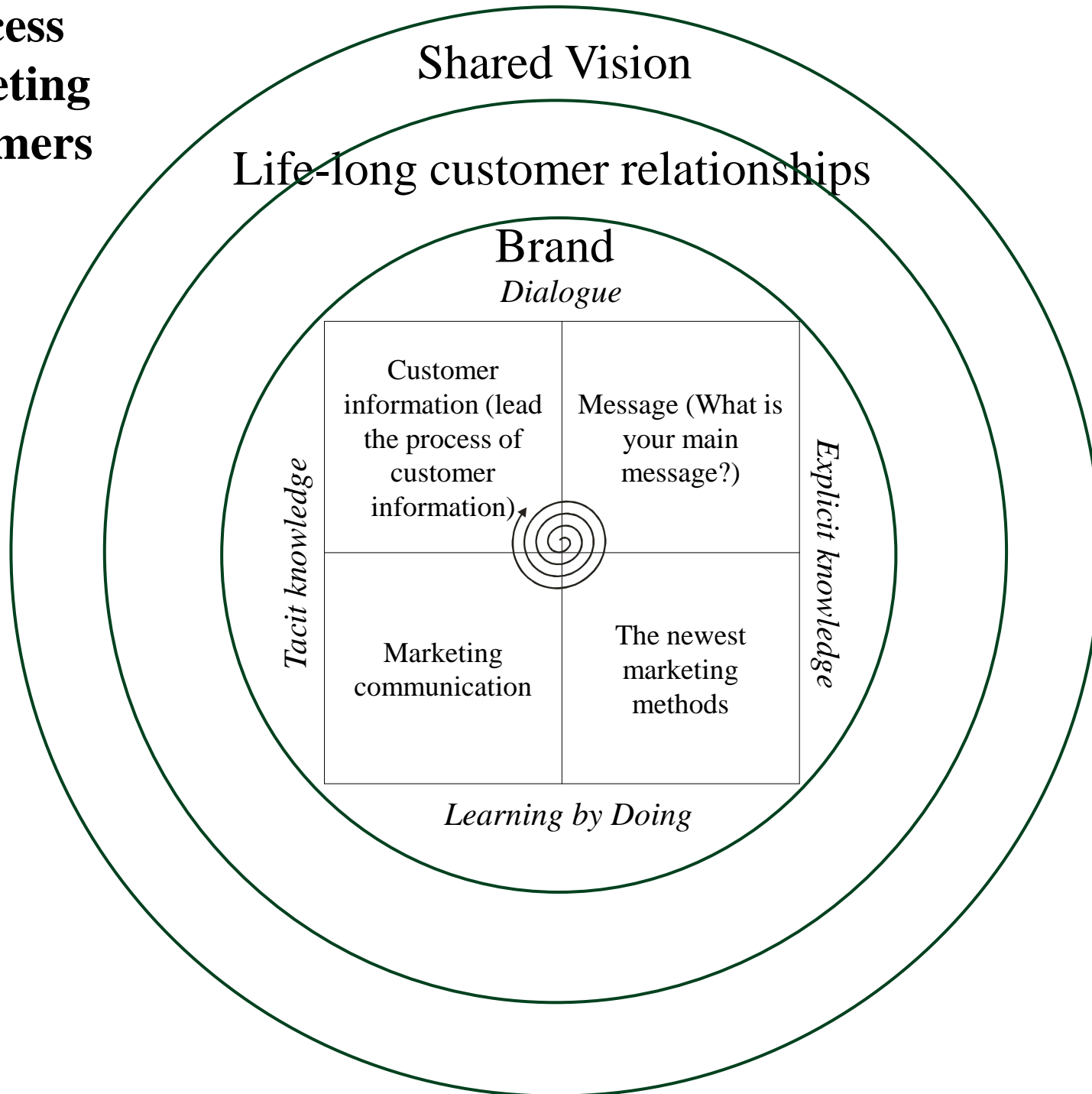
The Process of Learning from Your Company



The Process of Potential Customers

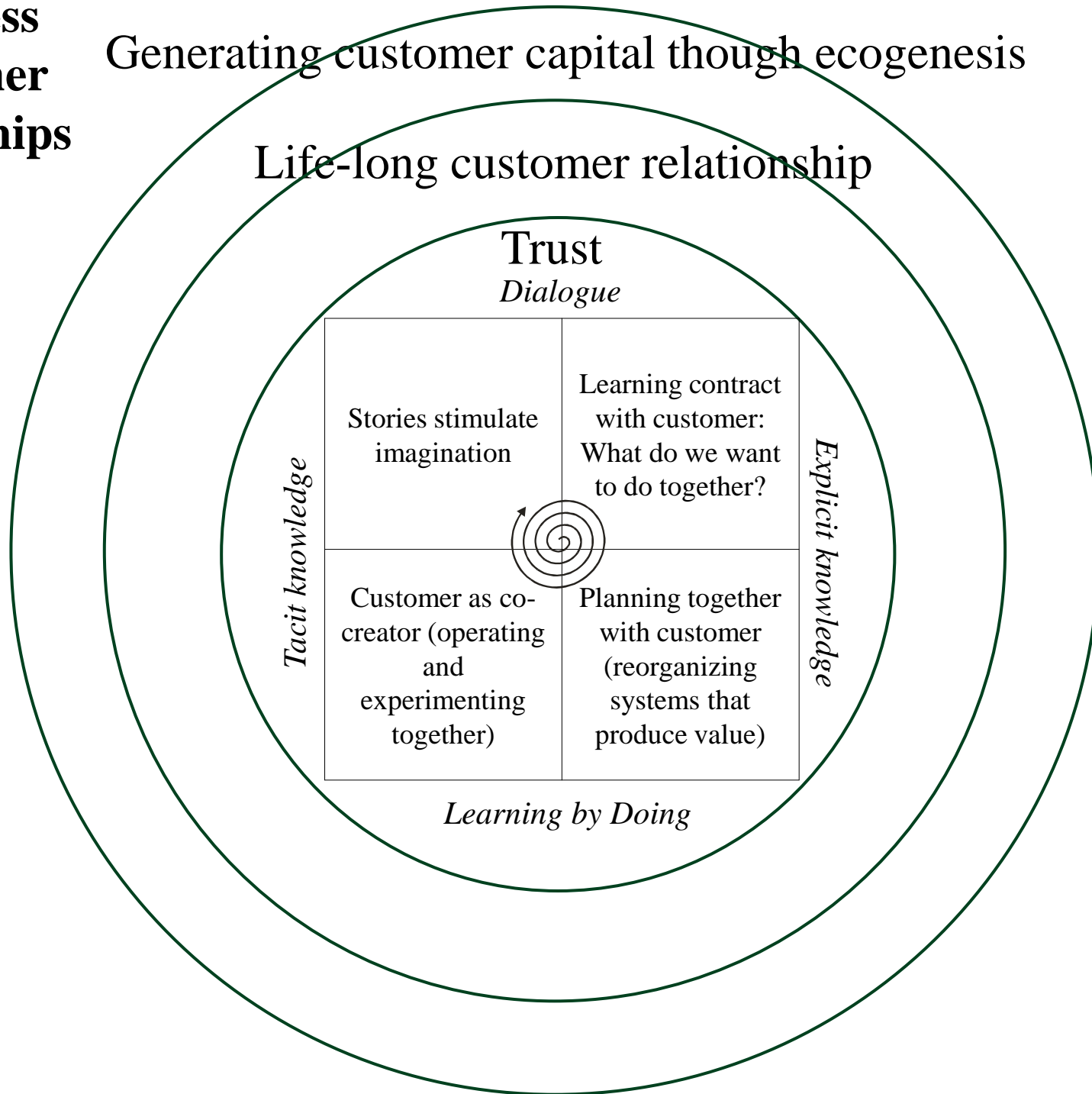


The Process of Marketing to Customers

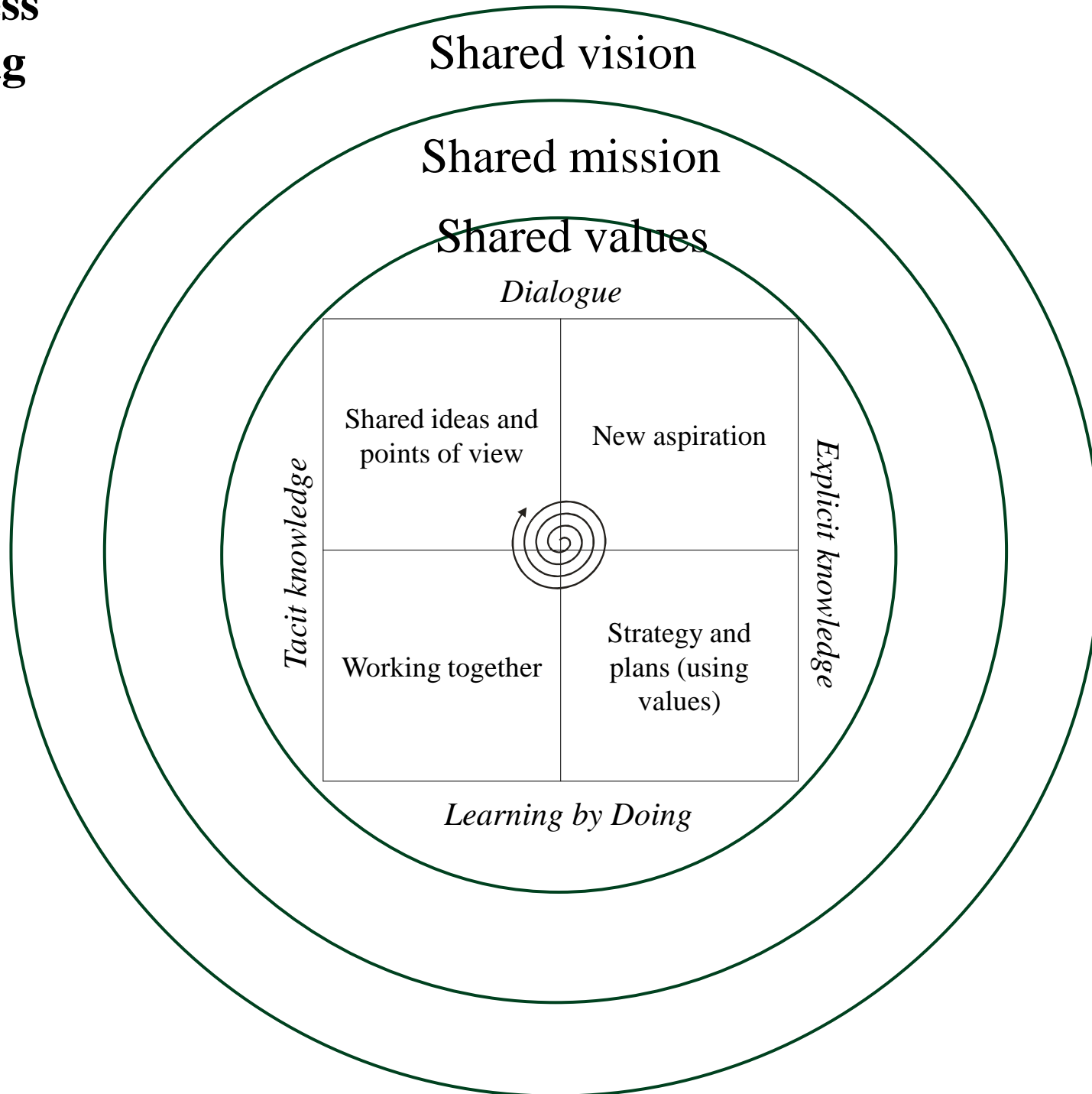


The Process of Customer Relationships

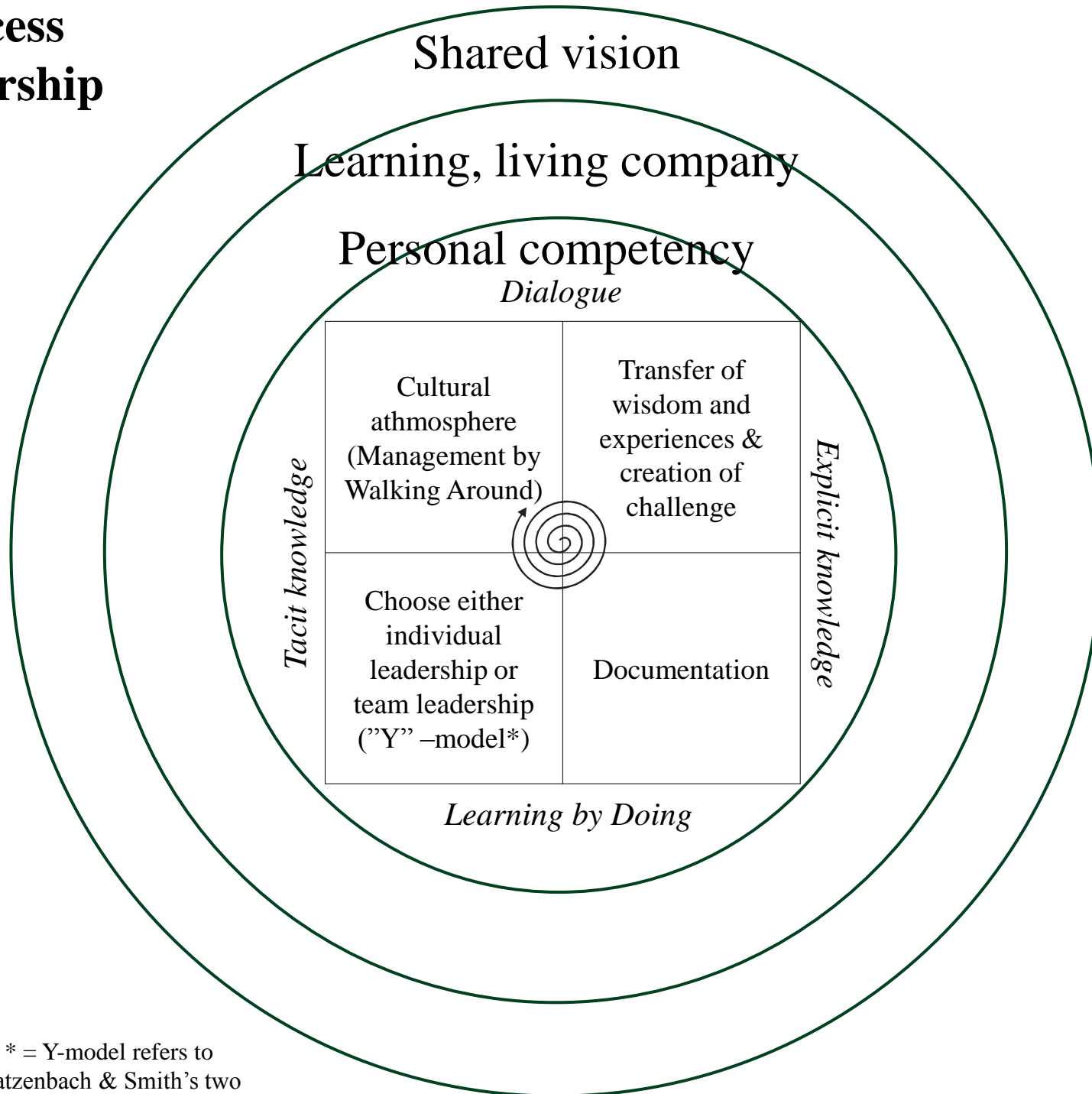
Generating customer capital through ecogenesis



The Process of Creating Guiding Thoughts



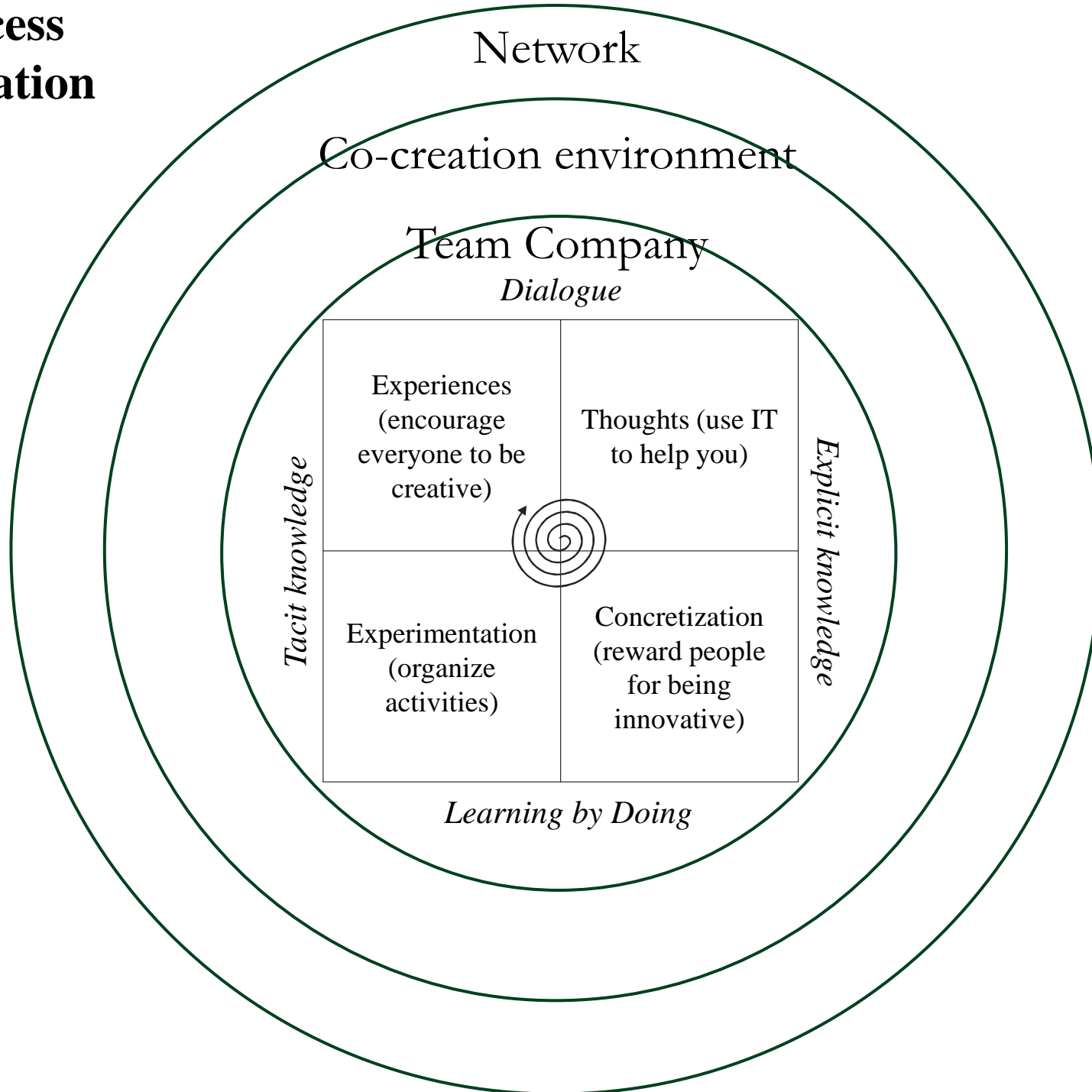
The Process of Leadership



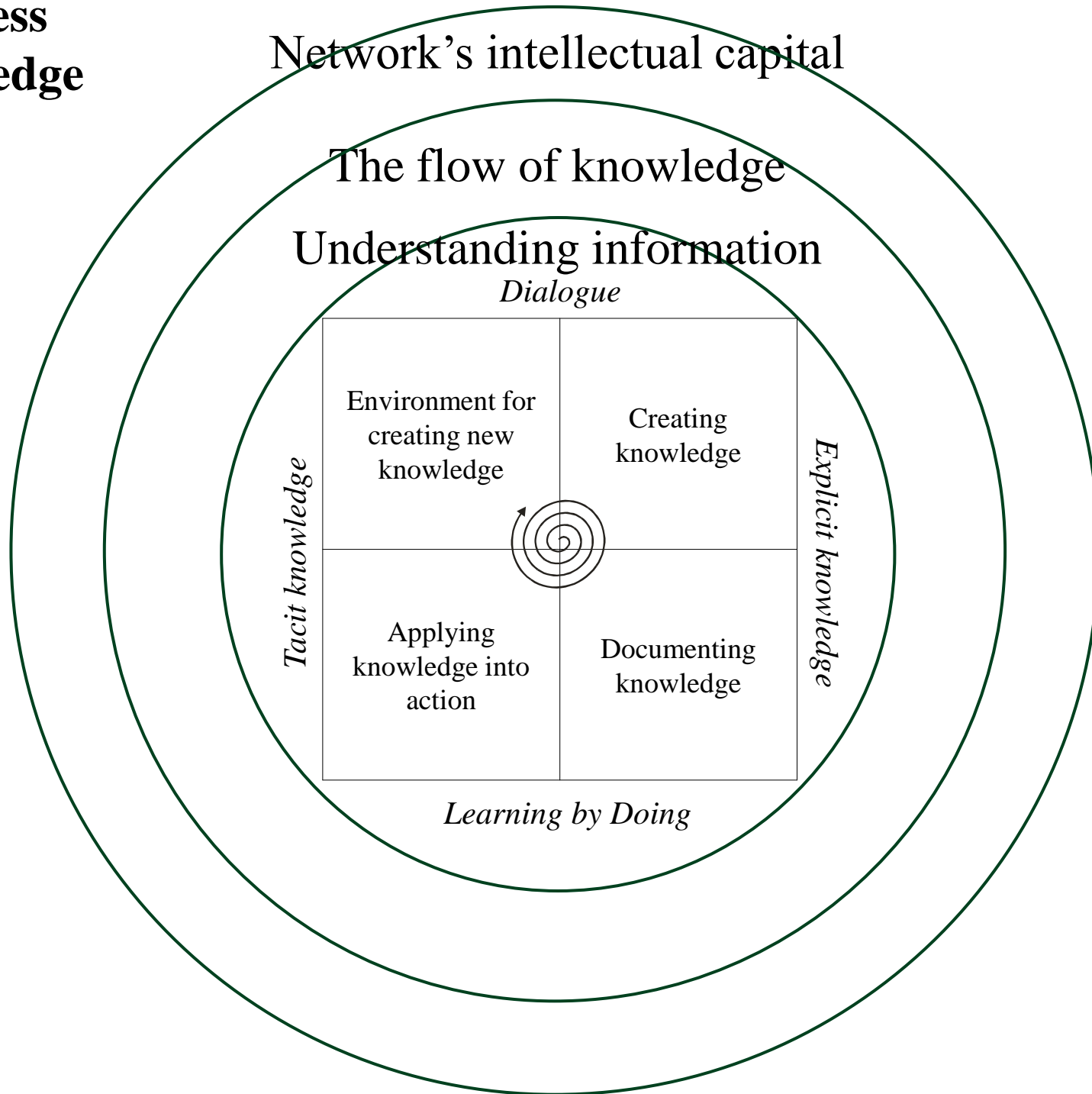
* = Y-model refers to Katzenbach & Smith's two ways of leading a team.



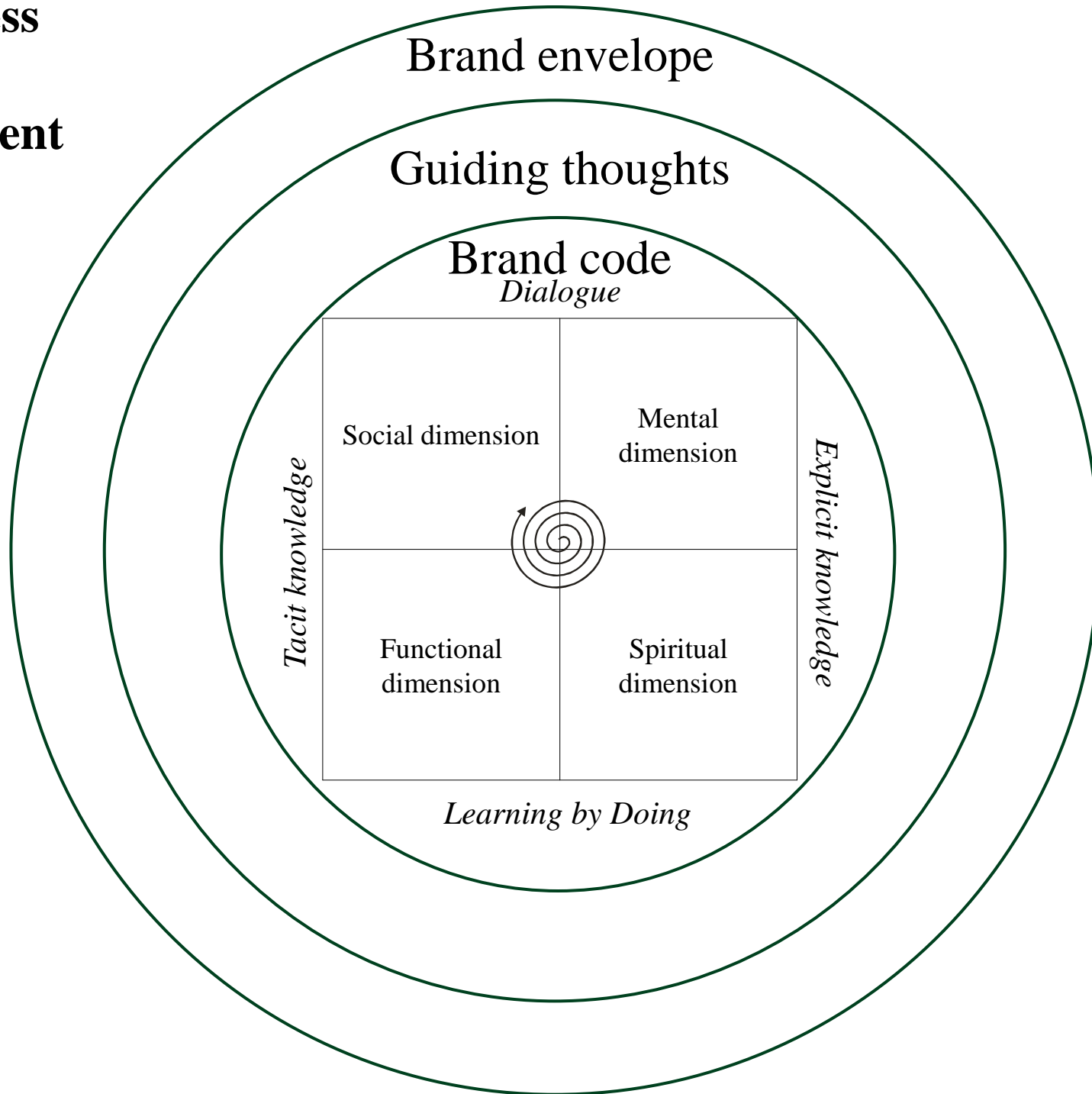
The Process of Innovation



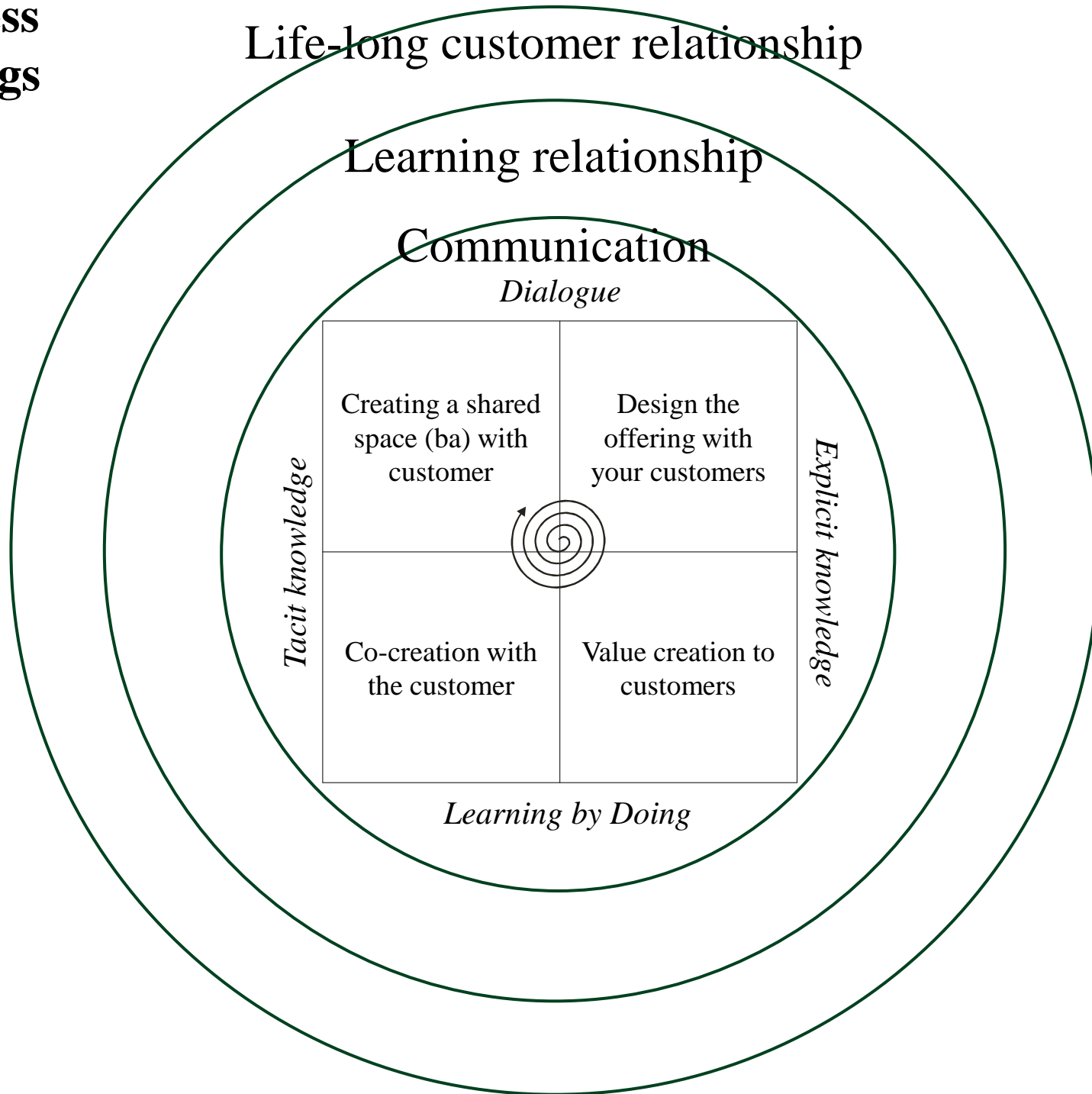
The Process of Knowledge



The Process of Brand Management



The Process of Offerings



Literature

- Cunnigham: The Wisdom of Strategic Learning (learning contract)
- Gad: 4-D Branding - Cracking the Corporate Code of the Network Economy (brand envelope)
- Katzenbach & Smith: The Discipline of Teams (Y-model)
- Nonaka & Takeuchi: The Knowledge Creating Company (knowledge creation theory)
- Normann: Normannin liiketoimintateesit (ecogenesis and co-creation)
- Senge: Dance of Change (learning processes)
- Senge: The Fifth Discipline (background)
- Waterman: What America Does Right (Motorola reports)

