

## *Making a Modern Project Manager*<sup>1</sup>

### **Sharing Knowledge (Part 1)**<sup>2</sup>

Yasmina Khelifi

# **Sharing Knowledge (Part 1)**

In future articles, I'd like us to embark on a journey to explore knowledge sharing. First, we'll explore some definitions and challenges. Second, we'll investigate some doubts and myths that might prevent you from sharing knowledge. Lastly, we'll understand the benefits and learn some ways of fostering knowledge sharing in your teams.

Let's go!

## **Some definitions**

### **Information versus Knowledge**

Merriam Webster:

**Information:** knowledge obtained from investigation, study, or instruction

**Knowledge:** the fact or condition of knowing something with familiarity gained through experience or association.

Information is fact, data. Knowledge encompasses information analysis, best practices, experiences. Information can be falsified, unverified, hoarded, stored. Knowledge can be hoarded, explicit, tacit.

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<sup>1</sup> Editor's note: This series of articles is for Gen X, Y and Z project professionals by a real project manager. The author Yasmina Khelifi is an actual project manager with a large multinational telecom in France while also an active PM professional, authoring articles, interviews and a popular LinkedIn blog as well as a podcast with a global audience. Also active in PMI France for many years, she has been an international correspondent for the PMWJ since 2021. We are delighted that she agreed to author a series of articles based on her personal experiences over the last decade.

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*What other adjectives do you associate with information and knowledge?*

## **Storage versus Sharing**

Writing will help you capitalize knowledge for you and your team. It will make it possible to onboard and include people.

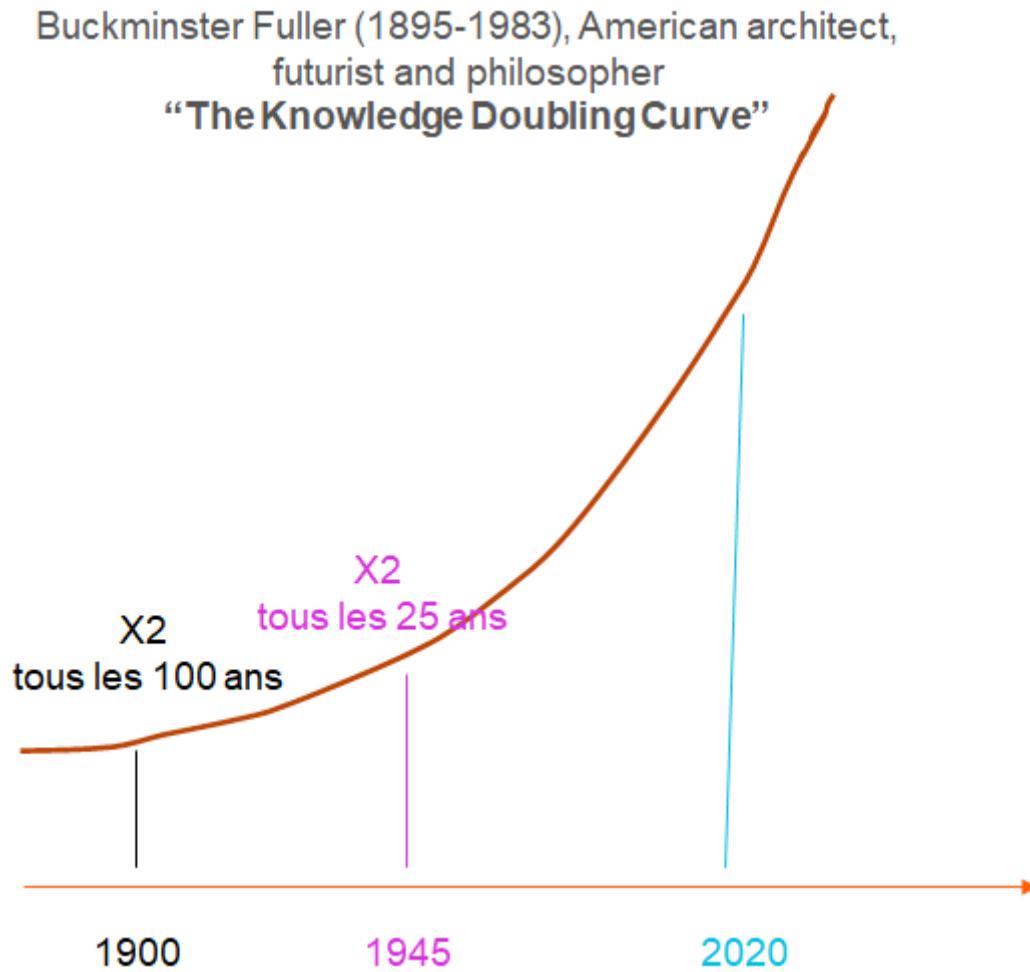
"I've written a great document in the cloud". Is this knowledge sharing? No: this is only the first step of a conversation. Perhaps you have not written all the information in the document. You may handle a project in a certain way because of the accumulated experiences you have and you are unaware of it. Or you may not want to write some information; for example: "when you work with John, it's better to call him directly but with Mary, write emails instead".

So even if you have written a document, you will need to take a moment to transfer your knowledge. You may think: "What is the point of writing a document if I have to explain it?" There are two sides of the same coin.

Sharing knowledge is not just storing information. Sharing knowledge means interacting with people.

## **The Knowledge Curve**

In 1982, Buckminster Fuller noted that [the amount of human knowledge](#) doubled every 100 years. And this trend has accelerated.



The Knowledge Doubling Curve

Does it mean sharing knowledge is unrealistic?

## Our challenges

We need to overcome some challenges:

Human knowledge is exponentially increasing.

Knowledge has not necessarily become more centralized because of globalization and social media.

When we work in a context characterized by globalization and virtual teams, we are bombarded with emails. Our agenda is clogged with meetings.

How can we capture knowledge when the turnover of human resources is high? And even if we try to record knowledge, we will not be able to get tacit knowledge. And with what level of detail must knowledge be shared?

We have two solutions:

**Solution 1:** giving up; that is, accepting the loss of information and trusting in the ability and agility of teams to cope and find solutions.

**Solution 2:** take the reins of knowledge sharing. This is important because what is at stake is a profound question that we must all ask ourselves: How do we learn as a team member, as a leader, as an organization?

"Knowledge has to be improved, challenged, and increased constantly, or it vanishes." -  
Peter Drucker

*What challenges have you faced in sharing knowledge as a leader? I look forward to reading them.*

## About the Author



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**Yasmina Khelifi**, PMP, PMI- ACP, PMI-PBA, is an experienced project manager in the telecom industry. Along with her 20-year career at [Orange S.A.](#) (the large French multinational telecommunications corporation), she sharpened her global leadership skills, delivering projects with major manufacturers and SIM makers. Yasmina strives for building collaborative bridges between people to make international projects successful. She relies on three pillars: project management skills, the languages she speaks, and a passion for sharing knowledge.

She is a PMP certification holder since 2013, a PMI- ACP and PMI-PBA certification holder since 2020. She is an active volunteer member at PMI France and PMI UAE, and a member of PMI Germany Chapter. French-native, she can speak German, English, Spanish, Italian, Japanese and she is learning Arabic. Yasmina loves sharing her knowledge and experiences at work, in her volunteers' activities at PMI, and in [projectmanagement.com](#) as a regular blogger. She is also the host and co-founder of the podcast [Global Leaders Talk with Yasmina Khelifi](#) to help people in becoming better international leaders.

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