



Liesa Witt

Founder of



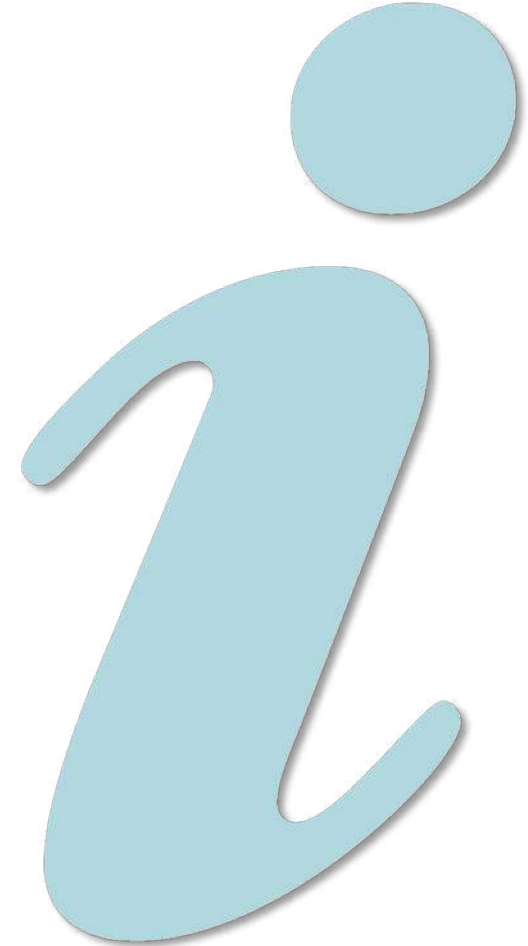
*THE WHOLE IS MORE THAN
THE SUM OF ITS PARTS
-ARISTOTLE*

WITT COLLECTIVE LLC

Witt Collective is a founder-run Knowledge Management (KM) Company providing strategic consulting services for companies and individuals.

Focusing on a human-centered and creative approach to empower organizations and individuals to unlock the true potential of their knowledge and information assets.

This is done through developing a Knowledge Management Framework which mainly consists of developing smarter work processes, enhancing cross-functional collaboration, knowledge sharing, creation and retention.



WITT COLLECTIVE LLC

I help organizations and individuals to improve productivity, reduce costs, and enhance decision-making capabilities by leveraging the collective knowledge and individual expertise.

- Organization, capture of relevant knowledge and information
- IT-driven & easy access to knowledge and information
- Continuous learning and building networks

Knowledge Map - Categories of KM activities



Case Studies & Publications



Face2Face Knowledge Service



Knowledge Networks



Lessons Learned/
Knowledge Processes



Search/Tag/Taxonomy



Server

Online Tools

I BELIEVE



Accessible, shared, and enhanced knowledge is the true currency of value in today's economy.

DATA, INFORMATION, KNOWLEDGE & WISDOM

#FF0000
Red

The traffic light at
5th and 9th Ave in
Brooklyn New York
City, U.S.

The traffic that I
am walking
towards has
turned red.

I better stop
walking.

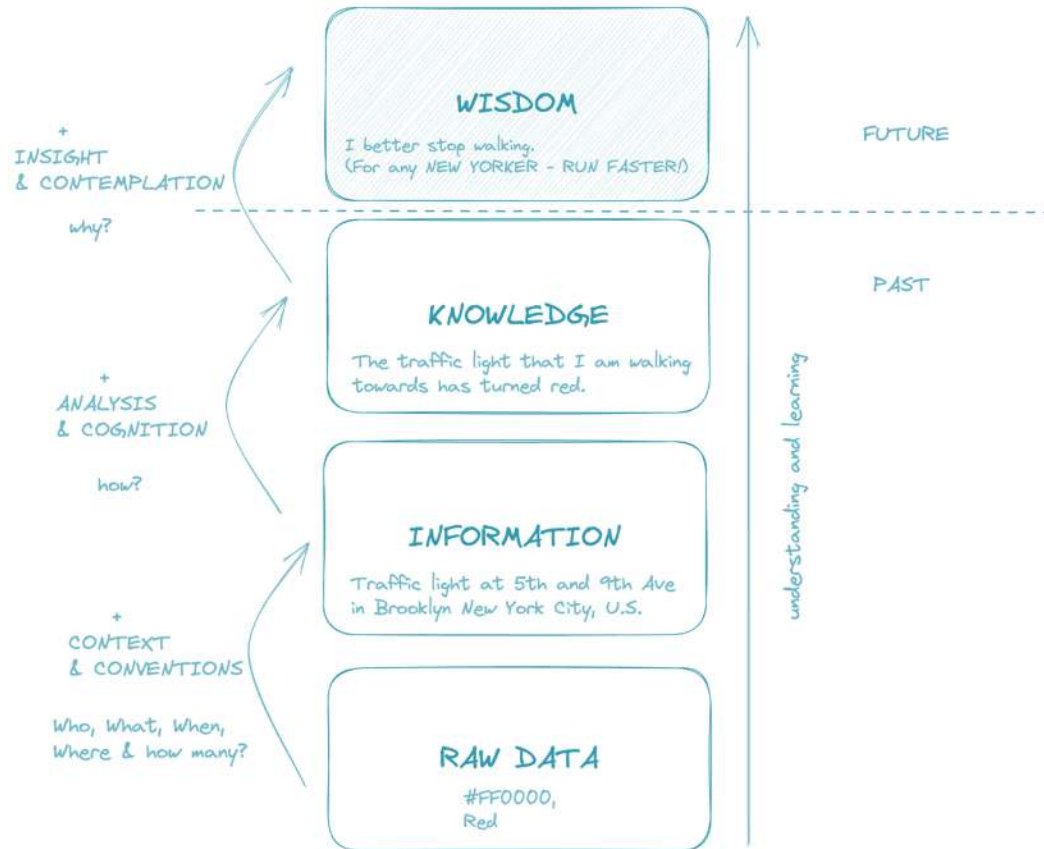
For New Yorkers –
run faster!

**+ CONTEXT &
CONVENTIONS**

**+ ANALYSIS &
COGNITION**

**+ INSIGHT &
CONTEMPLATION**

DATA, INFORMATION, KNOWLEDGE & WISDOM



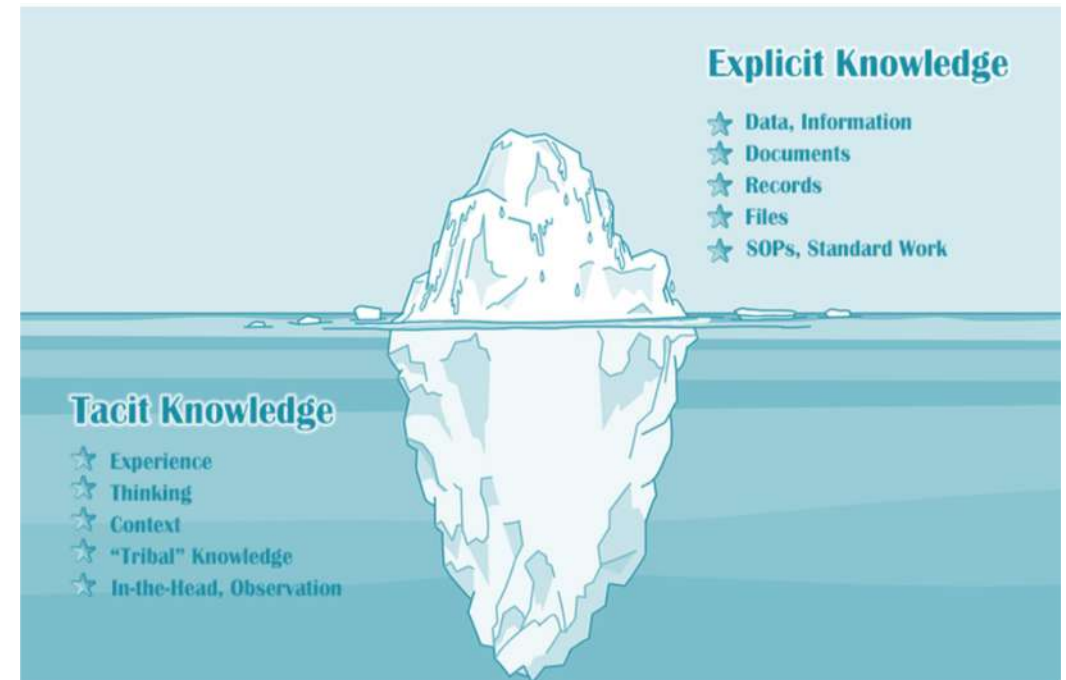
"If you have one dollar to invest in knowledge management, put one cent into information management and 99 cents into human interaction."

Larry Prusak

KNOWLEDGE MANAGEMENT

The concept of Knowledge Management emerged in the 1990s in response to the need for organizations to manage their knowledge assets effectively.

The goal of knowledge management is to create a **knowledge-sharing culture** that **facilitates the creation, capture, sharing, and use of knowledge** across an organization. It involves **managing explicit knowledge**, which is codified and documented, as well as **tacit knowledge**, which is held by individuals within the organization.



THE IMPORTANCE OF KM

Knowledge Management is critical for organizations to stay competitive in today's rapidly changing business environment.

- Stimulation of innovation and change
- Builds a learning organization
- Enhances decision-making
- Shortens onboarding time and assures that expertise won't be lost



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KNOWLEDGE MANAGEMENT

“If you have one dollar to invest in knowledge management, put one cent into information management and 99 cents into human interaction.”

Larry Prusak



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WHO AM I?



I am a German-born global citizen and full-time “Paradise Bird”

Paradise Bird is a literal translation of the German term “Paradiesvogel”. It refers to someone who is dancing to the beat of her own drum.



MINDSET



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“Pies, ¿para qué los quiero si tengo alas para volar?”

[Feet, what do I need them for. If I have wings to fly.]

– Frida Kahlo

THE CURIOUS & DRIVEN



THE CREATIVE



PAST HOMES

- Born and raised in Germany, Großburgwedel
- Moved to the Netherlands to work as an AuPair and in hospitality
- Lived in Málaga and interned as a translator
- Lived in Düsseldorf and Frankfurt
- Mixed up London for a while
- Arrived in NYC and fell in love with the vibe



WANT

Dec'22

Let's check out the States.

How about NYC!



Jul'23

YEAH! I got my U.S. Visa approved



Aug'23

Okay, let's figure out how to build a company.

Found my mentor.

Jan'24

Brainstorming about a SaaS Solution for Knowledge Management

Feb – Dec'24

Learning and growing every step of the way.

Sep'23

Wow - First two clients signed.

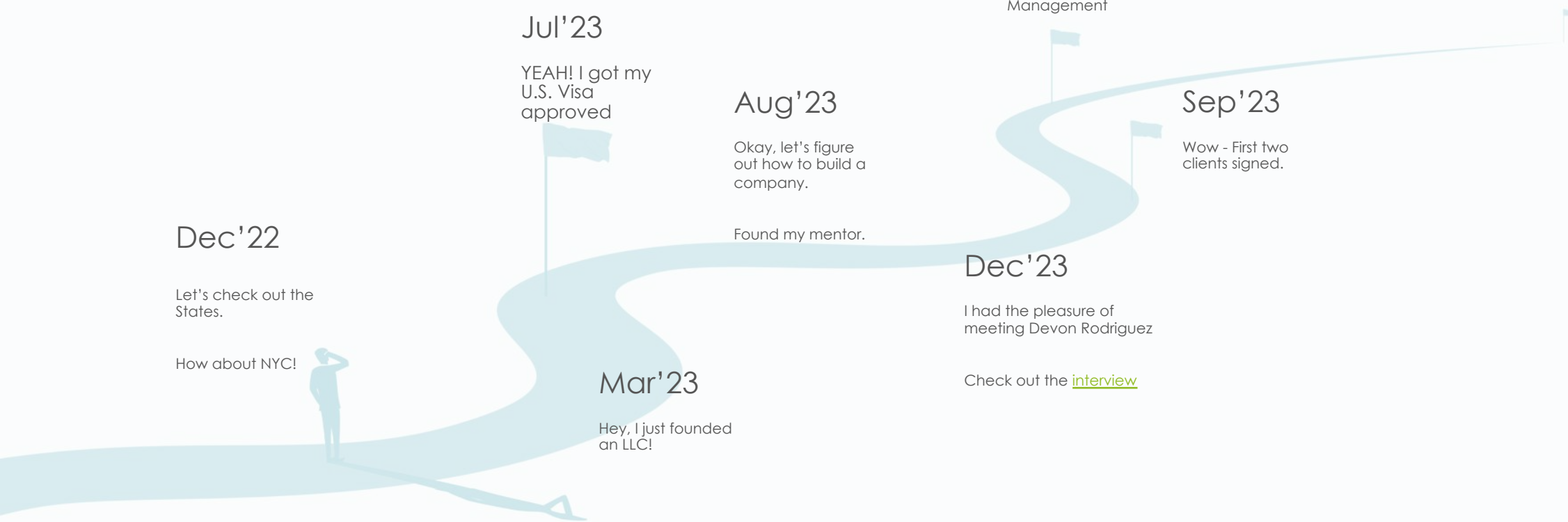
Dec'23

I had the pleasure of meeting Devon Rodriguez

Check out the [interview](#)

Mar'23

Hey, I just founded an LLC!



CONNECT WITH ME



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