

## The Work System Method for Designing Knowledge Mobilization Projects

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**Abstract :** Could the Work System Approach (WSA) function as a framework for designing high-impact knowledge mobilization systems? This paper put forward arguments in favor of the applicability of WSA for knowledge mobilization design based on evidences from a practical research. Normative approaches for practitioners are highly needed especially in the field of knowledge management (KM), given the abysmal rate of disappointment and failure of KM projects. The paper contrasts knowledge management and knowledge mobilization, presents the WSA and showed how the WSA's concepts and ideas fit with the approach adopted by a multinational company in designing a successful knowledge mobilization initiative.

**Keywords :** knowledge management, knowledge mobilizations, work system method

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