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The art of becoming a learning organization is equally essential for a profitable company.

This is because in as much as the organization's management perceive it as having achieved significant milestone in terms of business objectives, this is not entirely enough. Consider the fact that in terms of development, a profitable organization is elementally on a different level as presented by situational factors. As Hussain (2000) emphasizes that, " The organization that will be successful in the future will be the one that discovers how to tap people's commitment and capacity to learn at all levels. An organization will gain substantial competitive advantage by being able to learn than its competitors" (p. 144).

The incentive needed to enable an organization to become a learning organization there is need for it to implement relevant strategies and policies that will essentially guide it towards the achievement of its objectives. The employees need to readily access support and training that goes beyond the ordinary and immediate functions in addition to requirement to achieve the current business objectives (Hussain, 2000). An organization as a system entails the application and consideration of five interrelated components, which include: the actual learning, the organization itself, the people, the knowledge, and the technology in use (Marquardt, 1997). In the system model there is no holding back by one department in order to avail sufficient advantage. The learning is continuous and conscious such that it permeates all the above four components in order to enhance quality and effect (Marquardt, 1997).

Attention is equally given to all inputs with more focus being placed on the input providing leverage for enhanced performance. In order to enable this aspect learning occurs at three levels: group, individual and organization (Marquadt, 1997). This elementally ensures the efficient utilisation of all input factors. Since learning depends on the actual sharing of knowledge and other experiences each group views the other as a beneficiary of the entire process, which promotes healthy competition.