

DESIGN THINKING • KNOWLEDGE EXTRACTION

Innovation with Method, Knowledge without Loss

Drive business innovation with design-thinking workshops and turn experts' tacit knowledge into an organizational asset, based on Cognitive Task Analysis (CTA). Built on a framework of Elicit, Protect, Assess and Enable, we help organizations capture hidden expertise, assess learning and empower the next generation of talent.

ELICIT

Elicit

Structured interviews + CTA to surface what experts know and how they apply it

PROTECT

Protect

Identify the most critical, at-risk knowledge and prioritize its capture

ASSESS

Assess

Evaluate mental models with concept mapping, replacing shallow assessment

ENABLE

Enable

Human-centered system design so knowledge serves new experts and business

20+

Years in cognitive science

60+

Research publications

10+

Industries served

500+

Expert interviews

◆ Knowledge as Asset

Expert experience moves from individuals to the organization.

◆ Lower Risk

Critical knowledge no longer leaves when experts retire or depart.

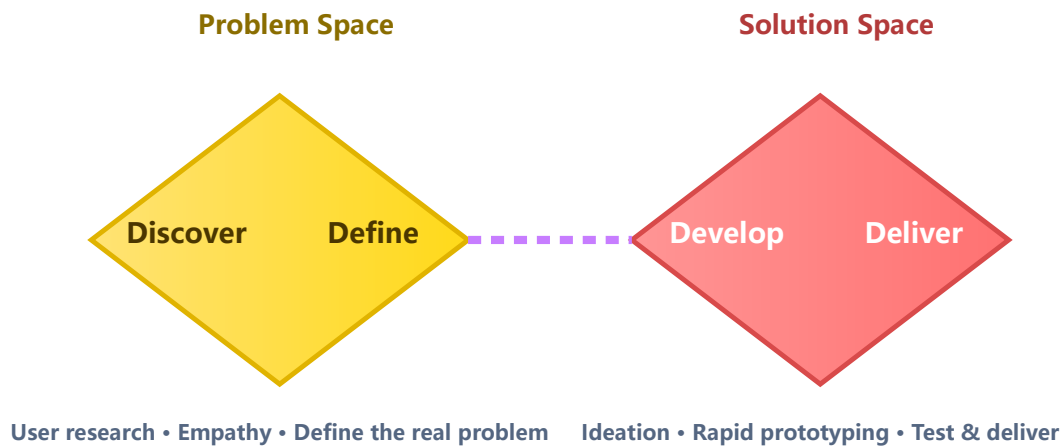
◆ Built to Last

Develop internal capability so the organization keeps benefiting.

DOUBLE DIAMOND FRAMEWORK

Discover the right problem, **solve the right problem**

Following the international Double Diamond model — diverge then converge — to ensure innovation starts in the right direction.



WORKSHOP PROCESS

From entering the expert's mind to benefiting the organization



CUSTOMER VALUE

Turn every knowledge investment into long-term competitiveness

1 Stable • No Knowledge Loss

Codify critical expert knowledge as an asset, reducing dependence on individuals.

2 New • Innovation with Method

One design-thinking approach to focus on users, define problems and validate fast.

3 Sustainable • Capability Endures

Build internal capability so the organization keeps benefiting through change.

CASES • FDE FIELD WORK & INTERVIEWS

Real scenarios, measurable value

We insist on FDE (Field Data Elicitation) — working side-by-side with people on site and conducting deep interviews to understand real-world cognition and decisions.

C1 On-site Cognitive Work Analysis

In a highly sensitive, 24/7 mission-critical workspace, we embedded on site for weeks, working side-by-side with officers and analysts. Using participatory observation and deep interviews, we made explicit their tacit judgment criteria and built a cognitive-work model to guide layout and workflow redesign.

C2 Expert Knowledge Elicitation & Transfer

A nuclear supplier entering a "renaissance" faced retiring experts holding core technology. We worked shoulder-to-shoulder with them in deep CTA interviews, distilled decades of tacit knowledge into structured products and learning materials, and built internal elicitation capability.

Want your organization to keep innovating?

Book a design-thinking workshop and see how experts' tacit knowledge becomes a core asset.

[Book a Workshop / Contact Us](#)



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