

Globalization of businesses and unavoidable necessity of permanent knowledge creation, sharing and adoption pose fierce challenges for companies in terms of maintaining competitive edge. Set of principles and practices referred to as “Learning Organization” have demonstrated to lead companies to better market and financial performance. While this concept has been introduced several decades ago, it has not been embraced by companies as expected due to different reasons, out of which most important are the vagueness of the process of introducing and maintaining the learning organization principles; and the scope being wide and time consuming.

Using a company study example this research is trying to demonstrate that different teams within organizations, which deliberately or unknowingly employ learning organization principles show better results in terms of achieving higher scores on their key performance indicators. The results of the analysis showed a correlation between having LO principles and scoring better on KPIs, namely there was a positive linear relationship with correlation coefficient of 0.796. And also, the study tried to solve the issue of vagueness of the process of introducing LO principles based on researching organizational learning theories and using Deming cycle approach.