



## 1. Knowledge Management (KM) Seminar Overview

The Knowledge Management (KM) Seminar is an executive-level learning exercise designed to be conducted for organizations that are in the planning and implementation stages of a knowledge management solution. The key corporate goal for a company carrying-out the exercise is the creation of a cadre of professional supervisors and managers with an appreciation for the management, safekeeping, and exploitation of the enterprise's knowledge assets. Successful realization of this goal should provide effective and timely decision-making during and after the implementation of the KM Solution.

**The KM Seminar is customized to a client's unique requirements and conducted over a time period convenient with the participants.**

## 2. KM Seminar Objectives

The KM Seminar has been designed with the below participant objectives:

- 1) Learn Knowledge Management 101, at a Graduate Level.
- 2) Identify essential KM 'decision points.'
- 3) Gain an appreciation for the integrated nature of an effective knowledge management solution (strategy, policy, procedures, people, processes, and systems)
- 4) Create logical 'mind maps' for customer service and other integrated knowledge management solutions.
- 5) Identify and understand the knowledge enablement technologies and their unique characteristics.
- 6) Obtain an understanding of KM 'Best Practices' in a corporate business environment.
- 7) Analyze the 'good, bad and ugly' in implementing KM solutions – from Fortune-level Lessons Learned intelligence.
- 8) Understand KM metrics and knowledge valuation techniques.

## 3. KM Seminar Structure

The KM Seminar Structure consists of five components conducted over a six week period (or customized as required), as described below:

### 1) The Opening Ceremony

The opening ceremony is a two hour session where the Seminar Leader provides details on the KM Seminar to the participants. During the session, participants match their expectations with the seminar's objectives and agree on a set of guiding principles for the conduct of the learning exercise over the agreed time period.

### 2) Pre-Seminar Reading Assignment & Exercise

Participants are provided a 'real-life' reading assignment and exercise on a Fortune-level organization's knowledge management's experiences. This seminar component is an Internet-based session (using a customized KM Wiki) and is intended to expose the participants to the practical nature of KM. Upon entering the Interactive Workshop Environment (next phase) participants should be more effective in interactions with the Seminar Leader and the other colleagues.

### 3) Interactive Workshop Environment

The classroom component of the seminar is the Interactive Workshop Environment that is conducted over an agreed timeframe. The key topics included within the workshop are as follows:

- **Day 1 Sessions**
  - KM – 101; Setting the Stage
  - Key Factors Influencing KM Use in Corporate Environments
  - Knowledge-Centric Organization, Culture & Change
  - KM Assessment & Knowledge Asset Valuation
  - Knowledge Maturity Model
  - Designing a KM Solution: The Essentials
  - Discovery: Solutions that Create Knowledge
  - Capture: Solutions that Preserve and Formalize Knowledge

- **Day 2 Sessions**

- Sharing: Solutions That Organize and Distribute Knowledge
- Application: Solutions That Utilize Knowledge: Experience-based Pros and Cons
- Knowledge Continuity as Component of Business Continuity
- Knowledge Mapping
- KM Best Practices
- KM Lessons Learned
- KM Metrics and Performance Measurement
- The Future of KM in Private (and Public) Sector Environment

#### **4) Post Seminar Exercise**

Participants are provided an advanced exercise on a Fortune-level organization's knowledge management's experiences. This seminar component is an hour Internet-based session (using a customized KM Wiki) and is intended to test the learning ability of the participants and reinforce the knowledge acquired during the seminar. In the exercise the participant will be required to make decisions on the implementation and use of a KM solution. The Session Leader is available during this exercise as a mentor in discussing the exercise's 'story line' and the basis for the requested decisions.

#### **5) Seminar Recap & Graduation**

The seminar recap provides an opportunity for the Session Leader to identify and discuss the following;

- Participants' expectations realization.
- Seminar participants' objectives.
- Lessons learned.
- Participants' forward KM enrichment plan.

After completion of the above, the individual participants are recognized for their successful completion of the KM Seminar with completion certificates.

## **4. KM Seminar Structure**

The following collateral is used in the KM Seminar.

- 1) KM Seminar WIKI – Interactive Web Site facility for use by all
- 2) Session Leader's Presentation Slides (MS Power Point)
- 3) Participant KM Seminar Workbook
- 4) Pre-Seminar Reading Assignment & Exercise
- 5) Post-Seminar Exercise
- 6) Seminar Recap & Graduation Document
- 7) KM Reference Materials
- 8) KM Workshop Exercises

## **5. KM Seminar Exercises**

The KM Seminar provides the opportunity for the participants to participate in the workshop exercises outlined below:

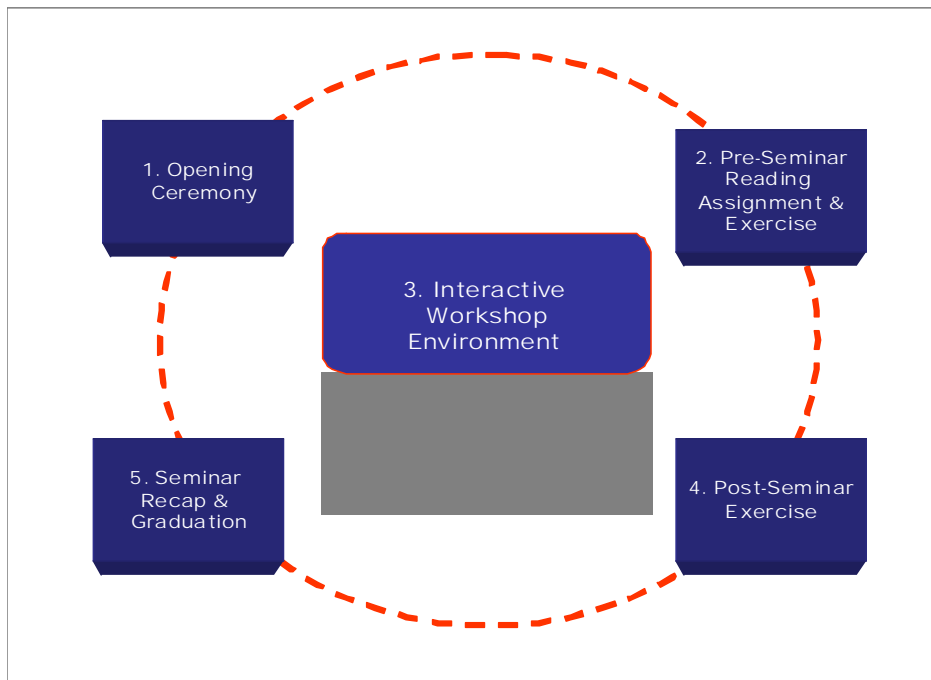
- 1) Knowledge Skills Assessment
- 2) KM SWOT Analysis
- 3) KM Organization Assessment
- 4) KM Maturity Model
- 5) KM Solution Analysis
- 6) Design a KM Mind Map
- 7) Assess a KM Best Practice
- 8) Assess an Array of Lessons Learned
- 9) Value Knowledge Assets
- 10) KM Future PEST Analysis

## KM Executive AGENDA - Day 1

| Topic  | Sub-Topic   |
|--|---|
| KM 101 - Setting the Stage   | The KM Lexicon                                      |
|  | Roots of KM   |
|  | Alternative Views of Knowledge                      |
|  | Types of Knowledge                                  |
|  | Location of Knowledge                               |
|  | Knowledge Life Cycle                                |
|  | Innovation Cycle                                    |
|  | Driving Forces of KM                                |
|  | KM Benefits   |
|  | KM Issues & Problems                                |
|  | <b>EXERCISE: Knowledge Skills Assessment</b>        |
| Key Factors Influencing KM Use in Corporate Environments                   | Corporate Strategy and Policy                       |
|  | Organization Structures                             |
|  | KM Competencies                                     |
|  | Roles & Responsibilities: People                    |
|  | Company Procedures and Processes                    |
|  | Corporate IT Infrastructure & Standards             |
|  | KM Vendors and Products                             |
|  | Business and Product Competition                    |
|  | Key KM Decision Points                              |
|  |   |
| Knowledge-Centric Organization, Culture & Change                           | Corporate Culture Characteristics                   |
|  | Employee and Team Collaboration                     |
|  | Employee and Team Incentives                        |
|  |   |
| KM Assessment & Knowledge Asset Valuation                                  | KM Change Impacts                                   |
|  | KM Assessment Methodology & Techniques              |
|  | KM Assessment Organization Structure                |
|  | Conducting a KM Assessment                          |
|  | Knowledge Asset Valuation Techniques                |
|  | <b>EXERCISE: KM Organization Assessment</b>         |
| KM Maturity Model  | KM Maturity Model Methodology                       |
|  | Identifying KM Organizational Maturity Level        |
|  | Aligning KM Initiatives with the KM Maturity Model  |
| Designing a KM Solution: The Essentials                                    | Types & Uses of KM Solutions                        |
|  | Pros & Cons of KM Solutions                         |
|  | KM Solution Infrastructure & Architecture           |
|  | Identifying KM Requirements: Business and Technical |
|  | Integration of KM Solution with Corporate Systems   |
|  | <b>EXERCISE: KM Solution Analysis</b>               |
| <u>Knowledge Discovery</u> : Solutions that Create Knowledge               | Mechanisms and Technologies to Discover Knowledge   |
|  | Designing a Knowledge Discovery Solution            |
|  | Types of Discovery Solutions                        |
|  | Barriers to Knowledge Discovery Solutions           |
| <u>Knowledge Capture</u> : Solutions that Preserve and Formalize Knowledge | Mechanisms and Technologies to Capture Knowledge    |
|  | Designing a Knowledge Capture Solution              |
|  | Types of Capture Solutions                          |
|  | Barriers to Knowledge Capture Solutions             |

## KM Executive AGENDA - Day 2

| Topic   | Sub-Topic  |
|---|--|
| Knowledge Sharing: Solutions That Organize and Distribute Knowledge           | <b>Mechanisms and Technologies to Share Knowledge</b>  |
|   | <b>Designing a Knowledge Share Solution</b>  |
|   | <b>Types of Sharing Solutions</b>  |
|   | <b>Barriers to Knowledge Sharing Solutions</b>   |
| Application: Solutions That Utilize Knowledge: Experience-based Pros and Cons | <b>Technologies for Knowledge Application Solutions</b>  |
|   | <b>Types of Knowledge Application Solutions: Packaged Commercial and Open Source Solutions</b> |
|   | <b>Types of New Generation of KM Tools: Portals, Blogs, Wikis, Mash-ups</b>                    |
|   | <b>Multi-use KM and Content Management Solutions: Microsoft SharePoint, IBM Lotus Notes</b>    |
| Knowledge Continuity as Component of Business Continuity                      | <b>Knowledge Continuity Methodology &amp; Process</b>  |
|   | <b>Conducting a Knowledge Continuity Assessment</b>  |
|   | <b>Implementing a Knowledge Continuity Program</b>   |
| Knowledge Mapping   | <b>Definition and Use of KM Mind Maps</b>  |
|   | <b>Types of Knowledge Mapping</b>  |
|   | <b>Designing a Knowledge Mapping Project</b>   |
|   | <b>EXERCISE: Design a Knowledge Map</b>  |
| KM Best Practices   | <b>Diagnose a Set of KM Best Practices: Enterprise and Departmental Levels</b>                 |
|   | <b>EXERCISE: Diagnosis of a KM Best Practice: Can the Best Practice be Replicated?</b>         |
| KM Lessons Learned  | <b>Diagnose a Set of KM Lessons Learned</b>  |
|   | <b>EXERCISE: Assess an Array of KM Lessons Learned</b>   |
| KM Metrics & Performance Measurement  | <b>Types of KM Metrics</b>   |
|   | <b>Measuring KM Impacts Within the Business &amp; Technology Environment</b>                   |
|   | <b>EXERCISE: Value Knowledge Assets</b>  |
| The Future of KM in the Corporate Environment                                 | <b>Changing Requirements and New Generation of KM Use Technologies</b>                         |
|   | <b>Exercise: KM Future PEST Analysis</b>   |



**KM Executive Seminar Structure & Flow**