



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:

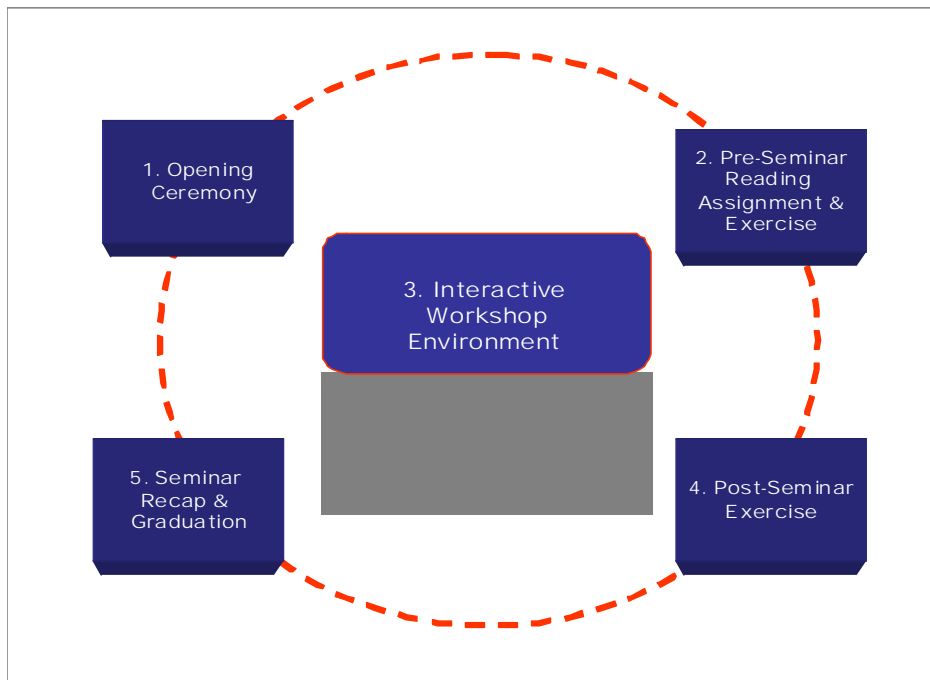
- 1) Knowledge Skills Assessment
- 2) KM SWOT Analysis
- 3) KM Organization Assessment
- 4) KM Maturity Model
- 5) KM Solution Analysis
- 6) Design a KM Mind Map
- 7) Assess a KM Best Practice
- 8) Assess an Array of Lessons Learned
- 9) Value Knowledge Assets
- 10) KM Future PEST Analysis

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



KM Executive Seminar Structure & Flow