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THE INTEGR8ED KNOWLEDGE MANAGEMENT MASTERCLASS

Ensuring your Future Sustainability through Focused Knowledge Sharing and Retention

Overview of the Workshop

Since the emergence of Knowledge Management (KM) during the middle '90's, with its original promise of becoming the panacea for leveraging all intellectual capital and unlocking organizational wisdom and value, Knowledge Management has evolved through a series of often failed incarnations, to become a respected strategic discipline in many highly competitive, innovative or seriously service oriented organizations.

The failure of many of the early KM interventions, was as a result of a fixation and focus on a "systems" approach to KM, with only limited elements of people engagement and change management involved. In reality however, systems share information and only people can share knowledge.

Over time, it became clear that only those KM interventions that involved a carefully integrated synthesis between the knowledge culture, people practices, knowledge assets and knowledge tools would be successful and sustainable.

This workshop provides a detailed insight into a best practice KM methodology known as the Integr8ed Knowledge Management Framework™ which has been developed over any years of international research and practical experience by the Knowledge Management Institute (Pty) Ltd

Experiencing Real Business Benefits Gained From Effective Knowledge Management.....

- ⚙️ Increase your ability to **discover, gather, package, share, distribute and store organisational knowledge and wisdom**
- ⚙️ Dramatically **improve** your quality of **decision making**
- ⚙️ Improving your **retention and sharing** of **critical business knowledge and know-how**
- ⚙️ **Fast Tracking** your **graduate development and integration**
- ⚙️ Facilitating **effective core competency development**
- ⚙️ Enhancing **transfer** of **scarce and critical skills and knowledge**
- ⚙️ **Leveraging** of **internal and external subject matter experts**
- ⚙️ Significantly increase **value of social and knowledge networks**
- ⚙️ Improve **cross-functional sharing**



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Who should attend this workshop?

Senior managers, departmental managers, line managers and specialist staff from organizations, who are serious about the ability to ensure strategic sustainability through the discovery, gathering, packaging, sharing and storing of organizational knowledge and wisdom, using an effective, practical and proven Knowledge Management model.

Workshop outcomes include:

After attending this highly interactive 2 day workshop, delegates will be able to:

- Understand the history and evolution of Knowledge Management
- Discuss early KM models and reasons for their limited successes
- Position KM as a strategic discipline and organizational imperative
- Identify the key knowledge needs and drivers for their organisations
- Map the typical KM barriers, benefits and metrics matrix
- Develop a high level KM strategy within a sustainable KM framework
- Assess and nurture the knowledge culture and environment
- Initiate effective and sustainable knowledge habits and practices
- Identify and profile the knowledge assets and experts
- Select and implement the appropriate knowledge tools and enablers
- Scope & plan the change management required for implementation
- Develop an integrated project s and program management plan
- Articulate the Integr8ed Knowledge Management Framework™

Programme Outline

Identifying Key Knowledge Needs and Drivers

- Ensuring strategic alignment
- Improving innovation and sustainability
- Focusing on service excellence and delivery
- Key knowledge sharing needs and drivers

Looking at the Barriers, Benefits and Metrics of KM

- Short term “time” versus long term “benefits”
- Assessing the cost versus value
- Using tangible and intangible benefits for motivation
- Overcoming the “Knowledge is Power” mindset

Assessing and Nurturing the knowledge Culture and Environment

- Developing a knowledge sharing leadership style
- Assessing commitment and capability using surveys
- Developing the awareness and desire for change
- Implementing appropriate rewards and recognition

Initiating Knowledge Habits and Practices

- Establishing Communities of Practice (CoPs)
- Institutionalising “before, during and after” (BDA) action reviews
- Initiating knowledge sharing forums and events
- Using structured mentoring for sustainable knowledge transfer

“Knowledge Management should be seen as a **strategic discipline** and **key organisational competency** that constantly **drives an improvement** in the **quality of actions and decisions** of the knowledge workers using well **structured information** in context”

Philip Marsh

Programme Outline

Identifying and profiling the Knowledge Assets and Experts

- Using an Information Inventory
- Developing a Content Management policy
- Mapping the knowledge assets and flows using the K-Maps technique
- Profiling the subject matter experts and specialists

Looking into various knowledge Tools and Enablers

- Carrying out a systems audit to leverage existing technologies
- Identifying the appropriate technologies to meet the needs
- Developing a taxonomy for knowledge capture and storage
- Assessing other tools and enablers for effective KM

Exploring Change Management Needs and Drivers

- Developing an appropriate change management life-cycle model
- The use and application of training for KM
- Developing the KM Change Champions
- Using surveys to effectively assess the change

Using an integrated Program and KM Projects Management approach

- The use and application of the Integrated Knowledge Management Framework™
- Developing a KM project management life-cycle
- Developing the Gantt Charts and Project Plan
- Monitoring and evaluation of milestones and results

What other Delegates have had to say

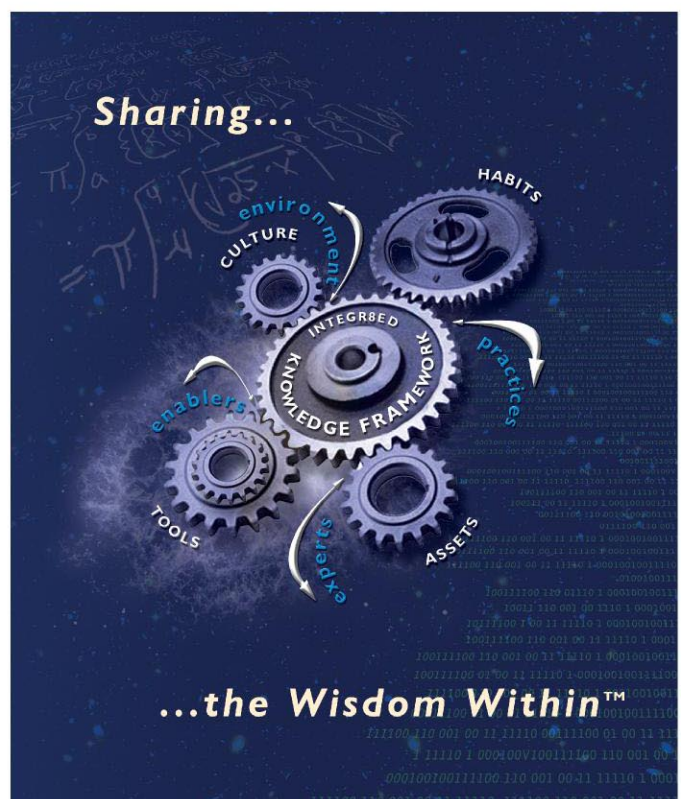
“Brilliant I learnt so much , I can't wait to implement some of the ideas.”
Senior Manager - Mining

“I wish I could have participated in this workshop years ago it would have saved us a fortune.”
Executive Director - Power

“The practical tools and techniques given are so useful it will change the way we share knowledge as an organisation.”
Director - Engineering

“A practical insight into what is usually a very theoretical and daunting subject.”
General Manager - Cellular

“A very useful workshop to assist us in participating more effectively in the new knowledge economy.”
Regional Director Local Gov.





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MANAGEMENT
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KMI also offers a comprehensive range of KM consulting solutions to ensure the sustainability and effectiveness of your KM initiatives.

[Find out more...](#)



KMI KNOWLEDGE
MANAGEMENT
INSTITUTE

KMI also offers a full web based survey solution to assist you with gathering organisational knowledge, as well as monitoring and managing knowledge based cultural change initiatives.

[Find out more...](#)

About your Programme Director:



PHILIP MARSH

BSc (Eng); Pr.Eng; Dipl.Bus.Man; G.D.E;
M.5.A.I.CE; M.I.C.E; M.I.Struct.E; C Eng

MD, Chief Knowledge Architect, Keynote Speaker and Conference Presenter

Mentoring 4 Success (Pty) Ltd

Philip is the founder and Managing Director of Mentoring for Success (Pty) Ltd, which is a wholly owned subsidiary of the Knowledge Management Institute (Pty) Ltd Group of Companies, which has been providing strategic, knowledge based solutions and services throughout Africa since 1997.

Philip is one of the foremost experts on Knowledge Management in Southern Africa and has established a high public and corporate profile as a regular keynote speaker, conference presenter and executive thinktank facilitator on a variety of "knowledge based" business solutions, such as Knowledge Management, Balanced Scorecards, Strategic Human Capital Management and Structured Mentoring. He has also appeared on the DSTV SUMMIT Executive Edge television program, discussing "Strategic Knowledge Management" for South African businesses, as well as the Mentoring 4 Success™ program, which is a global best practice, developed by Philip.

During his 15 years in engineering, Philip held positions as Managing Director of a civil engineering company as well as CEO of a structural engineering software and component development business. During the late 80's Philip was the Director of Structural Engineering with one of the main contractors on the Canary Wharf project in London, which was at the time, the world's largest commercial development and led a team of 65 engineers who developed and launched two award winning technical innovations in structural engineering. Philip also served as a board member of an international, UK based corporation, during this period.

Philip has presented keynote addresses and facilitated executive workshops throughout Africa. as well as internationally and is currently engaged in writing a book on the practical use and application of effective Knowledge Management in organisations.

Some important points to note:

- ⚙ This highly inter-active workshop experience is limited to a maximum of 15 to 20 people to ensure optimum skills transfer
- ⚙ The workshop are designed as "in-house" or "public" formats
- ⚙ The workshops can be customized to suit specific needs
- ⚙ Knowledge Management Institute (Pty) Ltd is a fully accredited services provider with the Services SETA under Decision Number 0797, valid until March 2012



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