

# CKMS Certified KM Strategist

## Manage Your Knowledge Environment for Business Excellence

Workshop Duration: 3-Days [Schedule: 9:15-10:45AM / 11-1PM / 1:45-3:15PM / 3:30-5:30PM]

### Background:

Achieving Biz Excellence by Managing the Corporate Knowledge for Innovation and Transformation...*It's everyone's goal in any organization!*

Success stories like those of 3M, Intel and Microsoft show that Knowledge Management, Creativity and Innovation can differentiate a company and lead to a genuine long-term competitive advantage. But, why do some companies achieve it, while others struggle...? The answer lies in developing effective knowledge sharing culture, openness to accept failures, effective metrics and measures to put new ideas into action.

Knowledge is known Ideas... Fresh & New Ideas are future Knowledge! By forming a clear organization-specific strategy, understanding the relevant knowledge/ innovation drivers, and improving futures thinking, organizations can improve their ability to make optimal decisions and execute them both with existing processes and by innovating business processes and architectures.

Day-by-day, the boundaries of innovation for any organization are shifting... Companies that used to organize Research & Development (R&D) internally are now relying more and more on corporate partnering and external sources...Companies are thus opening their doors to reach out for new ideas and knowledge that complement their own. What can bear the prized fruit is a continuous effort!

While Innovation and invention are critical capabilities for companies today, but how good a job do most companies do in exploiting the intellectual assets they have already created? By effectively managing the knowledge environment, companies can rely on the existing corporate memory and tap onto the corporate collective wisdom."An idea is nothing neither more nor less than a new combination of old elements." This is the backbone of creativity, as expressed by Jack Foster in the book "How to Get Ideas." Mixing up old ideas, i.e., existing knowledge (*best practices, lessons learned, tips, tricks and traps*) to breed/produce new ideas and knowledge requires companies to look, listen, remain curious and be bold.

Knowledge Based Innovation and Transformation involves combining and integrating high-level strategic thinking and futures thinking along with other improved decision-making skills. This is essential in order to anticipate, encourage, and take advantage of innovation. Operating from these trinity perspectives of Knowledge (KM) Strategy, Innovation and Transformation promotes fast learning, flexibility, responsiveness, and robustness against the unexpected. The fruit is the organization that is agile that promotes an ongoing and never ending positive customer experience management!

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### Who should attend?

1. Chairman, CEO's, SVP's, VP's, Directors and General Management Personnel
2. Corporate Human Resources Team
3. Corporate Knowledge Management Team
4. Corporate Biz Analytics & Biz Intelligence Management Team
5. Corporate Innovation Management Team
6. Corporate Quality Management Team
7. Corporate Learning, Education & Training Management Team
8. Business Managers – Sales, Marketing & Biz Development Team

### Workshop Objectives– 3 Days Session Covering Insights WRT:

1. Effectively Managing The Organization's Knowledge Environment
2. Harnessing & Reusing The Corporate Collective Wisdom
3. Promoting Ideation Based On Corporate Knowledge
4. Managing Ideas Program – Towards Gaining New Knowledge And / Or Ideas
5. Achieving Organizational Excellence *Via* MIS, KM& Business Intelligence
6. KM Methodology – Full Life Cycle *Plus* Planning & Managing KM Initiatives
7. KM Audit – Tools, Techniques & Standards
8. KM Return On Investment – ROI & Metrics

### What do the participants stand to gain?

- Participants can get on to hands-on Innovation/KM/BI Program Management
- Participants can Promote Innovation Program Management via Change & Culture Perspectives
- Participants can gain practitioner insights to Business – People – Process – Technology Perspectives of how to effectively manage the knowledge environment and promote Ideation
- Participants can Achieve Business Excellence Transformation via KM

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### Session wise Program details:

#### DAY 1:

##### Session I: [9:30 am – 11 am]

###### 1. Effectively Managing the Organization's Knowledge Environment

- a. Explicit, Embedded and Tacit Knowledge: SECI (Socialization – Externalization – Combination – Internalization)
- b. Data – Info' – Knowledge – Intelligence – Wisdom Perspectives
- c. Enterprise Document – Content – Information – Portal – Dashboard Perspectives
- d. Employee – Expert – Community – Collaboration – Knowledge Connectivity
- e. Enabling KM by Organization Culture & Change Management

##### Session II: [11.30 am – 1pm]

###### 2. Harnessing & Reusing the Corporate Collective Wisdom – Audit / Map / Gap

- a. Communities of Interest – Communities of Practice (Practitioners) – Centers of Competency – Centers of Excellence – Centers of Services
- b. Business Strategy Audit – Knowledge Needs Audit – KM Readiness Audit – Knowledge Audit – Knowledge Maps & Gaps – Tools – Techniques – Standards

##### Session III: [2 pm – 3:30 pm]

###### 3. Harnessing & Reusing the Corporate Collective Wisdom – Change Management

- a. KM Program Management: Organization wide KM – Roles & Responsibilities, Critical Success Factors & Key Result Areas
- b. KM Case Studies & Class Room Break Out Presentations

##### Session IV: [4 pm – 5:30 pm]

###### 4. Harnessing & Reusing the Corporate Collective Wisdom – Maturity & Returns

- a. KPO – Business Research / Analytics / Intelligence, Intellectual Capital Management, Intellectual Property Rights, Copy Rights / Patent Management
- b. Knowledge Management Maturity Models (KMMM)
- c. KM Measures & Metrics – ROI, RoKI (Return on Knowledge Invested) and VoI

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### DAY 2:

#### Session V: [9:30 am – 11 am]

##### **5. Promoting Ideation based on Corporate Knowledge – KM Performance Management**

- a. Education, Training, Learning, Knowledge & Innovation Continuum
- b. Knowledge Based Innovation Lifecycle: Create – Capture – Organize – Access – Use/Reuse – Ideate
- c. Gartner’s Innovation Scorecard – Participants’ Introspection & Retrospection: Strategic Management – Human Capital Management – Knowledge Management – Innovation Management – IC Lifecycle Management
- d. Case Study Walk-Through WRT Innovation Lifecycle

#### Session VI: [11.30 am – 1 pm]

##### **6. Managing KM & Ideation Programs – Effective Execution of Deep Dive Initiatives**

- a. Suggestions – Tips, Tricks & Traps; Kaizen – Continuous Improvement – Best Practices and Lessons Learned; Innovation – Next Practices and Radical Invention
- b. Project Knowledge Enlivenment; Project After Action Reviews; Project Knowledge Harvesting
- c. Effective Brainstorming, Creative & Lateral Thinking Alternatives to promote ideation

#### Session VII: [2 pm – 3:30 pm]

##### **7. Managing Ideas Program – Towards gaining new knowledge and/or ideas**

- a. Innovation – How to promote Ideation Programs within Corporate and Large Organizations? – Video
- b. Creative Thinking Using Six Thinking Hats – Participant Exercise

#### Session VIII: [4 pm – 5:30 pm]

##### **8. Achieving Organizational Excellence via MIS, KM& Business Intelligence**

- a. Top 10 KM & Innovation Myths
- b. Top 5 KM & Innovation Barriers
- c. Knowledge Based Innovation Stories – Most Admired Knowledge Enterprises – MAKE Award Winning International Corporate Case Studies – Participants’ Introspection & Retrospection

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### DAY 3:

#### Session IX: [9:30 am – 11 am]

##### 9. KM Methodology - Full Life Cycle

- a. Business (Basis BSC - Balanced Scorecard)
- b. Operations (Basis Dashboard & Scorecards)
- c. Delivery (Basis VoC - Voice of Customer)
- d. Process (Basis TQM / CMMi / Six Sigma / Lean)
- e. Technology (Basis Enterprise Biz Intelligence & BPM - Business Performance Management)
- f. APQC Road Map: Get Started
- g. Develop Integrated Strategy
- h. Launch Value Chain KM Pilots - Integrate, Expand & Support - Institutionalize

#### Session X: [11.30 am – 1 pm]

##### 10. Managing KM Initiatives – Planning & Management

- a. Biz Case - Budget - Governance
- b. Organizational - People - Process - Purpose - Technology Perspectives
- c. Planning for Pervasive (Personal - Process - Project - Program - Partner Perspective) KMSKIPs' (Strategic Knowledge Initiatives for Performance)
- d. Managing KM Pilots & Scaling Up Across Organization - Nuances for the First 90 Days Plan - Sustenance Plan to Manage the Knowledge Environment

#### Session XI: [2 pm – 3:30 pm]

##### 11. KM Audit Tools, Techniques, Standards

- a. Strategy Audit - Eliciting Knowledge Needs
- b. Content/Knowledge/Artifacts Audit - Evaluation of As-Is Existing Knowledge Assets
- c. Knowledge Gap Audit
- d. Knowledge Map Audit: Strategic - Expertise - Tacit - Competency - Learning Needs - Technical - Functional - Document - Job/Role Maps

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### Session XII: [4 pm – 5:30 pm]

#### 12. KMRol & Metrics

- a. Benchmarks - Tangible & Intangible Returns - Gartner Perspective on Vol (Value of Investment) &RoKI (Return on Knowledge Investments)
- b. People - Process - Technology Metrics: Artifacts / Contribution Based & Knowledge Reuse Metrics
- c. KM Program Metrics Framework: CoI - CoP - CoE Metrics; Business Impact - Soft Vs Hard Dollar Gain Measures Via KM SKIPs
- d. Next Practices & Transformation Metrics - Fail Fast & Future Forward Perspective KMRol

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- Payment to be made within 15 days from the date of the invoice.
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