

Introduction to Knowledge Management - 3 Days

Course 213 Overview

- You Will Learn How To**
- Identify, create and distribute knowledge using Knowledge Management (KM) best practices
 - Establish criteria for applying KM solutions
 - Create knowledge assets from personal expertise, events and other key sources
 - Analyse and build communities of practice to contribute and share knowledge
 - Apply a comprehensive KM strategy that leverages the cultural values of your organisation
 - Evaluate the success of a KM project to maintain effectiveness

Course Benefits An organisation's true competitive edge is the knowledge it holds—knowledge that is often contained in the minds of individuals where it can't be shared or improved and, frequently, is lost when those individuals leave the organisation. A well-designed and implemented Knowledge Management programme is essential for aggregating disconnected pockets of information to strengthen the effectiveness of an organisation. In this course, you develop the skills and processes to build KM solutions that leverage organisational and individual knowledge.

Who Should Attend Anyone responsible for the management and distribution of knowledge or tasked with implementing a KM initiative within an organisation, including directors, programme managers, team leaders and department heads.

RealityPlus™ Through a series of interactive case studies, you gain the skills to effectively apply Knowledge Management within your organisation. Individual and group exercises include:

- Identifying the value of KM for your organisation
- Designing a model for implementing KM
- Selecting viable KM projects
- Creating knowledge assets from interviewing experts
- Establishing a community of practice
- Facilitating learning through After Action Reviews
- Building a viable KM vision for an organisation that reflects the reality of its culture
- Distinguishing between IT and KM goals
- Performing a KM audit for an organisation
- Determining the criteria for evaluating a KM project
- Developing solutions to overcome organisational resistance
- Preparing a comprehensive and sustainable KM strategy

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Course 213 Outline

Introduction to Knowledge Management (KM)

Creating a KM model

- Essential components of your KM model
- Analysing your current knowledge state
- Formulating a mix of knowledge assets and communities of practice

When to employ Knowledge Management

- Establishing criteria for KM projects
- Applying KM criteria to select projects
- Seizing opportunities and avoiding costs

Building Knowledge Assets

Capturing expertise

- What is expertise?
- Filling in what experts don't remember
- Stages of knowledge acquisition
- Differentiating between tacit and explicit knowledge
- Uncovering tacit knowledge

Sources of knowledge

- People
- Stories
- Events
- Documents
- Interviewing experts
- Converting one-time events into permanent knowledge assets
- Analysing documents and other resources

Compiling knowledge assets

- Gauging the audience and establishing the scope
- Distilling principles and guidelines from existing knowledge
- Checklists
- Secrets for success
- Critical factors
- Assigning an asset curator
- Implementing feedback loops

Forming Communities of Practice

Facilitating communities of practice

- Life cycle of communities of practice
- Creating
- Growing
- Sustaining
- Closing

Forming the community

- Defining the need and the members
- The importance of the community facilitator
- Carrying out the critical initial tasks

Keeping the community going

- Eliciting both questions and contributions
- The power of acknowledgement
- Leveraging social media tools to integrate communities
- Integrating After Action Reviews (AARs)
- Generating knowledge assets from communities of practice

Creating Strategies for Success

Laying a solid foundation

- Generating a KM-specific vision
- Integrating organisational and business goals with KM
- Choosing the right KM techniques
- Adapting to company culture

Performing a KM audit

- Exploring knowledge needs
- Cataloguing existing knowledge assets
- Mapping knowledge flows
- Selecting optimal KM practices

Overcoming barriers and pitfalls

- The four major barriers to KM success
- Unsupportive culture
- Unaligned rewards and recognition
- Uncommitted stakeholders
- Overprotective experts
- Employing remedies to ensure success

Tailoring a KM strategy for your organisation

- Accounting for your unique business needs
- Leveraging your organisation's culture
- Ensuring sustainable KM initiatives
- Customising a KM process for your organisation

Implementing Knowledge

Management

Measuring the value of KM

- Evaluating a KM project against business goals
- Selecting key evaluation criteria
- Establishing the relationship among KM and profits, product timeliness and more

Delivering a successful project

- Integrating business case, vision and goal
- Choosing the right project
- Constructing an ongoing evaluation process