

Learn about...

KM Terms, Models, Metaphors
Knowledge Definitions & Attributes
Knowledge Episodes and Processes
KM Endgame – where we're headed
KM Theory and Models
KM Universe Model™
KM Rationale and Case Studies
Interactive Knowledge Café
Full Life Cycle KM Methodology
KM Body of Knowledge (KMBOK™)
Managing KM Initiatives
Strategy and Planning
Knowledge Audits and Mapping
Change Management Planning
KM Sciences
Business Taxonomies
Social Nets
Learning Theory
Complex Adaptive Systems
KM Metrics
Storytelling
Communities of Practice (CoP)
Knowledge Repositories
Benchmarking
Collaborative Technologies
Personal KM
Knowledge Mapping Methodology
KM Initiative Planning & Management
KM Investment Analysis (ROI)
Intellectual Capital
Innovation Techniques
Disruptive Technologies
KM Performance Measurement
KM Case Studies and Analysis

KM Institute's internationally renowned knowledge management training program enhanced by best European practice

Basel
April 21–25
2008

Creating an Innovative Organisation...

Knowledge Management (KM) increases your speed to market through the application of better practices, resources and methods, reduces costly mistakes, and ensures consistent results. It enables rapid absorption and diffusion of new ideas, allowing organisations to achieve and sustain a competitive advantage by improving:

- ▶ Organisational agility
- ▶ Operational efficiency
- ▶ Transfer of capabilities between employees
- ▶ Rate of innovation
- ▶ Employee growth and learning opportunities

Means Learning the Right Skills...

This intensive course will give you all the necessary skills and understanding for ensuring effective knowledge management — from conception and initiation, through planning and implementation, to management, measurement and continued improvement.

- ▶ An intensive five-day workshop, supplemented by eLearning modules equivalent to an additional 9 days' training and enriched by discussion of emerging best practices and case-studies
- ▶ Co-delivered by a team of leading instructors and practitioners
- ▶ In-depth, extremely informative, but highly interactive and practical enjoyable workshop approach that never gets lost in the theory
- ▶ Includes support beyond the workshop through access to the most comprehensive KM Body of Knowledge in development and web-based professional interaction
- ▶ Certification Completion also includes subsequent evaluation of practitioner competency through documented practice application and case-study evaluation

***Have you got the best knowledge at the right
time to make the best decision?***

Knowledge Management is an ongoing strategic program of knowledge-based processes and practices for achieving organizational objectives through the creation, acquisition, sharing and utilization of knowledge and the cultural and technical systems that support such processes. And that requires linking people to people, people to content, and content to content.

About the Instructors



Douglas Weidner

President, International Knowledge Management Institute

- Pioneering KM practitioner & Master CKM Instructor
- Former Chief Knowledge Engineer for Northrop Grumman
- Consulted for the World Bank, UN and NASA
- Developed the Certified Knowledge Manager (CKM) & Master CKM programs
- Has taught CKM to hundreds of managers worldwide

Beat Knechtli

Director & Chief Knowledge Officer, PricewaterhouseCoopers

- Practitioner in Strategic Management, Knowledge Management, Change Management & Innovation Management
- Former Knowledge Manager & Deputy Head of Human Resources Development with ABB Switzerland
- University Lecturer at the Universities of Applied Science in Basel and Bern
- Various Management positions over 13 years with Roche



Pavel Kraus

Founding Partner of aht'intermediation GmbH

- President of the Swiss Knowledge Management Forum
- Former Head of KM with Roche Diagnostics
- Active Practitioner with recent projects in development of best practice and decision-making support systems, document management in crisis situations, development of an early warning system for technology innovation, and the optimization of information organisation and project management.

Barry Hardy

Director, KM Institute Switzerland

- Manages InnovationWell Network and Community of Practice
- Passion for Collaboration, Communications & Innovation
- Former National Research Fellow at the FDA
- Former Hitchings-Elion Fellow at Oxford University
- Expertise in Knowledge Management & Assessment in R&D
- Has developed technology solutions for internet-based conferencing, tutor-supported e-learning, laboratory automation systems, computational chemistry and research informatics



Here's what previous participants said about the course...

"The CKM program is unique... Not only do students gain a thorough understanding of KM's most important tenets, through dynamic instructor-led exercises they gain a working knowledge of lessons learned and those most practical and relevant to their success" SW, General Motors

"The body of training that you have developed is extremely impressive in both its quality and its quantity" RS, IBM Global Services

"I liked the blend of theory and practice, the opportunity to learn from fellow students, enriched brainstorming and knowledge café techniques, and the pragmatic approach." AS, Heidrick & Struggles

"Definite practical value... going to put several tools into practice straightaway" PLD, World Bank

"This course has filled all my gaps in Knowledge Management and made me confident to start a real KM initiative" SM, International Atomic Energy Agency

"This course really opened my eyes about knowledge management and I would recommend anyone, organizations and individuals alike, interested in learning about 'real' KM concepts take this course." RM, Catholic Relief

This training program aims to support the development of best KM skills and the enrichment of KM practices as applied by participants in the field. The blended approach includes a balance between eLearning and face-to-face training, theory and application, and lecture and discussion.

What you will learn now in this active workshop-style training program...

- ▶ An understanding and grasp of the most common KM principles, best practices and techniques
- ▶ How to develop, plan and implement a KM strategy that works in practice for your organisation
- ▶ Good practices applied in case-study situations
- ▶ How to use the best tools, practice the most effective techniques and create a roadmap for 'Building a Learning Organisation'
- ▶ How to identify and communicate the business benefits of KM interventions and their subsequent assessment and monitoring
- ▶ A working, practical approach to performing KM personally as well as organisationally

And what you will have for the future...

- ▶ An internationally-recognised certification of competence
- ▶ Access to further training modules, eLearning materials and KM Institute support
- ▶ Membership to an active Community of Practice of all former CKM graduates

Highlights from the Basel Certified Knowledge Manager Training Program

Day One – KM Essentials

Class Introduction, Workshop Approach & Content
Definition and Understanding of Knowledge Management
Knowledge Modes, Episodes & Processes; KM Theory & Models
Role of Knowledge Manager, Competencies, Keys & Barriers to Success
Knowledge Café

Day Two – KM Planning, Design & Assessment

Creating the Knowledge Imperative & Framework for Knowledge Management
Knowledge Maturity Mode, Knowledge Bases & KM Body of Knowledge
Design and Justification of KM Initiative; Organizational Change
Operation & Maintenance of KM Initiative
Case Study – Knowledge Management, Collaboration and Assessment in R&D

Day Three – Leadership, Culture & Organisational Development

Role of leadership in KM initiatives
Need for a shared vision and a clear strategy
Relationship between knowledge and culture
Individuals, groups and organisations; Trust and motivation
Competencies, learning and reflection; Managing cultural change
Tools to manage relationships that drive knowledge processes
Influencing attitudes and behaviors based on values
Incentives and rewards that drive the right behavior
Waters of Ayole case study; Social network analysis
European Guide to good practice in Knowledge Management

Day Four – KM Structure, IT Support & Measurement

Thinking systemically; Building a business case for KM
How to best organize KM in a company?
Key skills of a knowledge manager
IT support & Role of IT; Opportunities and dangers of IT-Solutions
How to link IT solutions into the KM process
Examples of practical solutions; Measurement options for KM activities
Aligning business and KM measurement; Specific KM related metrics

Day Five – Design KM Initiative

Case Study Discussion – Communities of Practice
Innovation Café – Innovation, KM & Product Development
Workshop participants present a KM Initiative of their own for review and discussion by the group

Contact us now to arrange for a custom KM training program for your company!

CKMs are found in the best of organisations ...

ABB • AT&T • BAE Systems • Cisco Systems • Computer Associates • Computer Sciences Corp. • Heidrick & Struggles • IBM • International Atomic Energy Agency • Lucent Technologies • NASA • NATO • National Institutes of Health • PricewaterhouseCoopers • Sanofi-Aventis • Symantec • UNICEF • UNDP • Waters • World Bank • WHO • Xerox • and many more

Certified Knowledge Manager (CKM)

Dates: April 21-25, 2008

Training Fees: SFr.5360- / € 3400 (incl. Lunch & Refreshments)

The workshop will be held in English

Location: Hotel Merian-am-Rhein, Basel

This CKM Training is brought to you by ..

Douglas Connect, specialists in knowledge management & assessment, innovation networks, communities of practice, collaboration and communications. For the pharmaceutical and life sciences industry, we are currently running:

InnovationWell:

Integrating Knowledge Across the Life Science Product Life Cycle
www.innovationwell.net

Contact:

Nicki Douglas or Barry Hardy
Tel: +41 61 851 04 61 or 851 01 70
eFax: +44 870 112 38 44
enquiries@douglasconnect.com

Douglas Connect
Bärmeggweg 14
CH - 4314 Zeiningen

.. in partnership with ..

Beuggert, Hochstrasser & Partner, specialists for all aspects of personnel recruitment, assessment, training in team-building, and individual coaching

Contact:

Monika or Marcus Hochstrasser
Tel: +41 61 271 38 38
Fax: +41 61 271 38 28
info@hochstrasser-consulting.ch

Beuggert, Hochstrasser & Partner AG
Steinengraben 55
CH - 4003 Basel

.. and on behalf of ..

KM Institute™
International Knowledge Management Institute,
Washington DC, USA
www.kminstitute.org

Order Form

Please complete this form and send or fax to Douglas Connect (details opposite).

Please register me for the CKM Training Program

Name

Job Title

Company

Address

Tel:

Email

Preferred Payment Method

Invoice

Credit Card

Signed

Date

This training may be transferred to another qualifying manager within the same organisation, but we regret no refunds are possible less than 60 days before the course begins unless cancellation is made by Organisers.