

Practical Knowledge Management



Efficient and effective delivery and use of knowledge increases the range of available business solutions, uncovers hidden business strengths, represents an opportunity for value-added supplier relations and brings a working meaning to the idea of intellectual capital.

Whether thinking in terms of documents, ideas, or actions, a simple and efficient method of capturing, locating, articulating, using and managing knowledge in the enterprise is needed. In simple terms, good knowledge management promotes better business performance.

This seminar presents knowledge and knowledge management in context of business need and value by relating knowledge management directly to work performed.

This three-day course provides participants the basic tools necessary to assess and plan for a knowledge management capability in an enterprise. The techniques described in the course are useful for bridging the gap between expectations and reality, providing a means to leverage existing knowledge efforts and increase value by focusing the efforts on projects with quick payback. Tools and technology considerations provide an opportunity for IT excellence in the management and delivery of knowledge to users.

Contact Knowledge Consultants, Inc. at **847-543-1225**
Or email requests to knowhow@knowledgebiz.com

Practical Knowledge Management

Course Outline

Module 1: Knowledge Management Today

- Objectives and Course Structure
- Knowledge Management Landscape
- An Approach
- A Brief History
- Intellectual Capital
- Culture and a Learning Organization
- Valuing Knowledge-The Business Case
- Enterprise Strategies
- The Knowledge Technology Evolution

Exercise – Knowledge Management Strategic Initiatives

Module 2: Knowledge Management Value Proposition

- KM Motives, Initiatives and Impacts
- Getting buried with information
- Architecture for Knowledge
- The KM Cycle
- The Knowledge Supply Chain
- KM Methodology
- Institutional Memory

Exercise – Identifying, Valuing and Ranking Enterprise Knowledge

Module 3: Corporate Knowledge

- Shared Knowledge and Knowledge Push
- The Knowledge Assessment
- Resource Exchanges
- The Knowledge Repository
- An Incremental Approach
- Roles and Responsibilities
- Knowledge and Professional Services

Demonstration – Accessing a Shared Knowledge Portal'

Module 4: Local Knowledge –Desktop Knowledge Solution

- Individual Knowledge and Knowledge Pull
- Knowledge, Work and Point Solutions
- Enabling Knowledge at the Local Level
- Knowledge Use Analysis
- Knowledge Reach
- Discovering Knowledge
- Capturing Intellectual Capital at the Desktop

Exercise – Identifying Local Knowledge'

Module 5: Organizing Knowledge

- Structures and Types of Knowledge
- Taxonomies, Ontologies and Content Domains
- Knowledge Architecture vs. KM Architecture
- Knowledge Acquisition and Mapping
- Integrating Knowledge Structure
- Integrating Knowledge Content
- Knowledge Metadata in the Enterprise

Demonstration – A Knowledge Taxonomy Tool

Module 6: Communities of Practice and Interest

- Communities of Interest
- Communities of Practice
- Community Life Cycles and Evolution
- Metrics for Performance
- Getting Started with Communities
- Issues in Development of Communities

Demonstration – A Collaboration Tool

Module 7: Protecting Enterprise Knowledge

- Essential Knowledge Acquisition
- Knowledge Loss in Businesses
- Focusing for Acquisition,
- The Processes - Knowledge Link
- Knowledge Triage
- Service Delivery – The Process View
- Workflow Provisioning and Positioning
- Legacy Knowledge

Exercise Identifying Essential Knowledge

Module 8: Knowledge and the Web

- Initiatives and Motives
- B2B, B2C, B2E, Exchanges
Consumer Support, Customer Service
- Knowledge Over the Web - eBusiness
- External Access to Corporate Knowledge
- Security Issues and Knowledge
- Combining Internal and External Knowledge

Knowledge Quality and the Web

Exercise – Integrating Internal and External Knowledge

Module 9: Tools and Technology for Knowledge Management

- A Simple Selection Framework
- Types of Technology
- Internet, Intranet, Extranet, Desktop, Enterprise et al
- Tool Environment Architecture
- Taxonomy, Classification, Mining, Delivery, Search,
Warehousing, Metadata, AI
- Tool Selection methodology
- Tool Evaluation Checklists
- Standards

Exercise – Preparing A Tool Evaluation Checklist

Module 10: Types of Tools – Examples and Vendors

- Delivery and Search Tools – Portals and Catalogs
- Expertise Management (Collaboration and Acquisition)
- XML Databases and Content Management
- Desktop Knowledge Management
- Taxonomy, Classification and Mining
- Structuring and Metadata Tools

Demonstration – Knowledge Context Analysis

Module 11: Metrics for Knowledge Management

- Tracking Initiatives
- Metrics for Managing Knowledge
- Capturing, Using, Matching to the Enterprise,
- Measuring the KM Process
- Assessing Knowledge Impact
- Best Practices for Knowledge Management
- Getting Results

Exercise – Which metrics to use

Module 12: Trends and Review

- Issues and Trends
- Portals, Structures, Security, Proliferation, Hardware, Content
- Emerging uses of Knowledge
- Aging Knowledge and What to Do About it
- Technology Issues
- Resistance, Absorption Rates, Culture, Proliferation
- Typical Starting Knowledge Initiatives
- Knowledge Management Revisited

Closing Discussion and Wrap