

# Certified Knowledge Manager

Intensive training program · Luzern · Nov 1–5th, 2010

KM Terms, Models, Metaphors  
Knowledge Definitions & Attributes  
KM Concepts  
KM Rationale  
KM Initiative Planning & Management  
Strategy and Planning  
Business Case for KM  
Organisational Development & Culture  
Managing KM Initiatives  
Change Management for KM  
Full Life Cycle KM Methodology  
KM Body of Knowledge (KMBOK™)  
Knowledge Assessment  
KM Metrics  
Process-Oriented KM  
Web 2.0  
Social Networks  
Knowledge Repositories  
Communities  
Collaboration  
Personal KM  
Storytelling  
Benchmarking  
Knowledge Mapping Methodology  
KM Performance Measurement  
KM Case Studies and Analysis

## Creating an Effective Organisation...

In a recent in-depth survey\* of 1650 top executives, senior analysts and policymakers, 45% said they believed knowledge management offers the single greatest potential for productivity gains between now and 2020.

Now the crisis has hit and organisations everywhere need to do so much more with fewer resources, most of these leaders probably wish their organisations had been better prepared.

Knowledge management increases effectiveness through the application of better practices, resources and methods, reduces costly mistakes and ensures consistent results.

## Means Learning the Right Skills...

Experience has shown that only a solid training will lead to successful implementation.

Worldwide, more people have chosen KM Institute's CKM training program than any other course.

And now, we've enhanced it through the integration of best European practice to 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 5-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 enjoyable practical workshop approach that never gets lost in the theory

*\*The Economist Intelligence Report: Foresight 2020*



## eLearning for self-study at own pace pre- and post-workshop

### ▶ Multiple instructor-facilitators to give you the broadest experience possible and to maximise individual attention



**Douglas Weidner**, President, KM Institute

Pioneering KM Practitioner & Master CKM Instructor · Developed & taught CKM Program for over 10 years around the world · Former Chief Knowledge Engineer for Northrop Grumman · Consulted for the World Bank, UN and NASA and many more  
Instructor for pre- and post-class eLearning



**Barry Hardy PhD**, Director, Community of Practice & Research Activities, Douglas Connect

Many years' experience in KM & ICT Research & Practice · Founder of InnovationWell & eCheminfo Networks · Former Hitchings–Elion Fellow, Oxford University · Leader for European Commission FP7 research projects OpenTox & SYNERGY  
Workshop Focus: Assessment, Change, Collaboration, Networks  
Principal Facilitator for class Monday – Friday



**Beat Knechtli**, Leader Advisory Knowledge Management Central Cluster, PricewaterhouseCoopers

Experienced Practitioner in Strategic Management, KM, 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  
Workshop Focus (Monday & Tuesday): KM Framework, Strategy, & Culture



**Pavel Kraus PhD**, Partner, ah't intermediation / President, Swiss Knowledge Management Forum

Former Head of Knowledge Management at Roche Diagnostics · Active Practitioner with recent projects in development of Best Practice and Decision-making Support Systems , Document Management in Crisis Situations, an Early Warning System for Technology Innovation, and Optimisation of Information Organisation and Project Management  
Workshop Focus (Monday & Tuesday): Business Case, Metrics, Competencies



**Michael Wyrsh**, Vice President, Credit Suisse

Leading the Knowledge Management Competence Centre at Credit Suisse · Expert Mentor, Facilitator & Moderator · Business Process Management & Design · Formerly CKO at PwC and Global Knowledge Architect for HP Consulting  
Workshop Focus (Wednesday & Thursday): Process-oriented KM, Communities of Practice



**Stephan Bohr**, Global Knowledge Management Leader (EMEA), PricewaterhouseCoopers

14 years Business Practice in External and Internal Consulting at PwC · Leading International KM Responsibility since 2001 · Expertise in Business Development and Innovation · Has led large international KM related projects with teams up to 40 persons  
Workshop Focus (Wednesday & Thursday): Expertise Location, Personal KM, Web 2.0, and Benchmarking



## 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

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

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

"Thank you very much for sharing & providing this memorable opportunity to interact professionally with such a motivated and passionate team of instructors and fellow learners." PP, IDI

"I really enjoyed the course and I've gained a lot. I liked the way of initiating a fantastic relationship between trainees and also between trainees and instructors. Good luck!" AG, Saudi Telecom

"Very good course, it changes my view on how to penetrate through cultural barriers. I particularly like the low-budget KM, and how to develop a business case and the knowledge cafés." YK, KISR

"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, Heidrich & 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

"Excellent workshop, I just wish it were longer. I'd like to do it again!" RW, ADCS



Class 2008

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

Luzern - one of the world's favourite places to visit



Image courtesy of freefoto.com

## Certified Knowledge Manager (CKM)

**Dates:** November 1<sup>st</sup>-5<sup>th</sup>, 2010

**Location:** Hotel Astoria, Luzern

**Training fees:** SFr. 5360 / € 3650 **Language:** English

Fees include:

- Access for one year to KM Institute's comprehensive eLearning program comprising audio and visual lessons for you to study at your own pace. Please note that Theme I needs to be completed before the workshop so that the class has a common understanding of the basics at the start of the workshop.
- A five-day workshop covering some of the most important KM topics enriched by contemporary European practice. These are facilitated by senior managers currently involved in leading KM initiatives and research projects in such information-intensive fields as banking & financial services and pharmaceutical & scientific research as well as having considerable experience in fields ranging from engineering and technology to non-profit organisations.
- Plenty of practical exercises during the workshop: we devote approx. 50% of the workshop time to working in small groups, each facilitated by an instructor. As part of this, you will also develop a case study over the week and present your results to the class on the last day as part of the assessment.
- Ample time to network with your peers in a stimulating environment with lunches and refreshments provided.

### Register now!

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4314 Zeiningen

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Class 2009

## Our CKMs are found in all kinds of organisations...

IBM · Heidrich & Struggles · ABB ·

Credit Suisse · T-Mobile · Saudi Telecom ·

Bank of Korea · Holcim · SwissRe ·

PricewaterhouseCoopers · Saudi Aramco ·

PT Telekomunikasi · Coca-Cola · IATA ·

Statoil, Norway · UN Volunteers ·

Islamic Development Bank · Solvay ·

UBS · JT International · FIFA ·

Intosai Development Initiative · UNESCO ·

General Dynamics · CTA ·

Sanofi Pasteur · UN Development Program ·

Abu Dhabi Civil Service · AGIP, Italy ·

Acergy, France · Microsoft ·

Bank for International Settlements ·

Retirement Benefits Authority, Kenya ·

Kuwait Institute Scientific Research ·

Swiss Agency Development & Cooperation ·

UN Institute of Training & Research ·

International Olympic Committee

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