Creating an Innovative Organisation…
Knowledge Management (KM) increases your speed to market through the reuse of proven 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
- Delivered by Douglas Weidner, one of the world’s pioneering KM practitioners and world-renowned today for his leading training curriculum
- 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

Make sure your company knows how to make the most of its knowledge!
Douglas Weidner is one of the world’s pioneers of KM practice as it is known today. He has been directly involved in Knowledge Management since working at a US Dept. of Defense think-tank in 1992 where, among other things, he designed the Kbase Tool.

For several years Douglas was the Chief Knowledge Engineer and Senior Technical Fellow for Northrop Grumman, which currently ranks 55 in the Fortune 500. Here, he also provided Northrop Grumman’s innovations to clients worldwide, including KM training, assessment/planning, design and implementation, as well as acting as a consultant and mentor for the World Bank, UN, NASA, and many government agencies and commercial organisations.

Douglas has also authored many articles and is widely sought as a keynote presenter and chair-person with a proven reputation as a dynamic and influential speaker. He developed the Certified Knowledge Manager (CKM™) and Master CKM™ programs which, since 2001, have been used to train people from more than 500 companies and organisations worldwide.

Douglas is renowned for his highly energetic and entertaining style of delivery which makes his workshops and courses an enjoyable experience, as well as highly informative and thought-provoking. The emphasis at all times is on the practical application of KM theory and key learning objectives.

Knowledge Management goes much further than just the gathering, storage and retrieval of large quantities of information. It means getting the best information to the right person in time to make the right decision or to improve a process — and to get the job done! And that requires linking people to people, people to content, and content to content.

Douglas Weidner
Chairman of the Board,
International Knowledge Management Institute,
KM Institute™) Washington DC, USA

About the Instructor

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

“This course was extremely valuable, extremely pertinent to the KM initiative starting at my company... course material directly applicable…”

RZ, Computer Associates

“A very encompassing course. Nuts and bolts from A-Z.... I feel confident I can begin to make my organization into a Learning Organization” Major AL, US Army

“An excellent overview of a complex subject with enough insights to get you moving on the areas you want. KMers need to be focused without losing sight of the big picture”

CN, CEO, Blue Apricot Solutions

“Definite practical value... going to put several tools into practice straightaway”

PLD, World Bank

“This course has filled all my gaps in KM and made me confident to start a real KM initiative”

SM, International Atomic Energy Agency

Douglas will personally present his leading training program in Switzerland ...

... but there are only a few places available so make sure to reserve yours now!
This specialist training is directed at people who anticipate initiating or leading knowledge management programs across their enterprise. In addition to senior knowledge managers, this typically includes people such as IT Executives, R&D and Project Managers, Corporate Development, HR & Training Program Managers, Chief Architects, Senior Business Strategists..

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

- An understanding and grasp of the most common KM principles and techniques
- How to utilise the KM Body Of Knowledge (KMBOK™) to harvest your company’s knowledge and develop a KM Strategy that works in practice
- How to use the best tools, practice the most effective techniques and create a roadmap to ‘Building a Learning Organisation’
- How to ‘sell’ the concept to executive management, how and when to implement it
- 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 Certified Knowledge Manager™ Training Program

Day One – Demystify KM
Learn KM Terms, Models, Metaphors, Analyse KM Metaphor Implications
Define Knowledge / Knowledge Processes / KM
Learn New Knowledge Paradigm
Envision the KM Endgame, where KM is headed

Day Two – Master KM Essentials
Understand Advanced KM Theory and Models
Invent KM Initiatives for Core Processes
Understand Social Net Implications
Understand Implications of KM Universe Model™
Understand KM Rationale, make a convincing case for KM
Role of the Chief Knowledge Officer (CKO)
Develop Counter-Measures for Disillusionment
Know How to Innovate Relentlessly
Evaluate CKO Learning Objectives

Day Three – Create KMBOK™ Methodology
Understand KM Metaphors and Factors
Create a KM Body of Knowledge (KMBOK™) Methodology
Evaluate Popular KM Methodologies Against Standard
Overview KM Methodology
Learn How to Create the Knowledge Imperative
Learn How to Get Started

Day Four – Perform KM
Understand KM Sciences – Create a Business-Oriented Taxonomy
Understand Metrics – Create Leading/Lagging KM Performance Indicators
Learn KM Techniques such as Storytelling
Learn to Benchmark and Evaluate Benchmarking Alternatives
Be Able to Perform a Knowledge Audit, Map Outcomes
Create a KM Vision, an Executive Briefing, and a Startup Plan
Coordinate Planning Across the Organisation
Understand How to Design, Justify, Implement & Continuously Improve KM

Day Five – Design KM Initiative
Learn to Innovate Relentlessly: Intellectual Capital, Innovation Techniques, & Sustaining / Disruptive Technologies
Learn ‘Personal KM’
Enrich Communities: Fundamentals and Methodology
Get Started – Design KM Initiative
Evaluate Alternative KM Initiative Plans

Contact us now to arrange for a custom KM training program for your company!
This CKM Training is brought to you by ..

Douglas Connect, specialists in setting up and running online communities, web seminars and virtual conferences blended with face-to-face meetings. For KM in the pharmaceutical and life sciences industry, we are currently running:

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

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.. in partnership with ..

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

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.. and on behalf of ..

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

Certified Knowledge Manager (CKM™)

Dates: November 28 - December 2, 2005
Training Fees: SFr. 4850.– / € 3200 (incl. Lunch & Refreshments)
The workshop will be held in English
Location: Basel

Order Form

Please complete this form and send or fax to Douglas Connect or Beuggert, Hochstrasser & Partner (details opposite).

☐ Please register me for the CKM™ Training Program, Nov–Dec 2005

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.